



RECAP REPORT 2016

www.latinoheritage.la

Latino Heritage month engages, inspires and highlights contributions made by the Latino community to our nation, while bridging cultural gaps, enhancing and connecting the diverse, multi-racial and multi-cultural mosaic that is the very heart of Los Angeles.

2016 LATINO HERITAGE MONTH EVENTS

City Hall Launch

Stadium Express Fiestas

Latino LA Metro Guide

Latino Heritage App Challenge

Latinos in Hollywood Photo Exhibit

El Grito

Latino LA Festival

Taste of Xocolatl

Dia de los Muertos LA



CITY HALL LAUNCH

Civil rights activist Sylvia Mendez was Latino Heritage Month's 2016 honoree, "for her courage and that of her family helped change unequal educational practices against Mexicans, Mexican-Americans and other minority groups in California and throughout our nation." Also the unveiling of the annual Latino Heritage Month Calendar and Cultural Guide took place presented by Department of Cultural Affairs, featuring the cover artist Isaac Pelayo.

Date: September 14, 2016

Attendance: 200 City Hall Chambers Attendance | 400 Reception Attendance

Location: Los Angeles City Hall



APP CHALLENGE

Latino Heritage L.A.'s second annual Latino Heritage App Challenge encourages K-12th grade students to create a mobile app that aims to identify and solve a problem in their community.

Date: September 1 - October 31, 2016

Participants: 334 Students

Location: Los Angeles County



APP CHALLENGE
BE A LEADER THROUGH INNOVATION AND MAKE AN IMPACT WITH APP DESIGN
SEPTEMBER 1ST - OCTOBER 31ST, 2016

MISSION
To create an app that will solve challenging issues in your community.

ELIGIBILITY
K-12 Grade students in California.

PRIZES
1ST PLACE recipients will team up with our corporate partner to develop their app.
The recipients will be announced at a special event, attended by media, local elected officials, community partners, teachers and parent groups.

TO APPLY
Visit and submit your application at:
www.latinoheritage.la/appchallenge



IN PARTNERSHIP WITH:

Hispanic Heritage Foundation

Eric Garcetti

LAUSD Board Member **Mónica García**

Chairmember **JOSE HUIZAR**

RON | GALPERIN
Los Angeles City Controller



LATINO HERITAGE
LOS ANGELES™

LATINO HERITAGE APP CHALLENGE
September 1st - October 31st
Los Angeles County

METRO GUIDE

Latino Heritage L.A. proudly collaborated with the Metro for 2016 "Metro Guide." A mutually beneficial opportunity for Metro rail and bus riders to show their TAP cards and enjoy the discounts at businesses located near Metro stops throughout the city.

Date: September 1 - October 31, 2016

Location: Throughout Los Angeles, CA



STADIUM EXPRESS FIESTAS

Latino Heritage L.A. held fiestas for Dodger Stadium Express riders at Los Angeles Union Station. Our fiestas included a variety of fun activities, DJs, and prizes, offering our corporate partners with direct contact to 2,000+ Dodger fans per event.

Date: August 27, 28 | September 2, 4 & 24, 25, 2016

Attendance: 12,000

Location: Union Station, Los Angeles, CA







LATINOS IN HOLLYWOOD

Latinos have a long and unacknowledged history in Hollywood. Latinos in Hollywood Photo Exhibit honors the accomplishments of Latinos in film and television throughout the history of Hollywood many of who have gone unappreciated for years.

Date: September 15 - October 31, 2016

Attendance: 8,000 Exhibit Visitors

Location: Plaza de la Raza, Los Angeles, CA







LATINOS IN HOLLYWOOD

SPIRITS MENU

FOR YOUR DRINKING PLEASURE WE ARE SERVING:

GOLDEN EAGLE

Chivas and Jarritos Mineragua

DIABLOS

Avion Silver with Jarritos Toronja

LA JEFA

Altos Reposado

EL TRAGO FUERTE

Angel City IPA

EL TRAGO

Angel City Pilsner

ANGRY ORCHARD

Apple Ale





EL GRITO

El Grito de Dolores marks the beginning of the Mexican War of Independence and is celebrated each year on September 15th. For more than twenty years, the celebration of El Grito has been sponsored by the City of Los Angeles. This celebration entertains residents and television views with a reenactment of the historic cry and bell ringing, and features live musical entertainment on the steps of City Hall.

Date: September 16, 2016

Attendance: 15,000

Location: Los Angeles City Hall







¹⁶ ¡EL GRITO!

BAR MENU

FOR YOUR PLEASURE WE ARE SERVING:

FEATURED COCKTAILS

EL GRITO

CHIVAS WITH JARRITOS MINERAGUA

LA INDEPENDENCIA

AVION SILVER WITH JARRITOS TORONJA

NOCHE

MALIBU WITH JARRITOS MXCN COLA

ADDITIONAL SPIRITS

AVION TEQUILA

ABSOLUT VODKA

CHIVAS EXTRA

MARTELL VSOP

JAMESON WHISKEY

MALIBU RUM

CAMPO VIEJO RED WINE



LATINO LA FESTIVAL

Third year celebrating Latino Heritage month at Wilmington Waterfront Park, LHLA brought the Wilmington community a day full of traditional Latin American performers, from Aztec to Brazilian Capoeira dancers, traditional and contemporary art, and activities for kids. We concluded our night with a film screening of "Road To El Dorado" for children and parents to enjoy.

Date: October 1, 2016

Attendance: 2,500

Location: Wilmington Waterfront Park







NOCHE AT THE LIBRARY

In partnership with the Los Angeles Public Library, Latino Heritage LA hosted our first ever Loteria Night at the Library. Angelinos 21 years of age and older got a chance to shout "Loteria" in addition to enjoying food, cocktails, and music in celebration of Latino Heritage Month.

Date: October 6, 2016

Attendance: 250

Location: Los Angeles Public Library







NOCHE AT THE LIBRARY

LOTERIA GAME NIGHT



SPIRITS MENU

FOR YOUR DRINKING PLEASURE WE ARE SERVING:

LA PICOSA

Altos Tequila Plata • Jalapeno Syrup • Fresh Grapefruit Juice
Lime Juice • Jarritos Mineragua

EL TEQUILINDO

Altos Tequila Plata • Tajin • Salt • Lime • Jarritos Tamarindo

LA JEFA

Altos Reposado

EL TRAGO FUERTE

Angel City IPA

EL TRAGO

Angel City Pilsner



TASTE OF XOCOLATL

Our second annual Taste of Xocolatl brought together chocolate lovers from around Southern California for an unprecedented chocolate-filled night! This event took place inside the grand Union Station located in Downtown Los Angeles. Did we say chocolate, we had chocolate beer, chocolate tacos, chocolate make-up and dancing.

Date: October 13, 2016

Attendance: 2,000

Location: Union Station, Los Angeles, CA







TASTE OF XOCOLATL

SPIRITS MENU

FOR YOUR DRINKING PLEASURE WE ARE SERVING:

LA LUNA

Chivas Extra with Jarritos MXCN Cola

EL SOL

Chivas Extra with Jarritos Mineragua

THE GODDESS

Chivas Extra

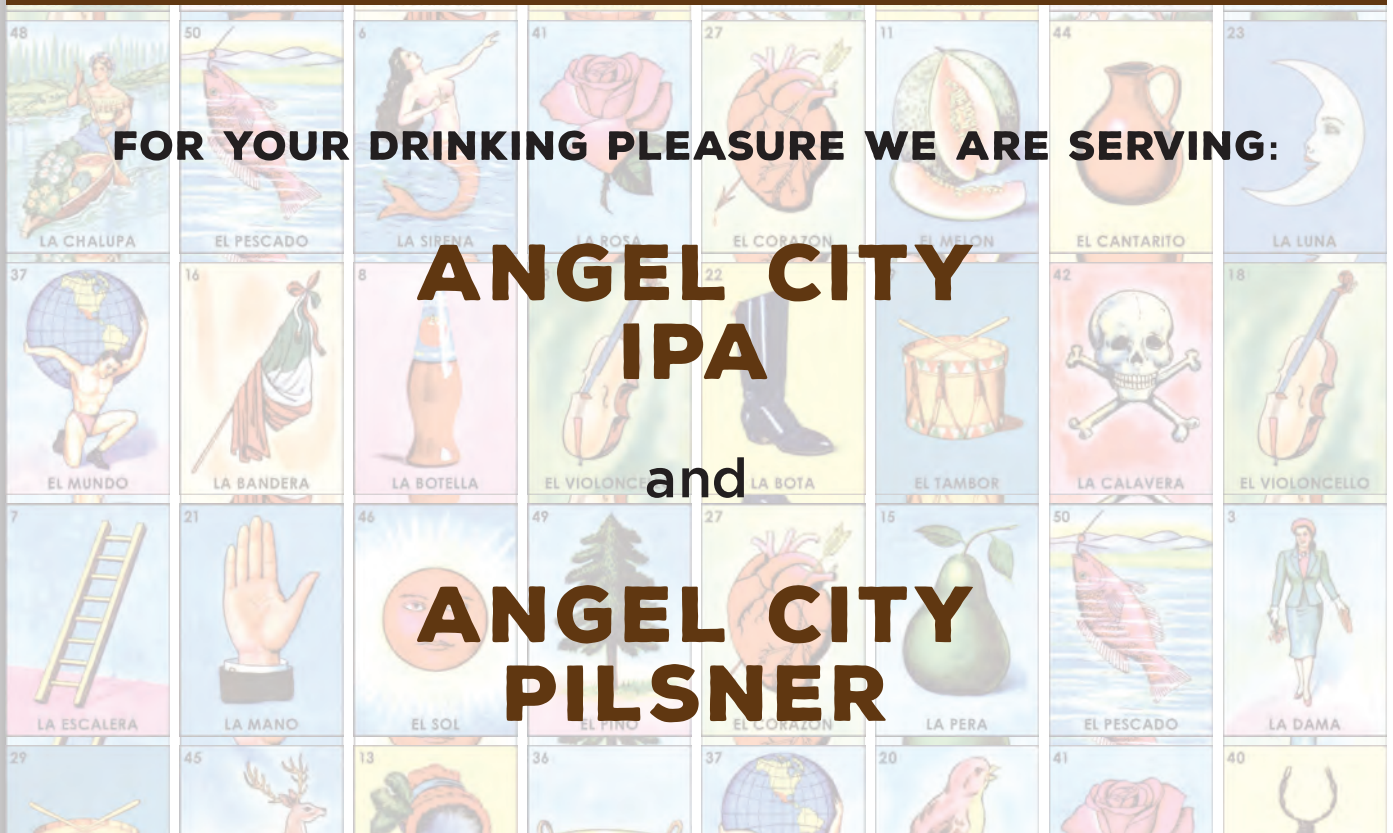


 **LATINO HERITAGE**
LOS ANGELES™



TASTE OF XOCOLATL

BEER MENU



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DIA DE LOS MUERTOS LA

CHILDREN'S EVENT

Latino Heritage LA celebrated Dia de los Muertos at the Los Angeles Public Library for a children's event. Families and their children enjoyed a day filled with sugar skull face painting, and learn the history behind the Mexican celebration of Dia de los Muertos and the art of making piñatas.

Date: October 29, 2016

Attendance: 300

Location: Los Angeles Public Library







WRAP PARTY

A time to enjoy a beer at Angel City Brewery and a meal provided by El Tepeyac with volunteers, sponsors and friends to close out the Latino Heritage Month.

Date: October 27, 2016

Attendance: 150

Location: Angel City Brewery, Los Angeles, CA



THANK YOU!

For more information please email

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