

Celebrating National Hispanic Heritage Month

Did you know that Hispanic and Latin American individuals make up nearly 20% of the U.S. population? The country's second largest ethnic group, these individuals play a vital role in our history, culture and economy.

National Hispanic Heritage Month, observed September 15th through October 15th annually, recognizes the independence of five Central American countries as well as Mexico and Chile. It also pays tribute to the generations of Hispanic Americans who have positively influenced our nation and celebrates their histories, cultures and contributions.

Phillips Edison & Company is observing National Hispanic Heritage Month through programs planned and designed by our associate-led group, PECO MORE (Multicultural Opportunities, Resources and Education). We'd like to invite you – our neighbors – to join us in the celebration!

Here are a few ideas to help you celebrate and engage all of your customers while deepening your connection with the Hispanic-American community:

- Use your social media and website to share information about Hispanic heritage and the many contributions of the Hispanic community. One good resource for facts is the Hispanic Heritage Month Website hosted by The Library of Congress <https://www.hispanicheritagemonth.gov/about/>.
- Consider featuring and highlighting any products or merchandise related to Hispanic culture or made specifically by this population. For example, restaurants may want to spotlight Hispanic menu items they might offer or retailers may feature products made by Hispanic-owned businesses or artisans.
- Partner with a nearby Hispanic-owned organization or business and consider sourcing Hispanic-owned vendors and suppliers. Check out Yelp's searchable database of Latinx-owned businesses to find one near you. If you are a Latinx-owned business, make sure you're included by logging into Yelp and marking yourself as



Latinx-owned. You can also order a free window decal and get tips and resources on their Latinx business owner hub. For more information visit: <https://blog.yelp.com/2020/09/yelp-partners-with-momento-latino-to-support-latinx-owned-businesses>.

Most importantly, keep the conversation going all year round! It's fun and engaging to celebrate specific cultures during days, weeks and months designated as recognition periods. But true success comes when we continue to honor and respect all cultures and promote multicultural learning and engagement throughout the year.

We'd like to feature you! Phillips Edison would like to support your business and show off our fantastic neighbors on Facebook, Instagram and other social media platforms. This month we're looking to spotlight Hispanic-owned businesses. There are other similar recognitions throughout the year for other populations.

If you'd like to be featured and are willing to share your story, please go to <https://phillipsedison.wufoo.com/forms/get-featured/> and complete the quick form. For more information or questions, please contact us at PECOConnect@phillipsedison.com.



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