Latino Economic Development Center

Annual Report 2015
To our esteemed colleagues and allies,

The year 2015 has ended, again, with great success, surpassing the strategic goals that we had set. I’d like to take this opportunity to thank the LEDC staff for their hard work, passion and commitment to the mission and vision of our organization. I’d also like to thank the 12 members of the board of directors and the members of the working committees for their constant guidance and support.

This year, we will seek your cooperation and leadership to take on the challenges that Latinos face to be economically successful and to present our results to the board of directors and membership. After reviewing our achievements, we will begin drafting our strategy for the next 3 years. Recognizing the brilliant energy of our community, I can confidently assure that we will set ambitious goals to begin work on in 2017.

As always, we invite you to visit us in our offices in Saint Paul, Minneapolis, and newly, Austin, MN. There, we’ll be waiting to share innovative opportunities for business and career growth.

Ramón León
Founder, President and CEO

Dear friends and colleagues,

When I think of 2015, I see two themes: Sí, se pudo (Yes, we did) and unidos avanzamos más (united we reach farther). In this year’s annual report, you’ll see examples of both themes. LEDC’s lending program exceeded the 2015 goal, lending over $1 million to small and expanding businesses throughout Minnesota. Our business development team helped start up three Latino-owned agricultural cooperatives in 2015 and increased the number of Latino farm businesses participating in our trainings and receiving technical assistance. The Latino Academy, our workforce training program, launched the Twin Cities only Spanish-language GED preparation class.

Events like the Taco Tour on Lake Street and the Latino Scholarship Golf Tournament engaged Latino businesses and LEDC’s members to create opportunities for food service businesses on Lake Street and for Latino youth seeking to attend college. There are numerous other examples of our allies and members working with us on projects and events – too many to list here today. I am astonished every day by the number, goodwill and generosity of individuals who support our mission. We look forward to your support in 2016.

Mario A. Hernandez
Vice President and COO

On December 2, we organized the Latino Economic Development Summit, an event that brought together 80 individuals from government, nonprofits, schools, and private businesses interested in discussing higher education, workforce development, entrepreneurship, and financial literacy in the Latino community. Participants shared ideas and formed connections. Particularly salient were the topics of immigration, child care, educational opportunity, and civil engagement as factors contributing to Latino economic advancement.

We especially thank Representative Carlos Mariani and Senator Melisa Franzen for listening to our attendees and sharing their thoughts.
In 2015, LEDC’s business consultants provided individual technical assistance to entrepreneurs that helped 28 new businesses to open and 15 existing businesses to expand, creating 81 jobs. We assisted 23 businesses with loan requests, and 19 loans were approved, closed and disbursed from our loan fund, for a total of $1,168,500. Using LEDC’s loan capital, loan recipients were able to leverage additional funds, totaling $2,130,000. LEDC’s loan fund continues to provide microloans, small business loans, agricultural loans, cooperative lending, real estate loans and funds for healthy food initiatives.

LEDC in partnership with Urban Oasis opened a commercial incubator kitchen on the East Side of St. Paul to serve food manufacturers, caterers and farmers developing value added products in October 2015. LEDC leased the 3,000 square foot building, which previously operated as a bakery, and secured financing from the City of St. Paul and LEDC’s Healthy Food Financing Initiative fund to significantly upgrade the facility and equipment.

The space is available for lease at an affordable hourly rate. This service is being offered to start-up as well as expanding small business ventures to complement other training and financing services being provided to LEDC clients and clients of partner organizations at the East Side Enterprise Center. Currently, the kitchen is used to process vegetables being grown by local farm clients of LEDC and the Hmong American Farmers Association as well as for other local farm groups. This project is another element of LEDC’s strategy to support a vital local food system from the farm to the customers table.

CentroMex
Mr. Henry Garnica, a native of Colombia, the owner of Centromex Supermarket, came to LEDC to get financial assistance to buy the building that his business occupies. Henry was able to purchase the building with a loan and technical assistance from LEDC and additional financing through the City of St. Paul. In 2016, LEDC and its loan pool will continue supporting Latino entrepreneurs by providing them the capital they need to buy their buildings and to strengthen the city’s commercial corridors.

On June 28, with the support of Utku Productions and 9 Latino businesses, LEDC organized the second annual Taco Tour on Lake Street. This year surpassed all our expectations, with more than 2,500 people attending from all corners of the Twin Cities and Greater Minnesota. People toured on foot, by bike or by bus and tasted the wide variety of Mexican dishes offered on Lake Street.

Mexitalian Pizzeria
Late in 2014, Oliverio Casiano and his brothers, Teodor and Domingo began working with LEDC to open a restaurant. He and his two brothers had a wealth of food service experience. That, coupled with their savings, gave them a good chance at success. Their concept is unique: Mexican pizza. We assisted in the preparation of their business plan, feasibility work and financial projections. Today they have a signed lease at a very good rate (the property is owned by another LEDC member), received a loan from LEDC, and opened their establishment, Mexitalian Pizzeria, on December 3, 2015.
2015 was an exciting growth year. In 2014, LEDC had roughly 300 participants between our job search, small business startup, and adult education programs. In 2015, we had 600. We launched Twin Cities only Spanish-language GED course in both Minneapolis and Saint Paul, and created a pre-GED program for students who need intensive math and reading tutoring. We continued to offer Spanish-language computer classes, English for the workplace, construction entrepreneurship, and small business start up classes as well.

Diana Maisonet attended our microentrepreneurship class with the idea of opening a second hand clothing store in South St. Paul. Our course helped her to improve her customer service, marketing, accounting, and business administration and write a business plan. In January 2016, Diana opened DD’s Place at 1325 Thompson Avenue, South St. Paul, MN 55075.

Ana came to LEDC in May 2015 to start GED classes. At the beginning, she brought her 4 year old son, but began missing classes when he became disruptive. Like many other mothers, she was unable to afford the high cost of childcare. After an intervention from LEDC, she was able to switch from the large night class into individual tutoring and a small morning class, allowing her to bring her son along with her. By the end of 2015, Ana hardly ever missed a class, and increased her reading and math scores by 4 grade levels.

Diana Maisonet attended our microentrepreneurship class with the idea of opening a second hand clothing store in South St. Paul. Our course helped her to improve her customer service, marketing, accounting, and business administration and write a business plan. In January 2016, Diana opened DD’s Place at 1325 Thompson Avenue, South St. Paul, MN 55075.

On August 13, LEDC hosted the second annual Cara a Cara con Los Expertos (Face to Face with the Experts) event at the East Side Enterprise Center in St. Paul to foster the creation of professional networks between business owners and the business experts. Twenty experts met with 29 small business owners for short individual discussions to encourage Latino entrepreneurs to network and to learn new strategies and practices to improve their profitability.

This year, we hosted 10 Speaker Series presentations with over 60 business owners in attendance. The 11 topics included taxes, a food inspection forum, commercial recycling, labor laws, employee retention, and the importance of Latina leadership in entrepreneurship and civil service. We especially thank the Minnesota IRS, the Department of Labor of the United States Wage and Hour Division, the City of Minneapolis Health Department, Casa de Esperanza, as well as the members of the Latino business community.
Green Initiative Program Update

Through a program created in partnership with Washington County, Ramsey County and Minnesota Waste Wise, LEDC provided technical assistance to businesses to reduce waste and increase recycling. The program provides financial subsidies for the purchase of equipment, containers, and informational materials to implement recycling and organic waste collection at local businesses.

Greater Minnesota Agricultural Initiative

This year marked LEDC’s fifth year providing business development services to aspiring Latino farmers. In 2015, LEDC refined cooperative farm trainings, better identified prospective farmers, created financing opportunities, created onsite training curricula on farm business administration, helped access land, and developed a Spanish-language crop planting manual, and an educational video series. The Farm incubator model has provided important opportunities and methods of learning that support farming success.

LEDC provided nearly 249 thousand dollars in financing to Latino farm businesses in 2015. We thank our partners, allies, trainers and other supporters in 2015, including the Minnesota Department of Agriculture, the U.S. Department of Agriculture, Hmong American Farmers Association, City of Long Prairie, City of Austin, Riverland Community College, City of New Richland, AgStar Financial Services, Farm Services Agency, Southern Minnesota Initiative Foundation, the Initiative Foundation in Little Falls, MN, George Brophy (consultant), Rodrigo Cala (consultant), and many others.

Invited by LEDC, Maria Lala Gutierrez, the owner of La Mexicana grocery store on Lake Street and La Guadalupana in St. Paul, decided to apply for a BizRecycling grant from Ramsey County. With the guidance of Minnesota Waste Wise, Maria has been working to implement an organic waste collection system at La Guadalupana Supermarket. At the same time, through assistance from LEDC, the Lake Street Council and Hennepin County, Maria has improved her recycling collection system and implemented organic waste collection at La Mexicana. Her staff have received training, and her stores received labeled bins among other benefits. By composting and recycling the majority of her stores’ waste, Maria is both protecting the environment and saving money.

Members of the Manos Latinas cooperative collaborate with LEDC and Centro Campesino to have a positive impact on the Latino community in Owatonna, MN by growing organic produce and encouraging healthy food choices. They sold $10,000 in their first year.

Green Initiative Highlight

Invited by LEDC, Maria Lala Gutierrez, the owner of La Mexicana grocery store on Lake Street and La Guadalupana in St. Paul, decided to apply for a BizRecycling grant from Ramsey County. With the guidance of Minnesota Waste Wise, Maria has been working to implement an organic waste collection system at La Guadalupana Supermarket. At the same time, through assistance from LEDC, the Lake Street Council and Hennepin County, Maria has improved her recycling collection system and implemented organic waste collection at La Mexicana. Her staff have received training, and her stores received labeled bins among other benefits. By composting and recycling the majority of her stores’ waste, Maria is both protecting the environment and saving money.

Farm Highlights

With help from LEDC, several agricultural business have seen a significant increase in sales in 2015. For example, Agua Gorda Cooperative in Long Prairie, MN began in 2012 with ¼ acre of farmland. Now, members of Agua Gorda have achieved their dream of purchasing their own 54 acre farm with financing from LEDC and has increased its annual sales from $6,700 to $54,000 in 2015. Another successful business we would like to highlight is Sin Fronteras Farm & Food in Stillwater, MN. It has increased sales from $7,000 in 2014 to more than $25,000 in 2015. Lastly, Santa Rosa Farm near Wyoming, MN, saw sales jump from $1,000 in 2014 to more than $7,000 in 2015.
2015 LEDC Awards

Latina Entrepreneur
- Karina Cardoso

Friend of the Community
- Guadalupe Quintero

Latino Academy Student of the Year
- Ana Amaya

Socially Responsible Business
- Rodrigo Cala – Cala Farm

Golf Tournament Sponsors

A la Salsa Mexican Restaurant
AgStar Financial
American Paper Supply
AZ-Techs Computer Services
Bremer Bank
CNA Insurance
Contreras Edin & Associates PLLC
David Palan CPA
El Burrito Mercado
Escobar Agency
F&F Janitorial Services
Faircon Services/Commercial Kitchen Services
Hallberg Engineering, Inc
Hockenbergs Company
Illinois Casualty
Knock, Inc
La Raza/Telemundo
Mall of America
Mapps Coffee
Merrill Lynch
Merrill Lynch
MN Twins
MN United FC

National Checking
NewPublica, LLC
North Star Agency
Perez Jimenez and Associates
Prudential Financial
Re/Max Advantage
Reinhart
Reiser
St Paul Area Chamber of Commerce
Sunrise Community Bank
SYSCO MN
The Law Office of Iris Ramos
US Bank
US Foods
Vida y Deportes

Golf Tournament In-Kind Sponsors

Polar Chevrolet
Rodriguez Embroidery
La Loma Tamales
Los Ocampo Restaurant
Black Chamber of Commerce
MN Timberwolves
De Leon and Nestor LLP
DSC Consulting
Landreau Group

2015 Latino Scholarship Winners

Ramiro Hernandez Marquez Scholarship
- Cristina Morelos Quintero

George W. Linares Scholarship
- Marion Rodriguez-Torres

Garcia-Urzua Scholarship
- Miguel Angel Rodriguez Torres

The Los Ocampo Scholarship
- Aranza Michelle Jimenez Tinoco

Institute for Mexicans Abroad (IME) Scholarship
- Brenda Jeanett Rodriguez-Rojas
- Gustavo Angel Manjarrez
- Laura Jocelyn Penalosa
- Adolfo Adrade-Flores

Latino Scholarship Fund Donors

Ameriprise Financial
Elda Macias
James Roth
La Loma Holdings
Los Ocampo
MN Latino Caucus
Thomas and Deborah Pantalion
Vaughn Rasmussen
## Foundation and Corporate contributions:

- AgStar Financial Services
- Ameriprise Financial
- Blandin Foundation
- Bush Foundation
- Catholic Community Foundation
- F.R. Bigelow Foundation
- Initiative Foundation
- Institute of Mexicans Abroad
- Marquette Financial Companies
- McNeely Foundation
- National Association for Latino Community Asset Builders (NALCAB)
- Nexus Community Partners
- Northwest Area Foundation
- Otto Bremer Foundation
- RBC Wealth Management
- Southern Minnesota Initiative Foundation
- State Farm
- Surdna Foundation (Via VEDC/NALCAB Consortium)
- The McKnight Foundation
- The Minneapolis Foundation
- The Saint Paul Foundation
- Twin Cities LISC
- US Bancorp Foundation
- Women’s Foundation of Minnesota
- Xcel Energy

## Government Grants and Contracts:

- City of Minneapolis, Community Planning and Economic Development
- City of Minneapolis – One Minneapolis Fund (via Lake Street Council)
- City of St Paul, Human Rights and Equal Economic Opportunity Department
- Ramsey County, Solid Waste Management Coordinating Board
- State of Minnesota - MN Department of Employment and Economic Development
- US Department of Agriculture, Office of Advocacy and Outreach DASDFR Program
- US Department of Agriculture, Rural Development
- US Department of Agriculture, Socially-Disadvantaged Groups
- US Department of Health and Human Services, Office of Community Services

## LEDC’s Partners and Collaborators 2015:

- African Economic Development Solutions
- AgStar Financial Services
- Aqua Gorda Cooperativa
- Asian Economic Development Association
- Cala Farm
- Casa de Esperanza
- Centro Campaign
- City of Austin
- City of Minneapolis, Department of Community Planning and Economic Development
- City of St James, Economic Development Authority
- City of St Paul, Department of Human Rights and Equal Employment Opportunities
- College Possible
- Co-Opera Co
- Cooperation Works
- Cooperativa Mercado Central
- Dayton’s Bluff Community Council
- Department of Employment and Economic Development
- East Side Area Business Association
- Eastside Financial Center
- The Food Service Energy Leadership Program of Eureka Recycling
- Good Food Cooperative
- Hennepin County Environmental Services
- Hmong American Farmers Association
- Immigrant Law Center of Minnesota
- Initiative Foundation
- Institute of Mexicans Abroad
- La Familia Cooperativa
- Lake Street Council
- Land Stewardship Project
- Legal Services Advocacy Project
- Long Prairie Economic Development Authority
- Manos Latinas Cooperative
- Metropolitan Consortium of Community Developers
- Metropolitan Economic Development Association
- Midwest Rural Assembly
- Minnesota Asset Builders Coalition
- Minnesota Council of Nonprofits
- Minnesota Department of Agriculture
- Minnesota Food Association
- National Association for Latino Community Asset Builders
- Neighborhood Development Alliance
- Neighborhood Development Center
- Nexus Community Partners
- Office of Mexican Consulate of St Paul, MN
- Opportunities Industrialization Center of America
- Opportunity Finance Network
- Riverland Community College
- Rural Coalition
- Shared Ground Farmers’ Cooperative
- Southern MN Initiative Foundation
- Small Business Development Centers
- Twin Cities Mobile Market /Wilder Foundation
- Willmar Area Multicultural Business Center
- Wirth Cooperative
- University of Minnesota, Department of Food, Science and Nutrition
- University of Minnesota Extension
- Urban Oasis
- U.S. Department of Agriculture
- Voices for Racial Justice
- Other Community organizations, including neighborhood and business associations and faith-based institutions.

## Statement of Financial Position of LEDC for the year 2015 (Unaudited)

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$229,683</td>
</tr>
<tr>
<td>Cash Restricted for Loan Programs</td>
<td>$654,336</td>
</tr>
<tr>
<td>Grants and Contributions Receivable</td>
<td>$456,120</td>
</tr>
<tr>
<td>Loans Receivable (Net)</td>
<td>$1,196,359</td>
</tr>
<tr>
<td>Property &amp; Equipment (Net)</td>
<td>$2,361,311</td>
</tr>
<tr>
<td>Investment in LLC’s</td>
<td>$400,665</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$18,754</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$5,317,228</strong></td>
</tr>
</tbody>
</table>

### Liabilities & Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes Payable</td>
<td>$3,079,191</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td>$387,937</td>
</tr>
<tr>
<td>Net Assets</td>
<td>$1,850,100</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$5,317,228</strong></td>
</tr>
</tbody>
</table>

### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$706,610</td>
</tr>
<tr>
<td>Government Grants - Operating</td>
<td>$972,892</td>
</tr>
<tr>
<td>Program Fees</td>
<td>$67,569</td>
</tr>
<tr>
<td>Other Income</td>
<td>$852,474</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$2,599,545</strong></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$1,701,334</td>
</tr>
<tr>
<td>Management and General</td>
<td>$375,824</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$90,653</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$2,167,811</strong></td>
</tr>
</tbody>
</table>
**LEDC Board 2015**

Enrique Garcia *(Chair)*  
La Loma Tamales

Susana De Leon *(Vice-chair)*  
De Leon and Nestor LLP

Maria Boyle *(Treasurer)*  
J&B Group

Elvira Flores *(Secretary)*  
F&F Janitorial Services

Lorenzo Ariza  
Salsa a la Salsa Restaurant

Juan Cervantes  
State Farm Insurance

Chris Garcia  
CGC Commercial Real Estate Services

Norma Garces  
El Colegio Charter School

**LEDC Staff 2015**

Ramón León, *Founder, President and CEO*  

Mario Hernández, *Vice President and COO*  

Rocio Bustillos, *Loan Fund Manager*  

Yolanda Cotterall, *Greater MN Sr. Business Consultant*  

John Flory, *Sr. Business Consultant/Special Projects Manager*  

Marisa Hernández, *Business Training Coordinator*  

Rebekah Tedrick-Moutz, *Latino Academy Manager*  

Zoila Guachichulca, *Job Counselor*  

Andres Salinas Sanchez, *Membership Service Coordinator/Associate Business Consultant*  

Jaime Villalaz, *Greater MN Business Consultant*  

Julia Viveros, *Greater MN Business Consultant*  

Nora Leon, *Office Assistant/Associate Business Consultant*  

Tong Thao, *Facilities Coordinator/Office Specialist at East Side Enterprise Center*  

Jaci Polio, *Office Assistant/Associate Business Consultant ( )*  

(*) at LEDC for part of 2015

**Interns and Collaborators 2015**

Leanny Prieto: Bilingual Education and Economic Development Program Specialist (PSEI AmeriCorps VISTA)

Mark Hansch: Employment Navigator (Minnesota Opportunity Corps)

John Ramirez: Employment Navigator (Minnesota Opportunity Corps)

Leila Cozier: Workforce Program Associate (Macalester Off-Campus Student Employee)

Kami Ehrich: Job Search and Employment Opportunities Network Assistant

Marissa Paananen: Media and Communications Intern (HECUA Intern from U of M)

Katheryn Paral: Job Search and Job Resource Classes Assistant (Macalester College)

Kyle Smestad: Spanish Reading pre-GED Teacher

Dustin Parks: Math pre-GED Teacher

Khaleel Qandeel: Membership Services Volunteer

Blanca Paucar: ESL Class Volunteer

Holly Brettingen: ESL Class Volunteer

Boris Rivero: Computer Skills Tutor

Bette Benson: Latino Economic Development Summit Volunteer

**Vision**

- A thriving multicultural community enriched by Latino leadership, culture, and economic influence.

**Mission**

- Transform our community by creating economic opportunity for Latinos.

**Core Functions**

- Assist entrepreneurs with establishing and growing their businesses.

- Develop public markets and commercial corridors with Latino business participation.

- Build membership to improve access to resources for Latino businesses.

**Core Values**

- Promote just, sustainable and ethical business practices; healthy, respectful work environments; social responsibility; and economic justice.

- Develop Latino talent, leadership, civic engagement, and political influence.

- Affirm and act in the best interests of our membership; contribute our wisdom and experience for the betterment of all members.