

The Positive Impact of Latinos in Rural and Urban Environments of PA

Presented by: Michel Lefevre, AIA
Historic Preservation Planner, Pennsylvania Historical &
Museum Commission

&

Andrea L. Morató-Lara, Vice President, Pennsylvania
Association of Latino Organizations (PALO)

*" Why should the Palatine Boors be suffered to swarm into our Settlements, and by herding together establish their Language and Manners to the exclusion of ours? Why should Pennsylvania, founded by the English, become a Colony of Aliens, who will shortly be so numerous as to Germanize us instead of our Anglifying them, and will never adopt our Language or Customs, any more than they can acquire our Complexion?" **



STRATEGY



MICHAEL FERNANDEZ, The Patriot-News
rman, 6 (front), Alexander Perkins, 4, and
lled room during National Fire Prevention
Control Point in Hampden Twp.

LITITZ

Long-simmering racial tensions emerge, some say

BY MARTHA RAFFAELE
Of The Associated Press

LITITZ • For years, a clique of students at the high school in this prosperous and overwhelmingly white borough have worn clothes adorned with Confederate flags and parked their pickup trucks in a section of the school parking lot known as "red-neck row."

The display, some parents of minority students say, was just one symptom of festering racism that school officials ignored until a racial taunting incident last week.

On Wednesday, police charged three white 16-year-old students with disorderly conduct after they allegedly yelled racial slurs and threw paper wads at minority students during the incident outside the 1,600-student Warwick High School on Oct. 3.

School officials said

"I'm not going to put up with it — my kid should have never went through this," Erasmo Cora Jr. said during an interview at his home on a suburban-style street off a country road on the outskirts of town. "Either they all get out, or we're just going to have to make a bigger issue of it."

ERASMO CORA JR.,
a Puerto Rican native whose
14-year-old son was among the victims

issue of it."

The incident comes as a

Suburban police accused of racially profiling of Latinos

Monday, September 15, 2008

By Jerome L. Sherman, Pittsburgh Post-Gazette



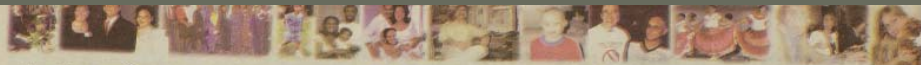
Melody Luchuck sits in her apartment with her wedding dress across her lap, holding a photo of herself with her fiancé, Eduardo Vielma, who's awaiting deportation.

The Murder of Luis Ramirez

- ▶ Luis Ramirez, a twenty-five-year-old Mexican immigrant, was beaten to death last week by a group of teenagers in Shenandoah, Pennsylvania. He was walking home last Saturday night when six white high school students brutally beat him while yelling racial slurs.
- ▶ *Posted July 31st, 2008*

City of Reading





AQUÍ VA EL TITULO DEL EDITORIAL

@tiempo
hispanic newspaper

PARA LOS CONDADOS DE BERKS, LEHIGH, LANCASTER & LEBANON VALLEY
Miércoles 16 de Julio, 2003 • Año 1 • Número 2 • Edición Gratuita



1ST ANNUAL ALLENTOWN
LATIN MUSIC
CONCERT

VICTOR MANUELLE & MILLY QUEZADA
Saturday, July 26th, 03
Allentown Fairgrounds... (610) 433-7541

Crisis Reading es aún tema de conversación común **Pág. 3**



White rechaza que la Ciudad esté en quiebra

Pág. 4

Alcalde se desvincula de aumento salarial

Pág. x

Se quejan de maltrato en Alcaldía

Pág. x

Exhorta denunciar discriminación en City Hall

Pág. x

Jeffrey C. White, director administrativo de la Alcaldía, gesticula durante la entrevista que le hiciera @tiempo sobre las alegaciones de quiebra de la Ciudad de Reading. White también dijo desconocer de maltratos en la Alcaldía y dijo investigar cualquier caso que sea presentado vía los procedimientos legales. Motivó a la ciudadanía a no quedarse callado ante injusticias. (Moisés O. Mahón-Ross)

Tierra y Aromas Hacen De Bess Hurdle Una Mujer Especial

Johnny Vásquez
@tiempo news

Alrededor de quince años una residente y nativa de la ciudad de Reading, Bess Hurdle, empezó a desarrollar brillan-

tes ideas, las cuales le hicieron ganar respeto y admiración de parte de otros residentes y comerciantes locales.

Las ideas, según ella dice, le surgieron improvisadamente un día, cuando ad-

virtió, coincidentalmente, que una marca arropaba su cabellera dejando ver a través de sus canas, una cruz que se delineaba

Pase a la página xx

Neighbors



Local Government Outreach

- ▶ City of Bethlehem, Northampton County
- ▶ City of Reading, Berks County
- ▶ City of Lancaster, Lancaster County
- ▶ Borough of Gettysburg

City of Lancaster



Penn Square at the heart of the City of Lancaster

City of Lancaster



City of Lancaster

Radio Centro: Bigger and better

With new equipment and plans to expand into York, times are changing at Lancaster's Hispanic radio station.



Disc jockey Hector Valdez works the new digital mixing board at WLCH Radio Centro's studio at 30 N. Ann St.

By GIL SMART
Assistant News Editor
gsmart@inpress.com

On the floor of the corner of Enid Vazquez-Pereira's cluttered office sit some old analog audio consoles that might bring a couple bucks on eBay.

Vazquez-Pereira, the station manager for WLCH Radio Centro, Lancaster's Spanish language radio station, chuckles at the suggestion and admits there has been some talk about selling the equipment.

But she'd rather hang onto it in case Radio Centro ever establishes a museum.

It will be proof positive of how far the station has come.

It's been 17 years since Radio Centro began broadcasting on 91.3 FM, out of a small second-floor room at 30 N. Ann St. Since then, it has grown in size and stature, now, with a federal grant that permitted it to purchase new digital audio equipment and with plans to begin broadcasting in and around the city of York. Radio Centro is evolving to meet the needs of a changing marketplace, and a changing audience.

Still, it remains a public radio station, and money is a perpetual issue. Radio Centro will mark its annual Radio Marathon from Thursday, March 3, through Sunday, March 6, as with all public broadcasters, Radio Centro's success depends in large part on the kindness of its audience.

But while the station hopes to be inundated with donations, officials are grateful for the degree to which their station has become part of the fabric of the Latino community. They hope they soon will be able to reach an even larger audience with a better broadcast quality that development coordinator Adrian Garcia says he al-



Adrian Garcia

Blaine T. Shahan/SUNNY NEWS

Please see RADIO, page D8

City of Bethlehem (north side)



City of Bethlehem (south side)



City of Bethlehem



Ciudad de Bethlehem, Pennsylvania Comisión de Conservación Histórica del Sur de Bethlehem

GUIA DE DISEÑO



Los edificios históricos "Kreidler" han sido adaptados para el uso de nuevos negocios. A pesar de la adaptación, estos nuevos negocios tienen su propia identidad y la caracterización histórica en general queda intacta.

Estas guías han sido desarrolladas en conjunto con la "South Bethlehem Historic Conservation Comisión" (SBHCC), conocida como la Comisión de Conservación Histórica del sur de Bethlehem. La SBHCC revisa las solicitudes de Certificación de Conformidad ("COA") para propuestas de alteraciones a propiedades dentro del Distrito de Conservación Histórica que sean visibles desde la vía pública. El solicitante es responsable de cumplir con las provisiones dictadas por el "Zoning and Building Codes" (Zonificación y Código de Edificaciones) al presentar la solicitud. El solicitante debe obtener el "COA" como también todos los permisos necesarios, antes de proceder con cualquier trabajo. Para más información o para obtener solicitudes para permisos, por favor llame a la oficina de "Planning and Zoning" en la Alcaldía al (610) 865-7088.

Por favor revise esta información durante la primera etapa de planificación de su proyecto. La familiaridad con este material le ayudará a aligerar su proyecto a través del proceso de aprobación, ahorrándole tiempo y dinero.



¿CUÁLES SON LOS BENEFICIOS DEL DISTRITO DE CONSERVACIÓN HISTÓRICO?

La Comisión del Distrito de Conservación Histórica del Sur de Bethlehem fomenta el desarrollo económico y revitalización del Distrito de Conservación Histórica del sur de Bethlehem mientras intenta atenuar el peso financiero a los residentes de mucho tiempo. Aun cuando cada propietario puede definir los beneficios del Distrito de Conservación Histórica basado en experiencias personales, se ha encontrado que los distritos históricos pueden:

- Aumentar la estabilidad de la vecindad y el valor de las propiedades, fomentar el desarrollo económico, aumentar inversiones de negocios dentro del Distrito y revitalizar antiguas áreas comerciales atrayendo nuevos clientes
- Proveer a los propietarios con oportunidades de financiación, concesiones e incentivos financieros para mejorar sus edificios y estructuras históricas
- Preservar la historia física del área y promover el aprecio al medio ambiente físico
- Fomentar una auto-imagen positiva y orgullo comunitario y para crear conciencia y aprecio de la historia y el turismo local



Ciudad de Bethlehem, Pennsylvania Comisión de Conservación Histórica del Sur de Bethlehem

GUÍAS PARA LETREROS



Letrero compuesto en ventana usa letras adaptadas y un logo para identificar el tipo de negocio.

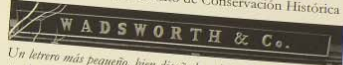
SELECCIÓN DE LETREROS Y TOLDOS POR SBHCC

La Comisión de Conservación Histórica del sur de Bethlehem conocida como la SBHCC revisa toda solicitud de Certificado de Conformidad mejor conocido como el "Certificate of Appropriateness" o "COA". Esto considera proposiciones de letreros, toldos, e iluminación asociada dentro del Distrito de Conservación Histórica que sea visible desde la vía pública. La SBHCC utiliza los mismos estándares Nacionales Para El Tratamiento de Propiedades Históricas del Secretario del Interior ("The Secretary's Standards for the Treatment of Historic Properties"), en todas las revisiones de solicitudes. Al revisar las solicitudes, la SBHCC verifica la conformidad de los componentes del letrero, la instalación y diseño del toldo en relación al distrito de calle para el cual es propuesto. Lo que no es apropiado en una localidad puede no ser apropiado en otra.

El solicitante debe obtener el "COA" así como todos los permisos necesarios, antes de proceder con cualquier trabajo. Para más información o para obtener solicitudes para permisos, por favor llame a la oficina de "Planning and Zoning" en la Alcaldía al (610) 865-7088.

PROPÓSITO DE LAS DIRECTIVAS

- Proveer ayuda al solicitante en el diseño de letreros y toldos comerciales
- Estimular la compatibilidad y proveer una conexión visual con el edificio y el Distrito de Conservación Histórica
- Proveer variedad y vitalidad en el Distrito de Conservación Histórica
- Fomentar flexibilidad de diseño
- Identificar aquellos elementos que indiscutiblemente vayan a perjudicar el estilo histórico de la calle
- Fomentar la consideración de cómo los letreros o toldos se relacionan a cada propiedad, al estilo de calle y al Distrito de Conservación Histórica



Un letrero más pequeño, bien diseñado y de fachada modesta, puede ser muy elegante y promocionar un mensaje comercial claro. Un fuerte contraste entre el color de letras y fondo aumenta la legibilidad.

LA IMPORTANCIA DE LETREROS Y TOLDOS

Un letrero o toldo bien diseñado y bien situado puede transmitir una buena impresión, atraer futura clientela y unificar el estilo de la calle. Por el contrario, una aglomeración de letreros o toldos pobremente diseñados o situados pueden causar confusión, abrumar los edificios y futura clientela, desacreditar el valor del área y del mensaje de la compañía dando una impresión comercial desorganizada. Cuando los comerciantes tratan de competir y sobrepajar los letreros del negocio vecino, el carácter completo de la calle comercial puede cambiar a una imagen negativa y puede perjudicar al comercio.

Los letreros nuevos pueden realzar el carácter del edificio y transmitir la información necesaria al público. La ubicación del letrero o toldo en el edificio histórico debe ser una consideración primordial. Durante el proceso del diseño, el dueño de la propiedad debe seleccionar el tamaño, la forma, el material y el color que complementen el carácter del edificio y transmita el mensaje del negocio.

Community Outreach: Old Allentown Preservation Association

- ▶ Thirty-one years in existence
 - Marie Sincavage, Executive Director, also Director of the "Elm Street" Program
 - James "Jim" Villaume, President (Volunteer)
- ▶ Organization provides its information in Spanish and English
- ▶ Coordinates a state-funded zero interest loan rehabilitation program in the Old Allentown Historic District
- ▶ Residential Façade Program up to \$5,000 grants
- ▶ Email: oldallentown@enter.net

Marie Sincavage, Ex. Dir. & Jim Villaume, President Old Allentown Preservation Association

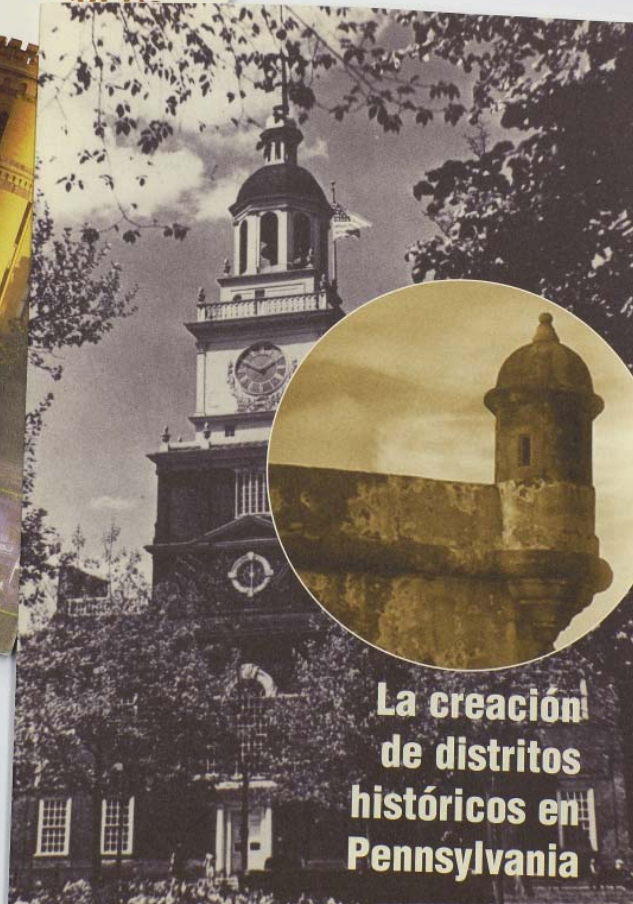
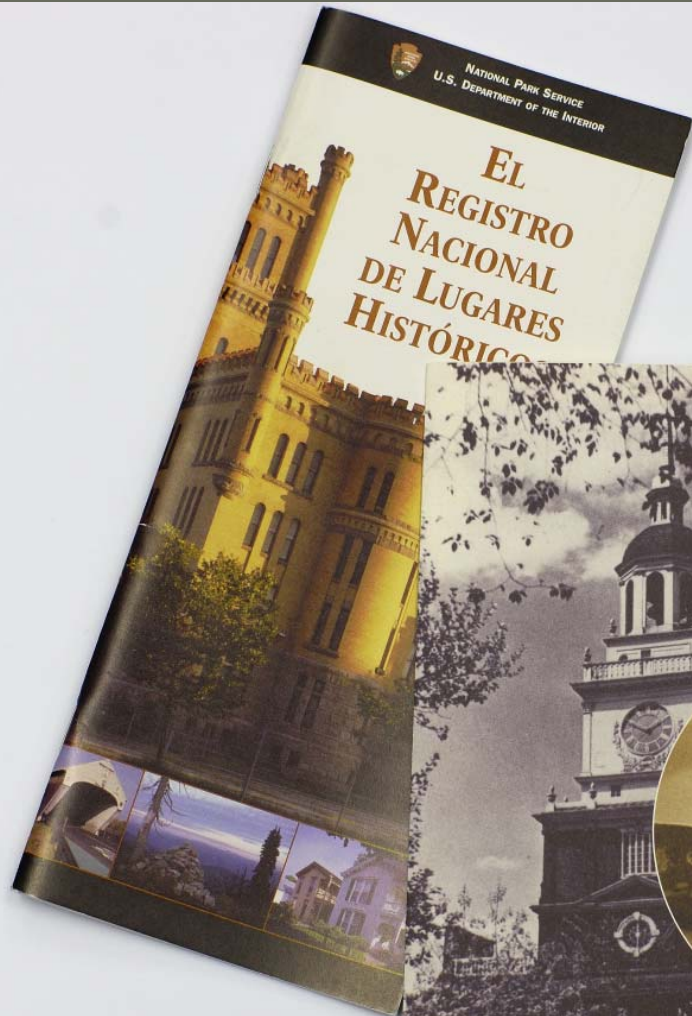


147 N. 10th Street
Allentown, PA 18102
610-740-9919

www.oldallentown.org

Statewide Outreach

- ▶ Pennsylvania State Historic Preservation Office
 - One brochure about historic districts with limited distribution
 - National Park Service "Cultural Resources Diversity Internship Program grant award
 - Certified Local Government grant incentives to develop municipal Latino outreach
 - Poor follow up





LATINOS IN HISTORIC DISTRICTS

**Whose History?
Whose Neighborhood?**

A Dialogue Between
Latino and Historic
Preservation Communities

November 5, 1997 Philadelphia, PA

November 6, 1997 Lancaster, PA

Sponsored by
Preservation Pennsylvania
Pennsylvania Historical & Museum
Commission
National Park Service, U.S. Department
of the Interior
National Trust for Historic Preservation

Additional funding provided by

 **Mellon Bank**

Cultural Roots

- ▶ Architectural History: Classical Greek and Roman Architecture, Renaissance, European influences
- ▶ Historic Preservation & Historic Districts
- ▶ Language: Native, Latin, Spanish, African,
- ▶ Music: Orchestral, Jazz, Folkloric, etc.
- ▶ Culture: Indian, African, European, American



Architecture: European Roots



Note: Census Data Undercount

All reports of Latino numbers based on Decennial Census data should be considered extremely conservative estimates. Although the decennial census is supposed to be a count of all persons residing in the United States, as ordered by the Constitution, in actuality it only **offers a low estimate of minority populations.**

The undercounting of minorities in the U.S. Census has been an endemic problem that the U.S. Census Bureau first recognized after the 1970 Census (Gomez 1992). However, the problem continued in 1980 and 1990 (Massey 1987). In an effort to address the problem, the Census Bureau launched a massive outreach project for the 2000 Census. Unfortunately, in regard to the counting of Hispanics, their efforts fell short.

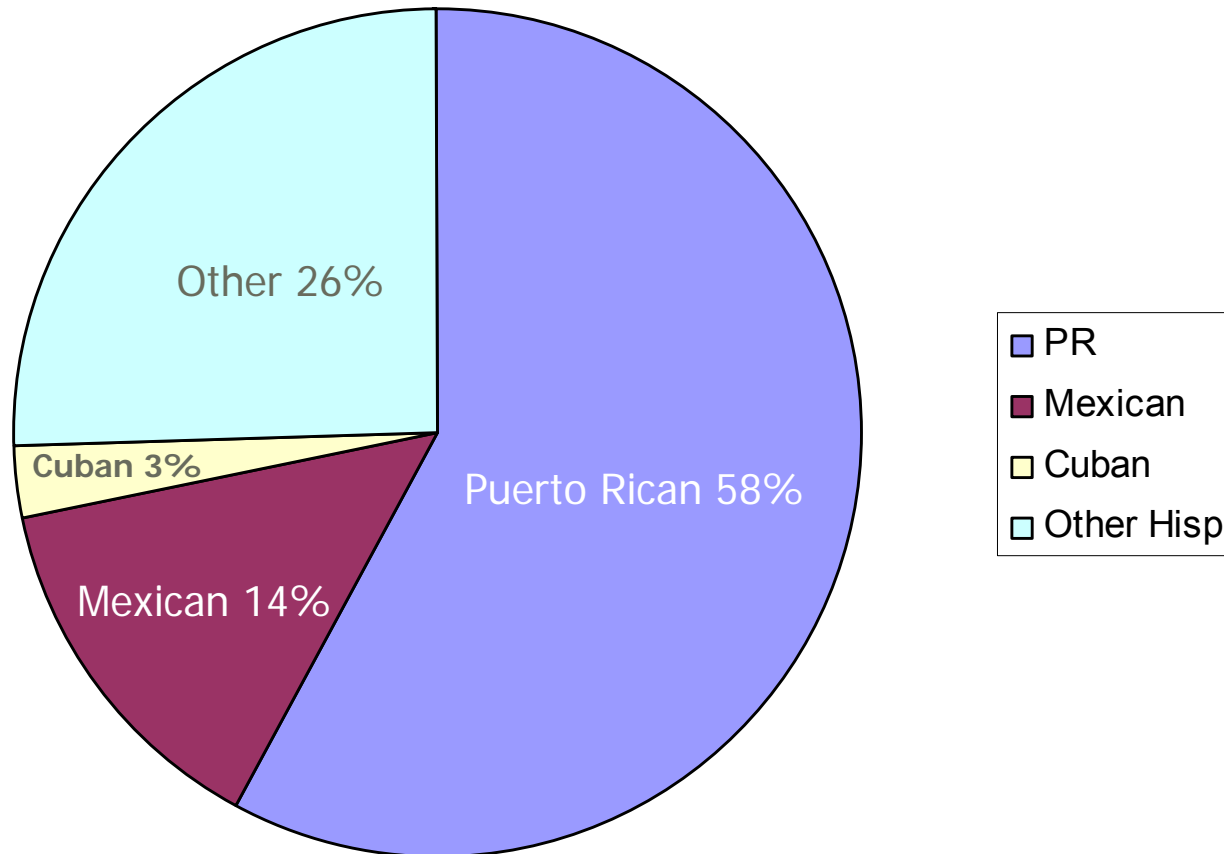
Example: Indianapolis, IN

In 2000...

- ▶ The Census counted **30,636** Hispanics in Indianapolis.
- ▶ The IUPUI Polis Center in Indianapolis, estimated the population at **50,000 to 80,000** (Aponte 2000; Aponte and Graves 2000)
- ▶ James R. Edwards Jr., of the Hudson Institute, estimated it at **100,000** (Edwards Jr. 2000)

Depending on which estimates you believe, local researchers concluded that the actual number of Hispanics in Indianapolis in the year 2000 exceeded the census count by somewhere between 66 and 200 percent (three times the census count).

National Origin Groups within the Latino Population of Pennsylvania



Nationwide, the “Other” category is the fastest growing sub-population of Latinos. Pennsylvania follows this trend as well. Twenty-five percent of Pennsylvania Latinos come from some country other than the three largest national origin groups.

Source: U.S. Census Bureau, Census 2000 Summary File 1, Matrices P1, P3, P4, P8, P9, P12, P13, P,17, P18, P19, P20, P23, P27, P28, P33, PCT5, PCT8, PCT11, PCT15, H1, H3, H4, H5, H11, and H12.

Latino Population in Pennsylvania

U.S. Census Bureau

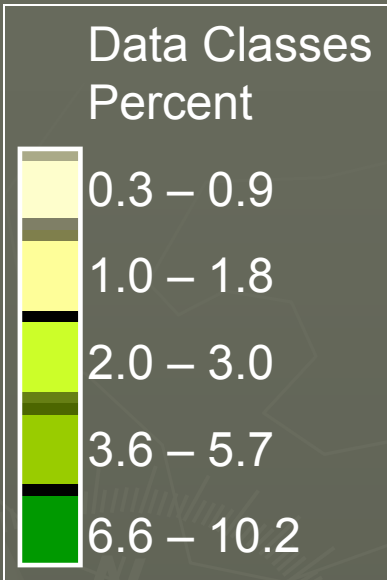
- ▶ 1940s *7,350*
- ▶ 1950s _____
- ▶ 1960s _____
- ▶ 1970s *108,839*
- ▶ 1980s *153,579*
- ▶ 1990s *232,262*
- ▶ *2000s PA Population 12,000 Latino 394,088*

Sample PA Cities Population

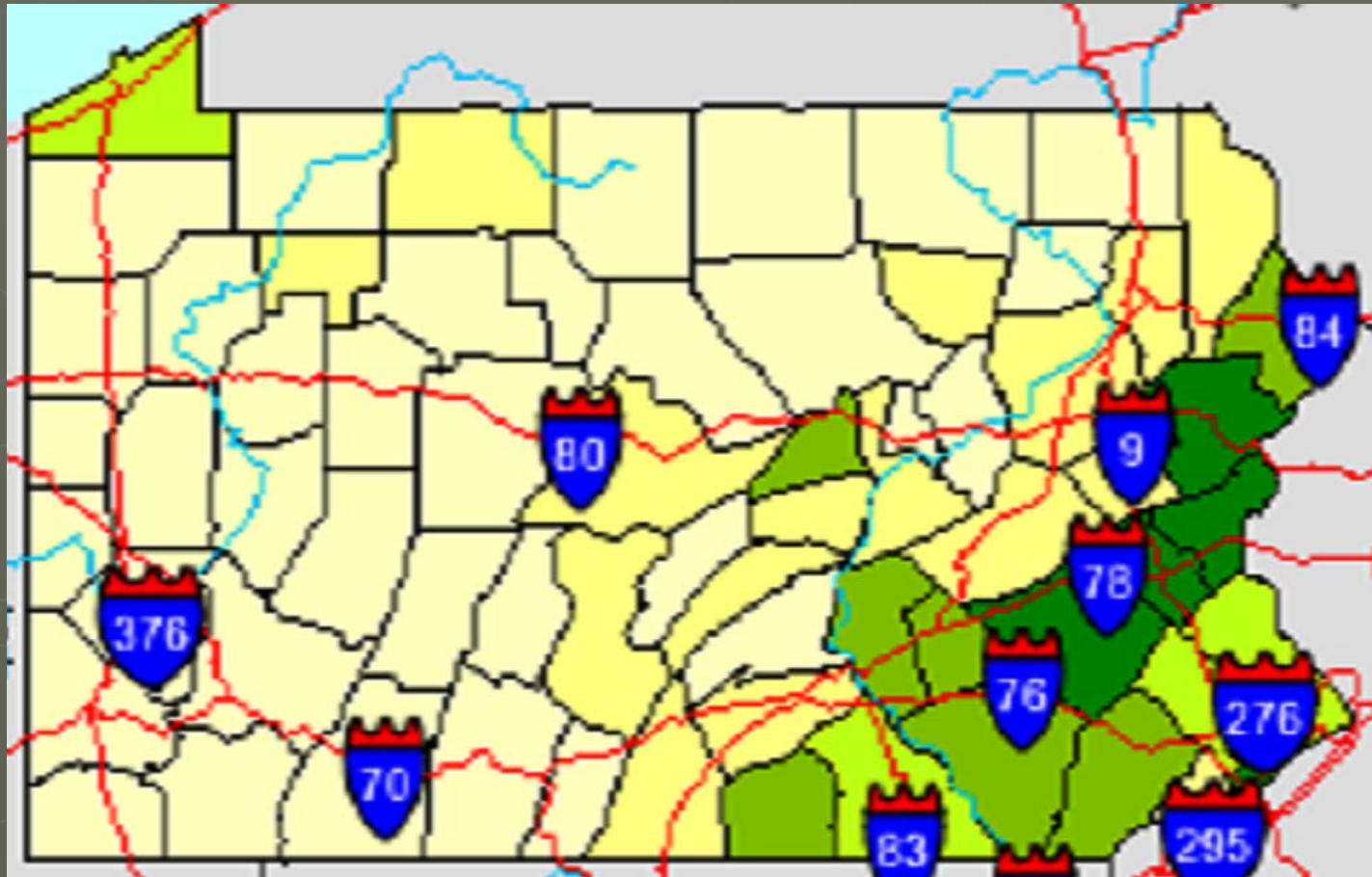
U.S. Census Bureau

- ▶ Allentown 106,632 – Latino – *26,058*
- ▶ Bethlehem 71,329 – Latino – *13,002*
- ▶ Easton 13,944 – Latino – *2,570*
- ▶ Harrisburg 48,950 – Latino – *5,724*
- ▶ Lancaster 56,348 – Latino – *17,331*
- ▶ Norristown 31,282 – Latino – *3,282*
- ▶ Philadelphia 1,517,55 – Latino – *128,928*
- ▶ Pittsburgh 334,563 – Latino – *4,425*
- ▶ Reading 81,207 – Latino – *30,302*
- ▶ York 40,862 – Latino – *7,026*

Percent Hispanic by County in PA



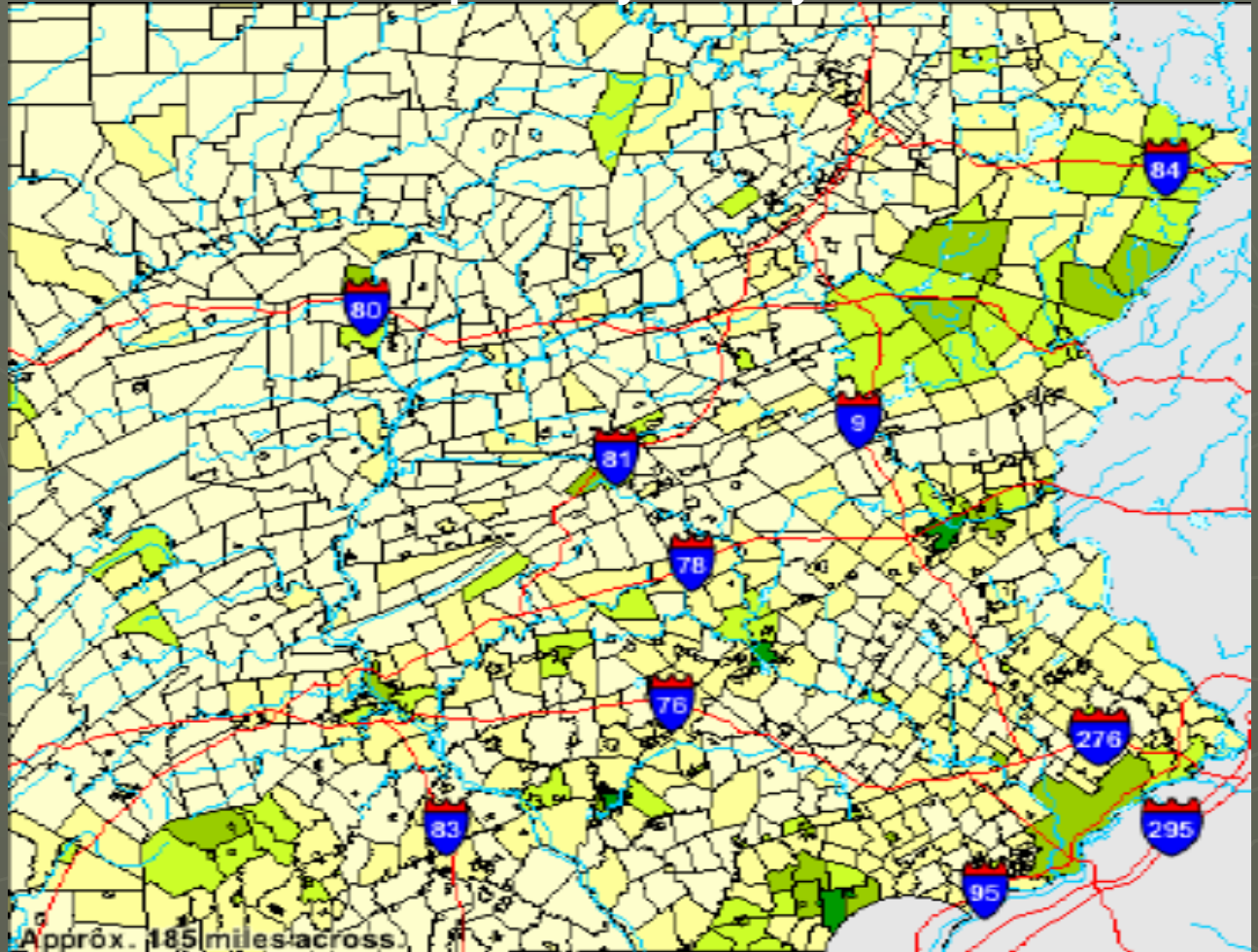
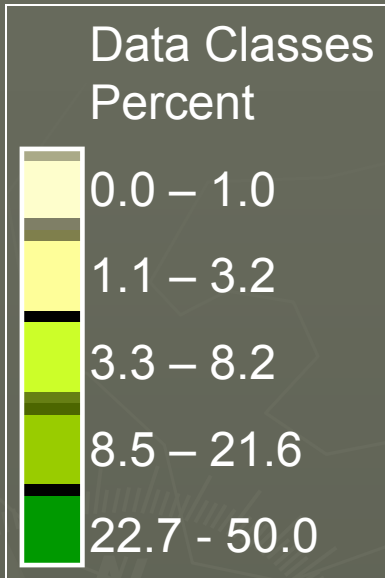
Percent Hispanic By County



Source: 2000 Census

Percent Hispanic by Sub-Division in SE Pennsylvania

Percent Hispanic By County Sub-Division




Source: 2000 Census

A Better Measure than the Decennial Census: The American Community Survey

- ▶ *Conducted every 2 years, so it is more current*
- ▶ *Based on statistical inferences regarding the population based on a sample*
- ▶ *Still there is an undercount and the numbers should be considered extremely conservative*

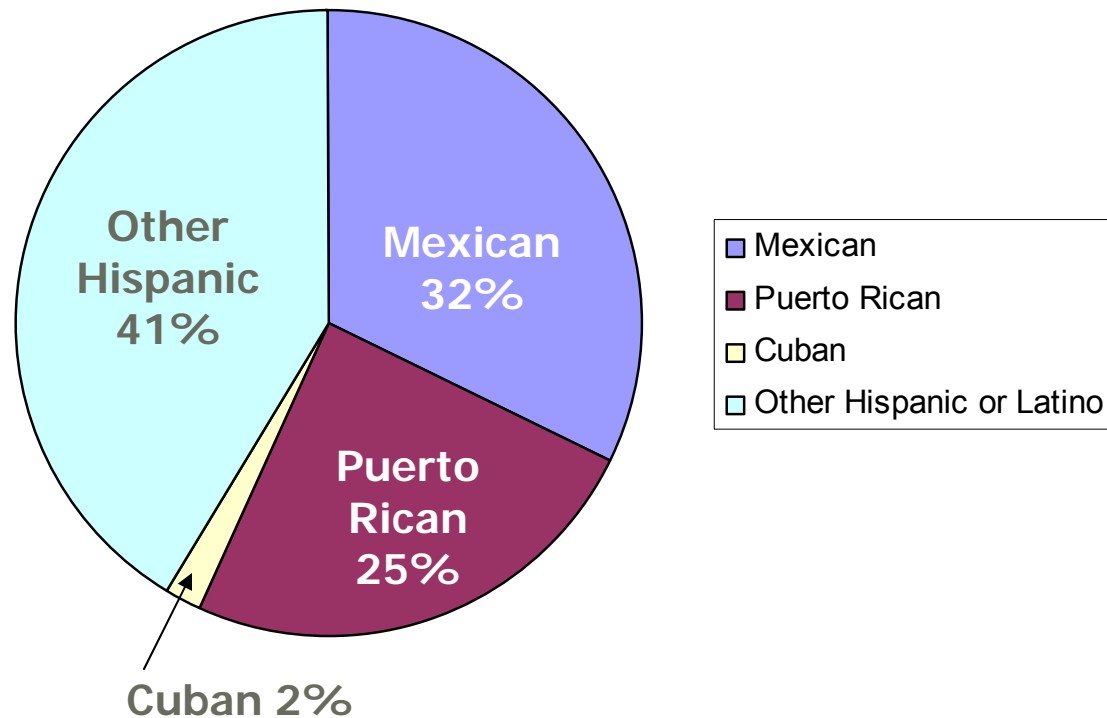
States with Large Hispanic Populations:

	State	Hispanic Population	Total Population	% Hispanic
1	California	13,087,981	36,457,549	35.9
2	Texas	8,379,992	23,507,783	35.6
3	Florida	3,642,610	18,089,889	20.1
4	New York	3,139,787	19,306,183	16.3
5	Illinois	1,889,528	12,831,970	14.7
6	Arizona	1,796,643	6,166,318	29.1
7	New Jersey	1,360,784	8,724,560	15.6
8	Colorado	927,453	4,753,377	19.5
9	New Mexico	874,125	1,954,599	44.7
10	Georgia	695,521	9,363,941	7.4
11	Nevada	605,059	2,495,529	24.2
12	North Carolina	595,376	8,856,505	6.7
13	Washington	586,020	6,395,798	9.2
	14 Pennsylvania	522,280	12,440,621	4.2

Source: U S CENSUS BUREAU, 2006 American Community Survey

Pittsburgh Latino Community 2006 Estimates

HISPANIC OR LATINO AND RACE		
Total population (Pittsburgh)	297,061	Margin of Error
Hispanic or Latino (of any race)	5,467	+/-1,480
Mexican	1,757	+/-1,051
Puerto Rican	1,343	+/-659
Cuban	99	+/-188
Other Hispanic or Latino	2,268	+/-915



National Origin: Cultural Clusters & Race and Ethnicity

▶ Tropical / Carribean:

- ▶ Cuba
- ▶ Dominican Republic (DR)
- ▶ Puerto Rico (PR)
- ▶ East Coast of Mexico
- ▶ East Coast of Central America
- ▶ North Coast of South America

▶ Highlands

- ▶ Central Mexico
- ▶ Interior of Central American
- ▶ The Andes

▶ Southern Cone

- ▶ Argentina
- ▶ Southern Brazil
- ▶ Chile
- ▶ Paraguay
- ▶ Uruguay

Cultural Characteristics

- Ebullient
- Son, Salsa, Cumbia, Merengue, Bachata (DR)
- More body expression & gesticulation
- Exception to the rule? 25% or so of PR are pentecostal or Jahova's W.
- Propriety = warm welcome, affectionate goodbye, social rules

-
- Reserved
 - Indigenous cultures influence
 - Mestizo cultures mix Hispanic & Indigenous influences – Cueca,
 - Propriety = tone, volume, discretion
 - Propriety = conservative movement

-
- Refined
 - Italo-Hispanic Culture
 - Emphasis on ties to Europe
 - Tango, Waltz
 - Less power distance
 - Less personal space

A Better Measure than the ACS: School Enrollment

- ▶ *Last year, 2007-2008, 6.8% of all PA Public School Children are Latino, a 74% increase over the past 10 years*
- ▶ *82% of Reading school children are Latino*
- ▶ *55% of Lancaster school children are Latino*
- ▶ *30% of York school children are Latino*



Citizenship and Immigration Status

- ▶ *83% of PA Latinos are born citizens*
- ▶ *The majority of the rest either have become citizens, are on the path to citizenship, or hold visas.*
- ▶ *Only 1 in 5 immigrants in PA is Latino*

Source: U.S. Census Bureau, Summary File 2 (SF 2) and Summary File 4 (SF 4) 2000 Census and U.S. Census Bureau, Census 2000 Summary File 3, Matrices P18, P19, P21, P22, P24, P36, P37, P39, P42, PCT8, PCT16, PCT17, and PCT19

Citizenship, Migration Experience, and Generation

Latino Migrants

- ▶ from Puerto Rico
- ▶ Second Stage Migrants: Latinos from elsewhere in the Mainland US

Latino Immigrants

- ▶ Directly from Latin America to PA
- ▶ 1st Generation
- ▶ 1.5 Generation (immigrated as a child or adolescent)

Local-Born Latinos

- ▶ 2nd Generation (parents born elsewhere)
- ▶ 3rd Generation (grandparents born elsewhere)

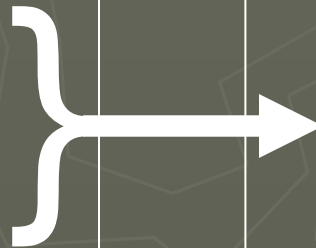
Citizenship, Migration Experience, and Generation

First Stage Migrants

- ▶ All Puerto Ricans are US Citizens
- ▶ All Latinos of any national origin, born in any state or territory of the US are US Citizens

Second Stage Migrants

- ▶ Some are citizens (New Yorkers)
- ▶ Some are not citizens (and are actually immigrants):
 - Residents
 - Work, school, or other visa
 - Undocumented



Latino Immigrants

- ▶ 1st or 1.5 Generation
- ▶ Naturalized Citizens
- ▶ Non-Citizens:
 - Residents
 - Work, school, or other visa
 - Undocumented

Local-Born Latinos

- ▶ All local born Latinos are citizens

Citizenship and Legal Status Impact on Outreach

Legal Immigrants

Citizens

Undocumented Immigrants

- ▶ Fear deportation and mistreatment
- ▶ You must gain the support of community gatekeepers

- ▶ Fear being confused with the undocumented

▶ Kinds?

- Permanent resident
- Work visa
- Student visa
- U visa
- Refugee
- Marriage visa
- Fiancé visa
- The lottery
- Family Unification

- ▶ Naturalized Citizens may still fear being confused with the undocumented

- ▶ USA Born Citizens are tired of being confused with the undocumented, but not as fearful

Naturalized Citizens

- ▶ **1987-1988 Amnesty:** The 1986 Immigration Reform And Control Act (IRCA) fundamentally changed the system of incentives for naturalization. The **IRCA 1987** did two things. First, it granted **amnesty** to some undocumented immigrants from the summer of 1987 to the summer and fall of 1988. The first legalization applicants became eligible for permanent residence in 1989, and naturalization in 1994 (Census 1999c). Second, the IRCA 1986, and subsequent immigration reforms took measures to combat undocumented immigration by **increasing the penalties** and directing more and more resources toward enforcement of immigration law.
- ▶ **Permanent Residents, after 5 years** may apply for citizenship and must pass a written test on US history and political institutions and the English language. Individuals over 65 may skip the English test and take the US history and politics test in Spanish.

Languages Spoken by Latinos in PA

- ▶ 400,000 PA Latinos speak Spanish at home
- ▶ 62% of PA Latinos speak English very well
- ▶ Most Pennsylvania Latinos are bilingual & bicultural
- ▶ Some of us speak no Spanish
- ▶ A very small percent of PA Latinos have not yet learned English at all
- ▶ When compared to earlier immigrant groups, Latino immigrants and migrants learn English faster.
- ▶ Retaining Spanish language and Latino culture does not inhibit English language learning

Agriculture

The importance of Latino immigrants and migrants to Pennsylvania agriculture is great. Unfortunately, a recent decline in the population of newer Latino immigrants to Pennsylvania has had a grave impact on PA agriculture, resulting in a 75% drop in tomato production for harvest season 2008.

Source: Vitello, Paul. "Immigration Issues End a Pennsylvania Grower's Season." The New York Times, April 2, 2008.

Openness, Acceptance, and Willingness to Adapt

- ▶ *Of all ethnic groups, Latinos are the most likely to form close friendships and marry across racial or ethnic lines. (Source: U.S. Census Bureau, Census 2000)*
- ▶ *Latinos accept non-Latinos into their families and their community*

30 years of Innovation in the Nonprofit Sector

*The Latino Community Based Organization
(LCBO)*

*Latino non-profits have flourished across the state and provide cultural activities and resources, cross-cultural education, and human and social services to hundreds of thousands of Latinos **and** Non-Latinos annually.*

SOME LCBOs in PA of Note

- ▶ Reading: Centro Hispano Daniel Torres
- ▶ Lancaster: Spanish American Civic Association (SACA)
 - La Academia Charter School
- ▶ York: Centro Hispano Jose Hernandez (formerly York Spanish American Center)
- ▶ Bethlehem: CSSOLV (Council of Spanish Speaking Organizations of the Lehigh Valley)
- ▶ Allentown: Hispanic American Organization
 - Casa Guadalupe Charter School
- ▶ Erie: HACE (Hispanic American Council of Erie)
 - Escuela Roberto Clemente Charter School
- ▶ Philadelphia – more than 200
 - Aspira of PA – Maria de Ostos Charter School
 - Concilio
 - Congreso



EL CORAZÓN CULTURAL DEL BARRIO
THE CULTURAL HEART OF LATINO PHILADELPHIA

• Become a Member • Volunteer • Outreach • Contact Us

CULTURAL ENRICHMENT JULIA DE BURGOS BOOKS & CRAFTS LORENZO HOMAR GALLERY CALENDAR OF EVENTS



Yasmin Hernandez
FACING FREEDOM



Feria del Barrio

ABOUT US

EDUCATION PROGRAMS

PRESS ROOM

RESOURCES AND LINKS

JOIN OUR MAILING LIST

DONATE NOW!

Taller Puertorriqueño was established in 1974 by Latino artists and activists in the North Kensington area of Philadelphia. They created a community based graphic arts workshop to provide cultural training alternatives to local youth. Throughout its history, our Workshop has been a vital resource to the barrio and to the region. It is now nationally recognized as a model organization that uses the arts as a vehicle for social change.

Taller provides audiences and neighbors with safe facilities, creative outlets for youth, and education programs that underscore our rich Puerto Rican heritage. Our work presents a "first voice" account of our accomplishments as Latinos.

WHAT'S NEW AT TALLER

- Meet the Author Series presents Stephanie Elizondo Griest with her newest book **Mexican Enough: My Life Between the Borderlines-9/27.** »
- Taller Puertorriqueño is 2008 George Bartol Award Winner! »
- TALLER PUERTORRIQUEÑO THE FIRST LATINO ORGANIZATION TO BE AWARDED THE 2008 Commonwealth of Pennsylvania Outstanding Leadership & Service to Arts Education Award »



What is PALO?

PALO is the 501 (C) (3) nonprofit state association developed in 1998 by the Governor's Advisory Commission on Latino Affairs (GACLA) and a consortium of LCBOs throughout the Commonwealth of Pennsylvania.

The Pennsylvania Association of Latino Organizations, Inc. (PALO) is the only organization in the Commonwealth dedicated to the strengthening of Latino community based organizations (LCBOs) through economic development, capacity building, education, and the creation of effective bilingual / bicultural community services across Pennsylvania. The statewide collective efforts through PALO, whether technical assistance, advocacy, dissemination of information, or coordination of special projects, exist to support its member LCBOs and their respective Latino communities.

In the past five years, PALO has administered approximately \$3.4 million in state and Federal funding to LCBOs reaching over 50,000 Latino youth and adults through programs to develop, initiate, and monitor comprehensive strategies that improve quality of life.

Innovation in the Private Sector: Latino Businesses in PA

- ▶ Pennsylvania Latinos have more than eleven thousand businesses in PA
- ▶ nearly 2 billion dollars in annual sales
- ▶ employing 200,000 Pennsylvanians
- ▶ 300 million dollars in salaries annually
- ▶ Revitalize inner cities and rural towns

Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, Census of Population and Housing, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Non-employer Statistics, Economic Census, Survey of Business Owners, Building Permits, Consolidated Federal Funds Report

Last Revised: Friday, 25-Jul-2008 15:42:05 EDT [1] Source: U.S. Census Bureau, Company Statistics Division, Economic Census Branch, Created: July 27, 2005, Last Revised: Thursday, 28-Jul-2005 10:34:47 EDT

Study to measure Latino economic contributions

[Penn State Lehigh Valley](#) and the Latino Economic Council of the Lehigh Valley have launched a study to document the Hispanic contribution to the local economy. Latino business owners and professionals are encouraged to participate, according to a news release. Call 610-285-6082 to set up an interview or complete an [online survey](#). A link is also available through [Penn State Lehigh Valley](#). This survey follows a study performed by [Lehigh Valley Economic Development Corp.](#) in 2005. The new study will assess how Latinos, about 10 percent of the Lehigh Valley population, can achieve greater economic mobility. The study is funded by private and public sources, including LVEDC, the [Greater Lehigh Valley Chamber of Commerce Foundation](#) and area companies and work force development groups. For more information, call Jennifer Parker Talwar at 610-285-5052.

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▶ SAN ANTONIO--(BUSINESS WIRE)--April 28, 2006--According to a U.S. Census report, Hispanics are starting businesses at faster rates than any other segment of the population, and by 2007, one out of 10 businesses will be Hispanic-owned.

Goya Foods Inc



Has become the largest Hispanic-owned food business with the Unamue family being the second richest Hispanic family in the United States with a net worth of \$750 million. The company was founded in 1936 by Don Prudencio Unamue Ortiz (1886-1976) and Dona Carolina Casal Unanue (1890-1984).



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Dimensions of Cultural Difference:

- ▶ Beyond Flautas and Folkloric Music
- ▶ Culture as a structured system of beliefs about correct behavior
 1. Allocentrism
 2. Familialism
 3. Power Distance
 4. Respect
 5. Traditionalism
 6. Machismo
 7. Personal Space
 8. Propriety

Cultural Tendencies of Interest to City Planners

- ▶ *Greater propensity to use public transit if available. Esp. newer immigrants*
- ▶ *More likely to learn news by word of mouth*
- ▶ *Less likely to read letters or to direct letters to the appropriate person in the household unless they are expecting the correspondence*
- ▶ *Personal connection and attention to issues of respect are crucial.*
- ▶ *More likely to use public spaces. (assuming no fear)*
- ▶ *More likely to walk distances under 2 miles*

Showing Respect in Personal Interaction

- ▶ Always assume someone is here legally. The majority of PA Latinos are citizens, and the majority of PA non-citizens are here legally.
- ▶ Never assume national origin, language preference, or from which Latino sub-culture a client comes.
- ▶ If a Latino is behaving in a conservative manner, take the lead, make them at home, and try to anticipate what information they need or what questions they might have. Highland Latinos will be less likely to ask questions or complain.
- ▶ Always say "hello" and "goodbye" to each person in a group
- ▶ If an individual has some English skills, but does not seem to understand you, rephrase the question and speak more slowly.
- ▶ Always address any Spanish-speaking Latino(a) over 30 respectfully as "Señor" or "Señora" if you don't know their last name yet.
- ▶ When speaking to individuals from the Highland or Southern Cone, speak softly and clearly. Loud speaking is disrespectful.
- ▶ If you must say "no", make it sound like you want to say "yes" but are prohibited from doing so. This way you re-affirm the relationship between you.

Recommendations to Municipalities

- ▶ Encourage municipalities to establish connections between planning staff and the Latino community
- ▶ Encourage nonprofit organizations to educate themselves and Latinos regarding their mutual goals: safe, livable communities

Recommendations to Municipalities

- ▶ Multicultural training for members of municipal staff
- ▶ Encourage grants for multicultural purposes
- ▶ Recruit bilingual Spanish-English speaking professionals
- ▶ Direct press releases to Latino/Hispanic media

Recommendations to Municipalities

- ▶ Advocate the “Elm Street” program and other financial incentives
- ▶ Establish working relationships with state agencies, local government associations,
- ▶ and nonprofit organizations

Observations

- ▶ Some members of local government staffs are prejudiced against Hispanic speaking people
- ▶ Most staff members have little or no appreciation or knowledge of Latin American or Spanish-speaking Caribbean culture or history.
- ▶ Sub-tropical and tropical climate architecture and life-styles contrast with PA which is located in the North Eastern U.S.

Observations

- ▶ There is a lack of communication between municipal staff members, civic organizations, nonprofit organizations and Hispanic residents in the community.

Observations

- ▶ Mutual lack of understanding
 - Often neither understands or appreciates the goals of the other
 - Cultural and educational differences
 - The history of the neighborhood is unknown to the most recent residents and is unappreciated
 - Many residents do not own the domicile where they live and therefore are not “invested” in the neighborhood

Observations

- ▶ Long-term residents and property owners feel “invaded.”
- ▶ Long-term residents forget that they themselves were immigrants and had to make a place for themselves and their families and may have displaced prior ethnic groups.
- ▶ Deteriorated and blighted neighborhoods are “blamed” on recent immigrants when those conditions existed prior to recent immigrant settlement.

Observations

- ▶ Some perceived adverse results of neighborhood revitalization (historic preservation initiatives)
 - Higher rents
 - Regulations (red tape)
 - Gentrification
 - Snobism/Elitism (so called)
 - Boutiques vs. service retail

Observations

- ▶ Some positive results of historic preservation initiatives
 - Historic rehabilitation
 - Reinvestment
 - New retail businesses
 - Influential residents
 - Politically astute residents
 - Improved property values
 - Stabilized neighborhood

Arleen Pabón, Ph.D., JD

- ▶ To build solid bridges between newcomers
- ▶ Understand the differences and similarities in the cultural landscape
- ▶ Raise awareness
- ▶ Latino ancestry: Native American, European, African
- ▶ U.S. history in Latin America (imperialistic)
- ▶ Latin American cultural pride, i.e. Institute of Puerto Rican Culture c. 1952

Conclusion

- ▶ “Immigrants move from their place of origin to find more than a safe shelter; they dream of a better life. Nowadays, the general consensus is that immigration is a fundamental right...Pursuing happiness, by necessity, implies that— at some point or another—the newcomer must change—if not cultural allegiances—cultural identification processes. Latinos... are no exception to the rule.”

Arleen Pabón, Ph.D., JD Former Historic Preservation Officer, Commonwealth of Puerto Rico



Michel R. Lefèvre, AICP

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Andrea L. Morató-Lara, VP, PALO

If you are interested in collaborating with PALO or your local LCBO, or for information on PALO services, including cultural competency assessment and training, translation, interpretation, and customized Spanish language instruction, contact me:

Andrea Morató-Lara, Vice President

Pennsylvania Association of Latino Organizations

Harrisburg Transportation Center

415 Market Street, Suite 206

Harrisburg, PA 17101

E-mail: morato@paloweb.org

Ph: (717) 920-4727 x102

PALO also has a proven track record in linking LCBOs and their faith based, government, and private sector community partners. These partnerships have resulted in successful multidisciplinary, culturally relevant, and community-specific responses to Latino youth facing individual, family, school, community, and or peer risk factors. PALO's capacity building activities increase Latino organizations' sustainability and effectiveness, enhance their ability to provide culturally relevant social services, develop and/or diversify their program funding sources, and create effective collaborations to better empower Latino individuals most in need.

