

STRATEGIC PLAN

2021-2023

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Palm Beach County
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SYNOPSIS

Fiesta de Pueblo is a young nonprofit organization doing important work on behalf and for the benefit of all people of all Hispanic origins in the region. For several years, the programming of the Fiesta de Pueblo was limited to one major festival per year, held in Greenacres, Florida in January. This extraordinarily successful event drew audiences from around the region and served both Hispanic and non-Hispanic people with arts, entertainment, and fellowship. As the population of South Florida grows and the needs of its people increase, there is a related need for Fiesta de Pueblo to expand.



Fiesta de Pueblo, Inc., a nonprofit corporation 501 (C3) organized and existing pursuant to Chapter 617, Florida Statutes "A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE." 1-800-HELPFLA (435-7352) www.FloridaConsumerHelp.com Contributions benefit Fiesta De Pueblo, Inc., a not-for-profit tax-exempt organization. Our EIN is 81-5247422.



In the next three years, the leadership of Fiesta de Pueblo has an ambitious goal to rent and, ultimately, purchase a facility that will house all the organization's activities and act as a hub for its operations. This unique vision, when realized, will provide a place of great importance to the 21 Hispanic groups that make Florida their home.

Art classes, demonstrations, cooking events, and meetings will all take place in this resource center, called the Fiesta De Pueblo Multicultural Community Resource Center. It is a place for current and aspiring artists and entrepreneurs. Curriculum will be focused on assisting to produce successful businesses and professionals. Participants will learn about cultural lifestyles and attitudes necessary to keep our community united and moving forward. Where possible, programs will be offered on a weekly basis with an average class time of 2 hours per class. Taught each week by one of our instructors, and the class plan and activities follow a consistent format regardless of which instructor is teaching. The Fiesta De Pueblo teaches seminars, courses, clinics and workshops in arts and crafts, music, dancing, singing, painting, cooking, sewing, e-commerce, leadership, sports, business law, taxes, finances, accounting, marketing, and management. The Center was designed to assist all those interested to accomplish their goals. With underwriting, most of the programs will be offered at no-cost for participants.

To accomplish these ambitious goals, new earned and contributed revenues will be sought, secured, and tracked through enhanced staffing and accounting procedures. In addition, the Board of Directors will grow as the programming grows with a goal of adding seven new Board members, providing excellent training for individual Board members, and engaging them in the governance of the organization through the execution of "best practices." When fully realized, this Plan will lead to a doubling of the organization's annual budget, enhanced program services through classes and larger events, and reaching and serving at least 50% more people through programs and events.



HOW WE DO IT

We mentor and coach people in Spanish/English, we teach courses and workshops in • Music, • Painting, • Dancing, • Cooking, • Sewing, • Sports, • Finances • Accounting • Taxes • Marketing • Management • Financial Literacy and more. We partner with other strategic organizations in the community that can facilitate the business startup process such as • Palm Beach State College Small Business Development Center. • Palm Beach County Office of Equal Business Opportunity • Small Business Administration • United States Hispanic Chamber of Commerce, • Palm Beach County School District, • Cultural Council for Palm Beach County, • Score Palm Beach, • United Way of Palm Beach County • Florida Hispanic American Chamber of Commerce • Palm Beach Sheriff's Office • Lynn University • Financial Institutions • Community Organizations • Volunteers

FIESTA DE PUEBLO & BUSINESS EXPO - This annual event enables our Hispanic community to showcase its resources, products and services as well as serving as a meeting point for community leaders and organizations to engage the mainstream population. In our facility/center we will be better able to educate and help our children, youth and general community reach their individual goals.

WHAT WE DO

We change lives, increase hope, and strengthen families and the community, by helping people, mainly in the Latino/Hispanic community, to succeed and build wealth as artists and entrepreneurs. We help people start and operate their own businesses, and in doing this we contribute to the economic development and strength of the community, the city, and the state.

WHY WE DO IT

Many Latino/Hispanic people are well trained, highly educated professionals in their home country. They feel they can lift themselves and their families to a higher financial plane by putting their skills and expertise that they developed in their home country to better use than they are currently employed. If they can start their own company, they feel they add value to the community by providing better for their family, employing other people, and providing a needed product or service. All they need is help to know how to go about starting a business. A primary focus for our work is education including business classes, mentoring, and educational materials.

MISSION AND VISION

Mission:

The Fiesta De Pueblo is a multicultural business resource committed to the education and empowerment of the Latino/Hispanic and other underserved communities through the arts.

Vision:

Is to become the premier Hispanic cultural organization in USA by helping businesses, professionals and individuals reach their full potential.



ORGANIZATIONAL OBJECTIVES

In developing this plan Fiesta de Pueblo focused on five organizational objectives for the next three years. Each objective is supported by goals and strategies.

1. Facilities
2. Programs
3. Communications and Marketing
4. Earned and Contributed Revenues
5. Organizational effectiveness

HISTORY

Fiesta de Pueblo, Inc. started as a radio show in 2006 and established as an annual cultural event in 2011. In 2017 Fiesta de Pueblo, Inc. became a cultural nonprofit corporation 501 (C3) organized and existing pursuant to Chapter 617, Florida Statutes.

GOALS

- Unite Hispanics from 21 different countries.
- Preserve Hispanic culture, history, and heritage.
- Educate and create awareness among students and youngsters in Palm Beach County about the cultural and historical roots of the Hispanic community which represent the fastest-growing segment of the Florida population.
- Create interest among the public and establish precedent for other cultural and artistic presentations and events that promote multicultural integration and partnership for the benefit of all in the community.
- Help solidify Palm Beach County as Florida's Cultural Capital.
- Keep Palm Beach County a safe place to live, work and play.
- Create more jobs and generate revenue for local businesses.

