

ANNUAL REPORT

2021

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LEDA

JOLIET LATINO ECONOMIC DEVELOPMENT ASSOC.



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2021



Message from the LEDA Board

We want to begin by thanking all who supported LEDA's mission. In a year of firsts - 2021 was LEDA's first year in operation - we could not have made the progress we did without the support of our community, local institutions and individuals that allowed us to make progress toward our shared vision of creating a prosperous Latino community.

We believe that 2021, our first year of countless to come, set the stage for what a small group of individuals can accomplish when their community is at the forefront. We worked hard to set the foundation and it's time to leap forward in 2022 and coming years.

Vision

To build a financially and culturally prosperous Latino community.



Mission

LEDA is committed to advancing the economic opportunities for Latino businesses and individuals by creating and connecting them to educational, cultural, and civic resources to expand community prosperity.

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@joliet-leda



@Joliet.LEDA



@JolietLeda



About LEDA

LEDA was established as a result of a demonstrated need in the Latino community. An organization that focused on the entrepreneurs providing the essential goods and services to neighborhoods and families across Joliet was needed.

LEDA's theory of change is that by strengthening the Latino business community, we can create a more prosperous City. With over a third of the population identifying as Latino, the success of the Latino community means success for Joliet.

HIGHLIGHTS 2021

350+

Businesses outreached
through the Community
Navigator Program



1,250+

Followers (Twitter,
Facebook, Instagram)



\$10,000

Donated in scholarships
to the Hispanic Latino
Coalition



4,000+

Attendees across a series
of community events



100+

Community volunteers

The Joliet LEDA board members have been very active in the community, receiving recognition and making headlines. Below are highlights from this year.



RIGO VALLE
AGENT
State Farm
JOLIET

Valle was born in Michoacan and arrived in Chicago at age 14 where he started working at a restaurant. In 2014, he found the opportunity to really make a difference helping families with their insurance needs. After four years of working with State Farm, he decided to open his own agency, with corporate support, in Joliet, which had no Hispanic agent. The office opened in April 2020. He hopes to add a second location.



Local News

New organization seeks to strengthen the Latino business community

The Joliet Latino Economic Development Association brings resources and opportunities to members



Board of Directors

Goals for LEDA



"Continue to grow the organization to best uplift the Latino community in Joliet and ensure our community has access to all the resources available."

- Alex Páramo

President & Founder of Joliet LEDA
Chief of Staff, Cabrera Capital



"To help the rich economic and economical assets of the Joliet Latino community, and provide the necessary tools for the community to thrive."

- Paulina Martinez

Community Impact Director,
World Business Chicago

"To remain the same as when we founded, to uplift the community and local entrepreneurs for a more equitable Joliet. My target goal is to establish and grow membership, and in 2023 grow programming to benefit our members."

- Lizbeth Avilés

Founder of Joliet LEDA
Consultant, Northern Trust Corp.



"For LEDA to become a go to resource for all small Latino Businesses and Entrepreneurs."

-Cesar Cardenas

Founder and CEO of Unidos
Marketing Network (UMN)



"To serve the latino community, provide knowledge and celebrate their success"

- Eduardo Sanchez

Staff Accountant at Wermer Rogers
Doran & Ruzon LLC (WRDR)



"To make a difference with my experience as a business owner and help bring resources to our community."

- Rigoberto Valle

Licensed State Farm Insurance
Agent, Rigo Valle Insurance Agency

Incoming 2022

"To contribute to the success of the Latino businesses through my resources as a BMO Bank Manager as well as my strong community involvement because I believe Joliet is capable of providing a desirable atmosphere for work and pleasure."

- Nancy Caballero-Borunda

Bank Manager, BMO Harris Bank



"To give back to the community and inspire others to do the same. "

- Monica Bibian-Del Toro

Retired from Will County, IL



Term End 2022

"To help modernize the many Latino owned small businesses by streamlining their processes and implementing best practices "

- Cesar Guerrero

Founder, Joliet LEDA
Legal Aide, Spanish Community Center
Running for Joliet City Council



Strong Governance Through Experience

Board Background

Board Experience

- Economic development
- Chamber of Commerce
- Established organizations
- Latino organizations



Professional Experience

- Government
- Entrepreneurs
- Financial services



Education

- Products of Joliet
- Degrees in Urban Planning, Engineering, Communications



COMMUNITY ACTIVATION THROUGH SPECIAL EVENTS

Joliet Community Market



The Joliet Community Market was spread out through the month of June in the Downtown City Center. Joliet LEDA was proud to present this event with sponsorships by the City Center Partnership, Giveth, and Unidos Marketing Network. This was LEDA's first event bringing in 30 local food and booth vendors, 23 local musical performances, and 6 local organizations. The Community Market also offered various summer volunteer opportunities for the community.

Joliet Latino Music and Food Festival



Over 3,500 people attended the LEDA's first Joliet Latino Music and Food Festival. The Mexican Consulate was invited to conduct the "Grito de Dolores". The festival hosted 15 food and vendor booths, presented various musical acts, and was headlined by Alacranes Musical. The festival also provided a vaccination clinic through IDPH, voter registration by the Will County Clerk, and various non-profit informational booths. LEDA presented \$10,000 in scholarships for the Hispanic Latino Coalition and raised \$20,000 to go to scholarships for the next year.

Día De Los Muertos



On November 1st, 2021, LEDA partnered with the Joliet Art Movement and Roho Garcia to host El Día de Los Muertos at the Billie Limacher Bicentennial Park. The outdoor event featured Aztec and folkloric dancers, live music, 20+ altars, artists, Joliet's 1st catrin & catrina contest, and Mexican food. Joliet LEDA presented the Hispanic Latino Coalition of Will County with \$10,000 for student scholarships at this event.

2022 OUTLOOK

Upcoming Events

With the success in the events of 2021, LEDA will continue to plan and host the Joliet Latino Music and Food Fest in September and the Día de Los Muertos in November.

Goals for LEDA in 2022

Membership

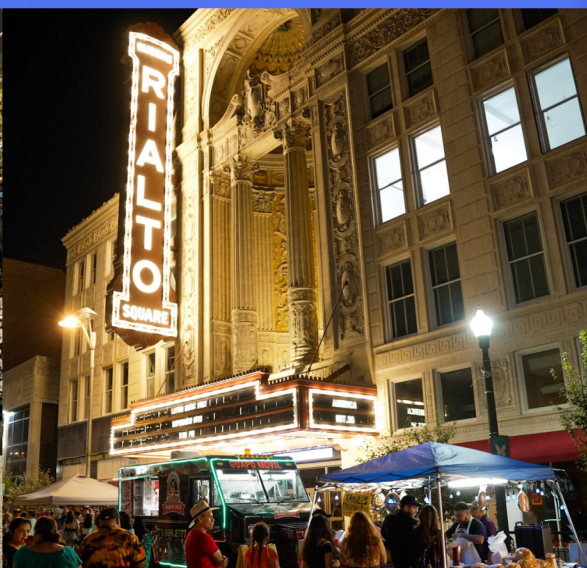
Launch and grow a large membership base by the end of the year.

Business Programming

Host various business programming and events throughout the year.

Fundraise

Raise funds across grants and sponsorships to reinvest in the community.



DEVELOPING STRONG, RECIPROCAL RELATIONSHIPS

Local



- Special Events
- Monthly Meetings
- Commitment to Latino Community

Regional



- Listening sessions
- Scholarships
- Business opportunity

State



**Illinois
Department of Commerce
& Economic Opportunity**

- Grant Funding
- Latinx Colectivo
- Vaccination outreach

Services available at Joliet LEDA through Illinois Latino Small Business Partnership:



The Illinois Latino Small Business Partnership, funded by the Illinois Department of Commerce and Economic Opportunity and powered by the Illinois Hispanic Chamber of Commerce provides assistance to small businesses to continue to recover from the pandemic and prepare for growth.



Access to Capital

Financial assistance, assistance in completing applications for grants and other sources of financing.



Public Health Information

Provide updated information about pandemic-related public health and business operation provisions to keep the community and businesses safe and informed.



Technical Assistance

One-on-one business counseling and technical assistance to identify challenges and opportunities for local small business owners/entrepreneurs



Assistance to enable you to maximize the efficiency, productivity and profitability of your business.



Information and referrals to additional programs and assistance available from the Illinois Hispanic Chamber of Commerce and other entities.



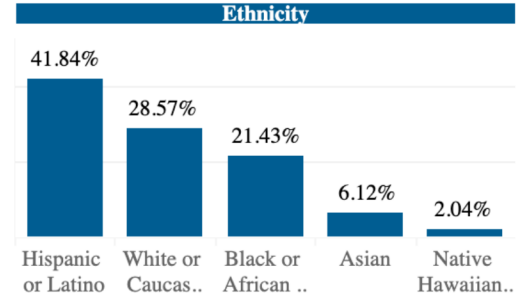
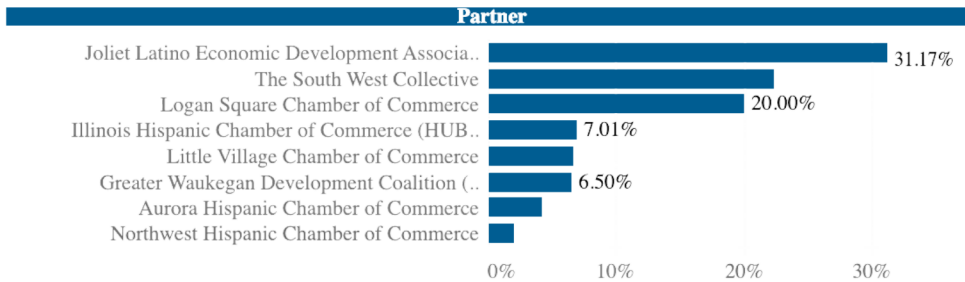
The opportunity to connect with other small businesses and government representatives.



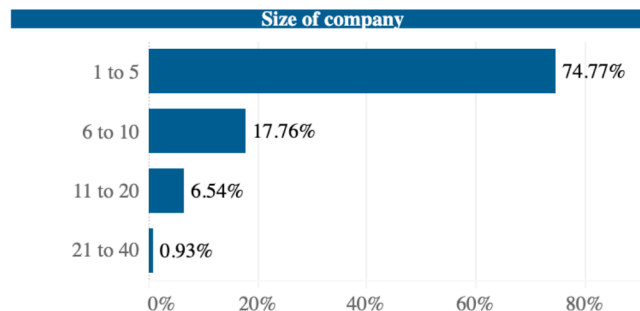
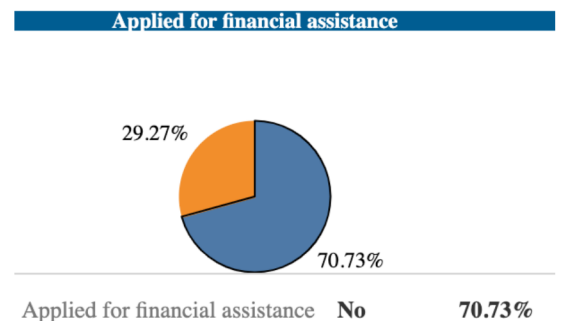
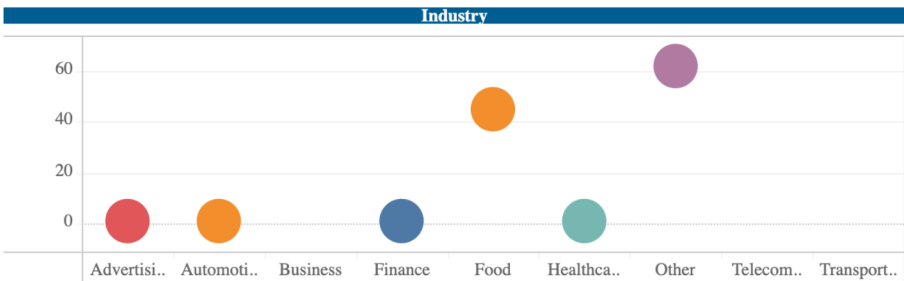
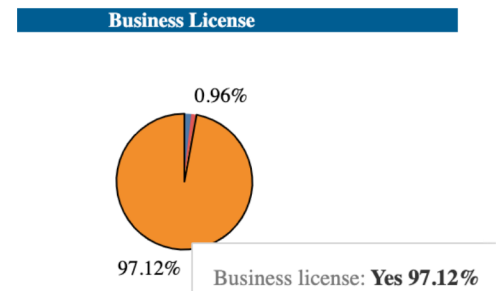
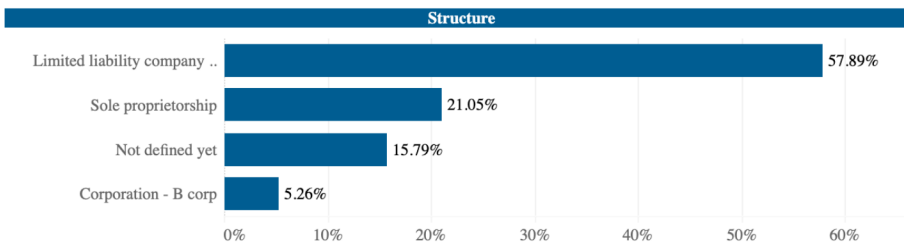
Development of plans for business growth.

ILLINOIS LATINO SMALL BUSINESS PARTNERSHIP

Joliet LEDA presented 307 surveys out of the total 985 businesses surveys in the Illinois Latino Small Business Partnership. Below are LEDA's findings.



Business Information



THANK YOU FOR YOUR SUPPORT



CONTACT US



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(815) 200-1065



www.jolietleda.org

LEDA MEMBERSHIP



LEDA was created to bring businesses and community together in order to improve the economic conditions of Joliet and surrounding areas with an emphasis on the Latino community.

- Networking opportunities and events
- Access to discounts to events
- Small Business Educational Workshops
- DBE/MBE/WBE Certification Assistance
- Small Business Development Seminars
- Digital Marketing on LEDA platforms
- Membership Meetings



JOIN TODAY



www.jolietleda.org/membership