

U.S. Hispanic Chamber of Commerce Legislative Summit

Director's remarks as prepared for delivery

March 21, 2023

- Good afternoon, everyone. It's an honor to address you today.
- Now, every time I get in front of a wonderful group of Latinos I want to talk about home. Forgive me, that's just who I am!
- You may know that I'm from Texas, born and raised in San Antonio. In fact, I still maintain a home in Austin. I visit *familia* in San Antonio as often as I can, but *mi vida loca* has taken me back to Washington, DC, to serve our country as the head of the largest federal statistical agency.
- And so I stand before you as a public servant—a Hispanic public servant. I serve our nation, and that includes all of you. It's humbling, it's an honor, and it's a great challenge. But I know that as a leader, I can help our nation, and that's just what I am doing.
- I'll say more about that in a minute. But first, let me tell you why I admire the U.S. Hispanic Chamber of Commerce.
- You've been a valued partner of the Census Bureau for many years. We especially appreciate your engagement and feedback leading up to, and during, the challenging times of the 2020 Census.
- As a trusted voice, you promoted participation in the census using social media, public service announcements, and outreach to your members. I want to personally thank you for your engagement.
- We very much appreciate and acknowledge your support. The extent of our success was very much due to your efforts and those of our other partners.
- But there's another reason I admire the USHCC. You're an association of professionals who come together to help the Hispanic business community. You share *consejos*, strategies, and best practices that promote the economic growth of Latino communities across our nation.
- That's so fitting for our Latino culture, right? *Somos familia . . . ¡Nos ayudamos!*
- I'm proud that we use our culture, our values, and our life experiences as Latinos to promote Hispanic business growth. Your unique insights and ideas—motivated by *nuestra cultura*—produce success.
- Actually, this is something that I'm doing as director of the U.S. Census Bureau. I lead by example.
- I bring my whole self to the table. That includes my statistical expertise, my life experiences, my values, and my Latino culture. Over a 40-year career, these assets promoted unique perspectives on research, scientific investigations, data quality, and even the interpretations of results.
- Now, our data represent valuable assets for policymakers, the business community, and more generally, for the public. Our data help assess equity and identify underserved communities.
- I believe that we promote excellence by embracing the principles of equity, diversity, inclusion, and accessibility in our workforce; in our policies and practices; and in our engagement with stakeholders like yourselves.
- Our outreach efforts to stakeholders like you are a priority in our strategic plan and our transformation and modernization initiative.

- We've created data products that more directly address your constituents' needs—needs related to building and growing Hispanic businesses, and for economic growth in Hispanic communities.
- In fact, we have a treasure trove of data to advance American businesses and chambers of commerce. Let me tell you about a couple.
 - First is a data set called Total Business Ownership by Demographics. It offers economic and demographic characteristics for businesses and business owners by sex, ethnicity, race, and veteran status. From it, we know that in 2018 there were 4.2 million Hispanic-owned businesses with revenue or sales totaling \$600 billion.
 - Next is our Annual Business Survey. The 2020 data show that there were over 375,000 Hispanic-owned businesses. They employed just under 3 million people, with revenue or sales totaling little under half a trillion dollars (\$470 billion). Even more data are available by industry and at the national, state, and MSA levels.
- By the way, we are making of a concerted effort to improve how we meet the data needs of Puerto Rico.
- Last month, Census Bureau staff joined our Deputy Secretary of Commerce Don Graves in a visit to Puerto Rico. We reinforced our commitment to working with Puerto Rico government agencies, nonprofit groups, universities, and businesses to produce more timely, detailed, and higher-quality economic data.
- Lastly, I ask for your help. Please promote the 2022 Economic Census among your members and partners.
- The Economic Census is the gold standard for all American economic statistics. It's the basis for our nation's GDP and other leading economic indicators and provides industry statistics at the national, state, and local levels.
- It's used by businesses, policymakers, governments, and communities for business decisions, economic development, and strategic planning. So please help us spread the word to the business community that the Economic Census is here.
- Well, thank you for inviting me. It was an honor to be here. I look forward to continuing our partnership in the years to come. *¡Abrazos!*