

## VICTOR M. CORA

Victor Cora is a Partnership Specialist with the Atlanta Region Census Center responsible for cultivating relationships with federal, state, and local governments, and the local businesses and community groups to develop specific strategies to educate, engage, and motivate residents to participate in the 2020 Decennial Census.

Cora a native of the Barrio in New York City of Puerto Rican decent, came to Jacksonville by orders of US Navy 34 years ago. He has an extensive background in organizational leadership, community outreach, business development, event management, and production. He has been profiled in the Florida Times-Union as an up and coming leader in Jacksonville and Jacksonville Magazine as a leader in the arts community.

After serving our country for more than two decades, Cora is best remembered for becoming a champion for then underserved Hispanic community in Northeast Florida. He owned and operated a radio station and combined the internet and other media sources to inform and serve his community.

Cora is credited for creating an array of first-time events. Most noteworthy is his creation of a Hispanic cultural beach celebration named *Fiesta Playera*. This event was named among the Top 20 events by the Atlanta GA based Southeastern Tourism Society and among the Top 10 events in North Florida by The Jacksonville Business Journal.

Cora is the recipient of the 2018 NFL Hispanic Heritage Leadership Award for the Jacksonville Jaguars franchise for outstanding contributions in the areas of civil/human rights, diversity, equal opportunity resources and public services most notably during Hurricane Maria.

Cora holds a BS in Business Administration from New Hampshire College (1987) and a Master of Arts Degree in Education from Jacksonville Florida (FL) University (1996). He is a graduate of Project Blueprint, a volunteer leadership program designed to recruit, train, and place graduates on non-profits boards and the other organization in Jacksonville, Florida.

Cora is the founder of the Jevco Group, LLC. Jevco Group, LLC is market research and product activation group that takes the guesswork out of reaching and connecting with the Hispanic Market in North Florida. Currently, is the Color Analyst for the Spanish Language Broadcast of the NFL franchise Jacksonville Jaguar