



CONNECTING WITH PURPOSE COMMUNITY & BUSINESS ENGAGEMENT



62 COMMUNITY
EVENTS

87,716 PEOPLE
REACHED*

63 BUSINESS
EVENTS

15,121 PEOPLE
REACHED*

*OUT OF TOTAL ATTENDEES

SUPPORTING SMALL BUSINESS & DBEs

MEET THE PRIMES

Join us for this FREE opportunity to network with prime contractors and learn firsthand about contracting opportunities and available resources.

9 a.m. to 1 p.m.
Tuesday, Feb. 27
500 S. Main St., Orange

REFRESHMENTS & LUNCH PROVIDED

- Network with OCTA's leadership, including new Chair Tam T. Nguyen
- Participate in one-on-one matchmaking with prime contractors, including Auster Advisory, WSP and more than 15 others
- Gain key insights during valuable partnering opportunities
- Obtain DBE, small business resources and other helpful info

TAM NGUYEN
Chair, OCTA

DIANEA RODRIGUEZ
Senior Project Manager
Auster Advisory
a part of Accenture

LUC PORRELLI
Senior Vice President
WSP

VACOC
VALLEY AREA CONTRACTORS ORGANIZATION

To register, scan here



HARVESTING *Business* SUCCESS

2024 SMALL BUSINESS & DBE SUMMIT



VIỆT BẢO
FOUNDATION



TELEMUNDO

Y TẾ CÔNG ĐỒNG



UNIVISION

NGƯỜI VIỆT

I-405

Spanish & Vietnamese
News Outlets



Spanish & Vietnamese ADVERTISING

for



RADIO ADS

PRINT ADS



TV ADS



DIVERSITY OUTREACH



173
SURVEYS

Mother's Day events
at Senior Centers
Santa Ana on May 10



160

O.C. Heritage Council's
Juneteenth Celebration
Anaheim on June 15



915
SURVEYS

Cinco de Mayo Fiesta
Anaheim on May 4 & May 5



202
SURVEYS

Philippines Independence Day
Irvine on June 22



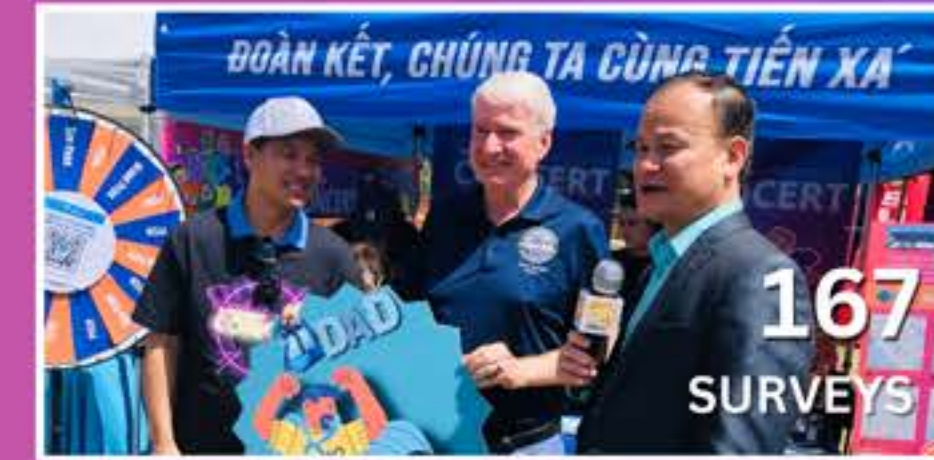
137
SURVEYS

Father's Day event
at Southwest Senior Center
Santa Ana on June 12



206
SURVEYS

SBDN Resource Conference
Irvine on June 25



167
SURVEYS

Summerfest Father's Day event
Fountain Valley on June 16



702
SURVEYS

Other in-person activities

2,662

**TOTAL SURVEYS
COLLECTED**

EMAIL BLASTS & COMMUNITY MAILERS

5,658

EMAIL SUBSCRIBERS

1,629 VIETNAMESE SPEAKERS

1,952 SPANISH SPEAKERS

2,077 MULTILINGUAL SPEAKERS



212,139

MAILERS DISTRIBUTED

59,020 VIETNAMESE-LANGUAGE HOUSEHOLDS

153,119 SPANISH-LANGUAGE HOUSEHOLDS



FISCAL YEAR
2023 *to* 2024

PUBLIC ENGAGEMENT

Over the Past 3 Fiscal Years



125
EVENTS

87,716
EVENT PARTICIPANTS

FISCAL YEAR
2022 *to* 2023

89
EVENTS

53,254
EVENT PARTICIPANTS

16,556
BOOTH VISITORS

5,994 COMPLETED SURVEYS

FISCAL YEAR
2021 *to* 2022

40
EVENTS

43,656
EVENT PARTICIPANTS

10,692
BOOTH VISITORS

5,546 COMPLETED SURVEYS

39,713
BOOTH VISITORS

14,490
COMPLETED SURVEYS



MOST RECENT & UPCOMING ACTIVITIES



VIET FILM FEST



KEY EVENT	DATE
O.C. LGBTQ Pride Festival at OC Fair & Event Center	Saturday, Oct. 5
Santa Ana Mid-Autumn Festival at Centennial Park	Saturday, Oct. 5
OCTA's Small Business & DBE Summit at Delta Hotels in Garden Grove	Tuesday, Oct. 8
Viet Film Festival at The Frida Cinema in Santa Ana	Friday, Oct. 11 to Sunday, Oct. 13
Fiesta del Mariachi at Eddie West Stadium in Santa Ana	Sunday, Oct. 13
Quarterly Diverse Community Leaders Group meeting at OCTA	Wednesday, Oct. 16
San Bernardino County Transportation Authority Business 2 Business Expo	Wednesday, Oct. 16
Vietnamese Business Forum at Bowers Museum	Wednesday, Oct. 23
Sunkist Elementary Resource Festival in Anaheim	Wednesday, Oct. 30
Filipino American Chamber's Filipino History Month event at Duck Club	Thursday, Oct. 31
Dia de los Muertos Festival on Fourth Street in Santa Ana	Saturday, Nov. 2 & Sunday, Nov. 3
Asian Business Association of O.C.'s Gala at Disney's Grand America	Friday, Nov. 15

QUESTIONS?

