



## LA FIESTA VIRGINIA BEACH PRESENTED BY THE HISPANIC CHAMBER OF COASTAL VIRGINIA

DETAILS

FRI JUN 16  
TO  
SUN JUN 18

The “La Fiesta” Music Festival is an initiative of the Hispanic Chamber of Commerce of Coastal Virginia (HCC COVA) designed to bring Hispanic owned and led businesses and nonprofits into the community and celebrate the rich culture through music, dance, food, and Chamber membership and activities, resulting in a more inclusive environment and approach toward business growth and economic stimulation throughout the region. As a community outreach program under the Hispanic Chamber of Commerce’s “Inclusive Events” pillar, La Fiesta strives to create an environment where *all feel welcomed.*


Along with the benefits of the Festival, participants receive a Tiered Chamber Membership, quarterly specialized programming, invitations to special sessions, and networking events with the Chamber’s Business participants.

### Purpose

Truist, as a member of the Hispanic Chamber of Commerce of Coastal Virginia (HCC COVA), approached the Chamber about participating in a program that would increase the participation and relationships of Hispanic owned and led businesses and non-profits within the local region. The goal of the Hispanic Chamber of Commerce of Coastal Virginia’s La Fiesta Festival is to welcome more Hispanic businesses and nonprofits to learn about chamber’s membership and it’s affiliated sponsors, making the Chamber organization better positioned to listen to the input, to *ADVOCATE*, and to represent the perspectives, of Hispanic owned organizations that are vital to the economic and social health of the Hampton Roads Region. Resulting in a more inclusive and equitable approach toward business growth and community engagement throughout the region, while also connecting more businesses with Chamber resources for growth and development.



## IMPACT

- » The community support event took place from Friday June 16 to Sunday June 18, 2023 at the Virginia Beach Ocean Front from 24<sup>th</sup> street to 30<sup>th</sup> Street, drawing an impressive crowd of over 20,000 attendees. Over a three day period, the event featured various activities, including live music performances, cultural showcases, and opportunities for local businesses to showcase their products and services. Notably, the event served as a platform for promoting diversity and inclusivity within the community, with a focus on supporting Hispanic-owned businesses.
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- » The primary objective of the event was to provide visibility and support to small businesses, particularly those owned by Hispanic entrepreneurs. Over one dozen small Hispanic-owned businesses participated in the event, including Salsa Libre, Spanish Driving School, The Latino Team, and Union Latino, among others. These businesses were given the opportunity to set up booths, promote their offerings, and engage directly with attendees.
  - » The success of the event was further bolstered by the generous contributions of sponsors, including major brands such as Truist Bank, Tito's Vodka, High Noon, Barefoot Wine, Corona Extra, Coors Light, Blue Moon, The Dolphin Inn, and more. These sponsors played a crucial role in financing various aspects of the event, including venue rental, marketing, and logistical support. In return, sponsors were provided with promotional opportunities, such as branding placements, mentions during the event, and in some cases, speaking slots on the main stage.
  - » The community support event had a tangible economic impact on the local area, particularly for the participating businesses. By providing them with a platform to showcase their products and services to a large audience, the event facilitated increased exposure and potential customer acquisition. Furthermore, the event served as a catalyst for community engagement and cohesion, fostering a sense of pride and solidarity among attendees, and community partners such as the City of Virginia Beach, IMGOING, TRUIST, and others.

## PARTICIPANTS & HIGHLIGHTS



SPANISH DRIVING SCHOOL LLC

Union Latina Mortgage LLC

