



Latino Chamber of Commerce of Southeastern Wisconsin Inc.

Directors

Eliana Williams, Chairwoman
Northwestern Mutual

Johanna Jimenez, 1st Vice Chairwoman
Wisconsin Action Network

Ivan Cicla, 2nd Vice-Chair
Community Development Officer
Canadian Imperial Bank of Commerce

Amanda Roman, Secretary
Domina Consulting

J Maldonado, Treasurer,
Town Bank

Dr. Eva Powless, Chair of DEI Committee
Milwaukee Area Technical College

Jeff Musa, Director
President, Peoples Bank - Southeast

Bobby Warren, Director
Retail Market Manager, Meijer

Margaret Capper, Co-Chair Lending
Committee
Senior VP, North Shore Bank

Vincent Price, Lending Committee
VP Summit Credit Union

Susan Eick, Lending Committee
Milwaukee Economic Development Corp.

Kermiath McClendon, Lending Committee
Greater Milwaukee Foundation

Mission

To Foster the Economic Development of WI by advocating, strengthening, and promoting the growth and development of Latinos and other minority and emerging enterprises with the goals of providing increased access to capital, job creation, and capacity-building programs.

Vision

To become a CDFI serving SE Wisconsin with a focus on Latino Business Development in the 8 County Region (Milwaukee, Racine, Kenosha, Waukesha, Sheboygan, Ozaukee, Washington & Walworth)

www.latinochambersew.org

Tel 414-509-6179

Dear Colleagues and Members,

We extend a warm invitation for you to boldly participate in transforming the economic landscape of Wisconsin by fostering the inclusion and empowerment of Latino and emerging entrepreneurs. Join hands with the Latino Chamber of Commerce of Southeast Wisconsin (LLCSEW) as we remain dedicated to enhancing our communities by facilitating access to financial, social, and human capital.

Thanks to the generous support of grants and contracts from the Wisconsin Economic Development Corporation, The Greater Milwaukee Foundation, and the Wisconsin Department of Administration, we have successfully disbursed \$1.72 million in microloans to businesses across the seven-county region to 91 enterprises and continue to assist others with culturally tailored technical guidance, business coaching, and forgivable loans.

Our collaborations have been closely nurtured with esteemed partners such as UMOS, MATC, Associated Bank, Froedtert Health System, American Family, and WHEDA. These partnerships have facilitated businesses in gaining access to Workforce Development Opportunities, Access to Capital, and Culturally Relevant Technical Assistance through market-driven initiatives.

Our achievements in 2023-2024 are as follows:

- Facilitated connections for 532 individuals with valuable resources through three Latino Economic Unsummits held in Racine, Kenosha, and Milwaukee. These events featured 93 distinguished speakers, including government officials, corporate professionals, and accomplished entrepreneurs.
- Conducted 26 educational training sessions and informative events during Waukesha and Walworth Business days and our Economic Unsummits, collaborating with local banks, the Small Business Administration, Score, and government officials to provide valuable insights and knowledge.
- Provided vital resources and technical assistance to empower 217 callers, aiding them in navigating their business challenges thanks to a grant from the Wisconsin Economic Development Corporation.
- Secured a \$2,000,000 grant from the Wisconsin Department of Administration, which was distributed to businesses for sustainability and innovation initiatives. This funding supported 67 businesses with a total of \$1.72 million, benefiting entrepreneurs from diverse backgrounds, including Latinos, African Americans, and Asian Americans within our service region as they tackled post-pandemic challenges.



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- Received an allocation of \$800,000 for 2024 in CDBG funding for microloans in the City of Milwaukee.
- Received a grant from the US Department of Justice in collaboration with Racine County, aimed at counseling, coaching, and supporting incarcerated individuals with minor offenses as they reintegrated into society. This initiative enhanced their employability through comprehensive wrap-around services and placement with employers facing workforce availability challenges.
- Launched our Diversity, Equity, and Inclusion Initiative, Mas Fuertes Juntos, with a focus on Workforce and Supplier Diversity, in partnership with Froedtert Health Systems, Meijers, Erie Insurance, and MATC.
- Conducted a thorough canvassing effort, reaching out to 200 businesses in the region to compile a comprehensive inventory of their needs. This information allowed us to provide tailored resources and technical assistance.
- Collaborated closely with mayors and county executives in Milwaukee, Waukesha, Kenosha, and Walworth counties to advocate for entrepreneurs and ensure that key resources, such as business opportunities in developments, grants, and other state and federal funding, were accessible to them.
- Engaged in advocacy efforts on behalf of businesses operating in the construction, food, and hospitality, and early childhood education sectors, both in Washington and Madison, to address their unique needs and challenges.
- Renewed our commitment to work collaboratively with the Hmong Wisconsin Chamber, Wisconsin Veterans Chamber, Sheboygan Chamber of Commerce, Ethnically Diverse Business Coalition, Greater Milwaukee Urban League, Forward Latino, MRA, WWBIC, SBA, SCORE, Racine County, City of Kenosha Administration, City of Waukesha Administration, UW-Whitewater, UW-Parkside, MATC, City of Delevan Administration, BizStars, and the United States Hispanic Chamber of Commerce.

Our commitment to empowering entrepreneurs and fostering economic growth remains unwavering, and we look forward to achieving even greater milestones in the years to come.

Regards,

Dr. Nelson Soler, Ph.D., MBA, MS, EDFP, EA