

# Small Business Membership Advantages

Your Greater Austin Hispanic Chamber of Commerce serves as a hub of resources to increase your small business's market share, elevate your growing brand, and build loyalty with your workforce and customers.

Engage with an active and diverse audience of the growing Latino consumer market across Central Texas and receive the latest curated information to help develop key relationships for your small business.

**“GAHCC is a professionally managed Chamber of Commerce, with an impressive team of skilled, full time professionals, welcoming to everyone, everywhere. The GAHCC team work hard to give every chamber member a remarkable degree of support, organizing an amazing number of events that are valuable... and FUN!”**

-Laura Fowler Managing Shareholder THE FOWLER LAW FIRM PC -Not Your Conventional Law Firm®

## Exposure

- Broaden social reach via content shares promotions
- Increase visibility in the consumer market
- Participate on virtual panels & info sessions
- Improve search engine results with a Chamber listing

## Connections

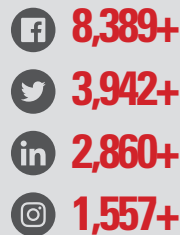
- Attend premier virtual networking events & business webinars
- Build connections through Hispanic Austin Leadership
- Receive referrals, leads and endorsements

## Opportunity

- Shape business through member surveys and polls
- Get exclusive partner offerings
- Access to capital & procurement opportunities
- Training & business development sessions

**BUSINESS  
ADVOCACY  
CULTURE  
INFLUENCE  
PARTNERSHIP  
DIVERSITY**

### Social Media Followers



### Newsletter Recipients



**33%**  
Open Rate



[membership@gahcc.org](mailto:membership@gahcc.org)  
512.476.7502  
[www.gahcc.org](http://www.gahcc.org)



Greater Austin Hispanic  
Chamber of Commerce

# Small Business Membership Levels

SMALL BUSINESS

## Small Business \$400 Level \$400

This level is preferred for businesses with:

**Up to \$100K annual revenue, 1-2 employees/start up/ individual**

## Small Business \$800 Level \$800

This level is preferred for businesses with:

**Up to \$500,000 annual revenue, 5 employees/a business with 3-5 years**

## Small Business \$1,200 Level \$1,200

This level is preferred for businesses with:

**Up to \$1 Million in annual revenue, 10-15 employees/a business with +5 years**



**Access to names, titles and contact info for the full member database**



**Share deals and offers with members. Take advantage of discounts**



**Announce job openings**



**Post or search bid opportunities**



**Promote your event on our member calendar**

## Exclusive Member Advantages

- Business referrals, leads and media promotions across multiple platforms
- GAHCC presence at ribbon cuttings & celebrations
- Discounted admission to select GAHCC social events
- Participate with local, regional and national partners including USHCC, MECA, TAB & TAMACC
- Representation on advocacy and business committees

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# Leading Central Texas with Signature Programs

Come learn about our leadership programs and membership offerings which include social media live broadcasts, speaker series and signature events:

## Hispanic Austin Leadership (HAL)

Get access for your employees to participate in Hispanic Austin Leadership (HAL)—our nationally recognized professional development program helps individuals strengthen leadership skills, get involved in their community and build lasting connections. Engaged corporations can better attract, retain, and champion Latino/a professionals. Sponsor HAL and market your brand to a Hispanic group of notable leaders representing greater Austin who are working to better their community.

## Continue to enjoy these signature programs:

### Latina Industry Leaders

Join us as we recognize mujeres who are making great strides in their field while also making a positive impact in our community. We award Latina Industry Leaders in eight different categories: Business Owner, Technology, Non-Profit, Public Service, Health & Human Services, Community, Rising Star & Legacy. At the Capital of Texas Latina Industry Leaders Awards, you can expect inspirational stories, a shopping experience and a lot of fun! **Spring event.**

### Celebrando Awards

There is much to celebrate year round, but we go all out for Hispanic Heritage Month. This signature event brings hundreds of Hispanic business leaders, community leaders and elected officials together to honor our partners and members who are excelling in business and giving back to our community. Join us for an uplifting night full of culture and entertainment. **Fall event.**

### State of the GAHCC

Learn the latest on economic data during the annual meeting and get an overview of recent accomplishments as well as a preview of what's to come. We will also recognize outgoing Board Members and elect members to the Board of Directors. Don't miss the chance to reconnect with friends and meet new business contacts through virtual networking. **Winter event.**

*Hispanics & Latinos are a group projected to grow from 17% to 22% of the workforce by 2030 (McKinsey).*

### Mission:

To be the leading resource and advocate for the Hispanic business community.

### Vision:

To shape a Central Texas where Hispanics thrive in business and are impactful leaders of our communities.

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# Hispanic Austin Leadership (HAL)

Hispanic Austin Leadership's (HAL) goal is to provide professionals the opportunity to develop business acumen, civic awareness and leadership skills while building a network of colleagues for life. HAL has been named as one of the top seven Hispanic leadership programs in the United States and generates a multi-million economic impact to Central Texas.

HAL is a nine-month program with thematic sessions and Community Impact Projects designed to be participatory in nature. HAL seeks individuals dedicated to serving our community and interested in their leadership growth. Participants of the program will gain a deeper understanding of the opportunities and challenges facing the Hispanic community and the Greater Austin community at large.

Acceptance into the program is based on an assessment of HAL applications. The HAL Selection Committee is comprised of HAL alumni, the GAHCC board liaison and the director of the program. Applicants who are not accepted are encouraged to reapply.

**Want to find your voice and lead? The Greater Austin Hispanic Chamber of Commerce is accepting applications to our nationally recognized Hispanic Austin Leadership program! Advance your leadership skills, engage in community projects, and make lasting connections.**

A two-day retreat is held every August and each HAL session is on the second Tuesday of each month from September through April excluding December. Although session topics are driven by the Hispanic community, you need not be Hispanic to apply.

**“***HAL was an impactful and unforgettable experience chock full of self-discovery, group work, community immersion, and building long-term friendships with classmates and alumni.*

– **Nora Comstock, HAL Inaugural Class of 2000**  
National/International Founder  
Former President /Board Member Las Comadres para Las Americas  
Austin Community College Trustee  
latin@s visibility project

**BUSINESS  
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## Topics:

1. Public Service
2. Financial Stability & Literacy
3. Healthcare
4. Environmental Sustainability
5. Civic Engagement
6. Education
7. Arts & Culture



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