

# ANNUAL REPORT

## 2019-2020



## DEAR FRIENDS & SUPPORTERS

Let me begin by extending our gratitude to our talented and committed Suazo team members, as well as our Board of Directors, who work tirelessly, and care so much for our clients.

In the pages that follow, we will include our programming data, highlight our new programs, and cover our COVID-19 efforts. During this year, we enhanced our programming to include new tools and resources, as well as moved our services to a digital format. We launched a virtual resource program, Al Día con Suazo (Up to Date with Suazo), which is focused on keeping the community informed on COVID-19 resources, health guidelines, and best practices so our small businesses could survive and be informed on important facts and issues.

Our Partnerships allowed us to bring in a digital navigator to work directly with our clients, the ability to provide personal loans to the community and work with government agencies translating and advocating for our small businesses and their families.

Thank you to all our partners and friends for your support and confidence in the Center. With the continuation of the support we have received over the past 18 years, we are able to continue our work in helping our clients break cycles of poverty, build wealth, and attain self-reliance.

**SILVIA CASTRO**

EXECUTIVE DIRECTOR

## OUR MISSION

Suazo Business Center is a business resource committed to the development and empowerment of the Latino/Hispanic and other underserved communities. We provide assistance to help existing and potential minority entrepreneurs succeed and build wealth.

## HISTORY

Suazo Business Center was founded in the fall of 2002 in memory of Pete Suazo, Utah's first Latino state senator and fierce advocate for the state's Latino/Hispanic population. In 1997, Pete helped Gladys Gonzalez write a business plan and obtain a loan for her first business in the United States, the newspaper, "Mundo Hispano". The help she received inspired Gladys to pass on that commitment and service to the greater community.

After Senator Suazo's death, in 2001, Gladys gathered support from the Salt Lake and Utah communities to create a center to honor Pete Suazo's name. With the support of Senator Bob Bennett, the Pete Suazo Business Center was created. We opened our doors in 2003, and for nearly 20 years, we have continued Pete Suazo's legacy by helping thousands of minority and underserved entrepreneurs become successful business owners in their communities.

# 2019-2020 SUAZO CLIENT IMPACT

The COVID-19 pandemic created chaos, fear, and misinformation within minority communities. Our Hispanic and Latino communities along with other ethnic groups have been disproportionately affected by the pandemic and we, at the Suazo Business Center, have worked tirelessly to communicate effectively with our minority constituents. We have partnered with the Utah Governor’s Office of Economic Development, Ogden, Salt Lake County, Salt Lake City, statewide Health departments, and numerous charitable partners and business leaders to provide the needed help to mitigate all of 2020 challenges.

Suazo Business Center has been working with businesses since March 2020 to help them navigate through the COVID-19 pandemic. The Suazo team has been very busy informing, advising, teaching and finding resources for the clients we serve.

Due to the COVID-19 pandemic crisis, we had halted all of our in-person programming, and we now are serving all of our clients remotely, utilizing online meetings for our advising, online learning platforms for our classes, and Facebook Live for workshops and broader based information dissemination. Our objective to assist new entrepreneurs and small business owners has not changed and we have become stronger as a result of our community’s resilience.

## YOU SUPPORTED...

NEW BUSINESSES CREATED

151



REVENUE EARNED

\$32.5M



ADVISING SESSIONS

1231



151



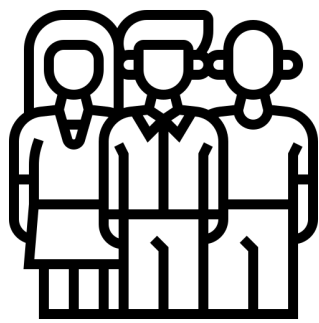
NEW JOBS CREATED

359



TOTAL STUDENTS

2019-2020 SUAZO CLIENT IMPACT



**1489**  
TOTAL ATTENDANCE

**24**  
TOTAL CLASSES

**51.8%**  
FEMALE  
**47.1%**  
MALE

**DIGITAL IMPACT**

**22,529**  
TOTAL VIEWS

ELLA  
WORKSHOPS

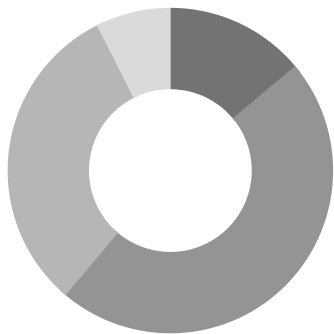
**9**  
TOTAL WORKSHOPS

**52,885**  
TOTAL VIEWS

ONLINE  
WORKSHOPS

**14**  
TOTAL WORKSHOPS

CLIENTS BY AGE GROUP



AGE 18-29	14.5%	▲
AGE 30-44	42.3%	▲
AGE 45-59	32.3%	▲
AGE 60+	9.2%	▲

LOW-TO-MODERATE  
INCOME



**82%**

MINORITIES SERVED



**>90%**



# ELLA™ PROGRAM

## ABOUT PROGRAM

ELLA™ (Entrepreneur Latina Leader Advancing) is a monthly workshop series designed to provide teaching and mentoring opportunities for low-to-moderate-income female minority entrepreneurs. In Spanish, the word, “ELLA” means, “HER”. This program was launched in May 2019 and provides a highly personal experience that is tailored to help each Latina leader cultivate skills that have never before been taught in one single program, with facilitators from our local business, civic, and professional community.



Continued Success with Lucy Cardenas,  
Owner of Red Iguana Restaurant

February 5, 2020



ELLA™ Discussion with Rosie Rivera, Salt Lake  
County Sheriff

June 3, 2020



How to Achieve Prosperity in Your Business in Times of Crisis with  
Gladys Gonzalez, Founder of Suazo Business Center

September 2, 2020

## ABOUT PROGRAM

Al Día con Suazo (Up to Date with Suazo) is our second monthly workshop series designed to provide mentoring and educational opportunities for low-to-moderate-income female and male minority entrepreneurs broadcasted through our Facebook Page. This program was launched in May 2020 and provides a virtual personal experience that is tailored to help each Latino(a) leader develop skills, learn about national and local programs, and other financial opportunities with facilitators from our local business, civic and professional community.



Your Taxes & Personal Finance, Liliana Keyes,  
President of American Dream Accounting  
& Tax Services  
June 24, 2020



Information on Utah Business Grants & Funding,  
Utah Governor's Office of  
Economic Development  
September 2, 2020



Help & Resources Available for Utah Businesses & Latino  
Community, Claudia Loayza, Utah Division of Multicultural Affairs  
July 8, 2020



## LOCAL SUPPORT TO SMALL BUSINESSES

Suazo Business Center committed itself to continue with support to the community amid the start of the COVID-19 pandemic. We helped create small businesses, switched to online mentorship, and provided equipment to Latino businesses. In Ogden and Provo, as well as Salt Lake county, 50 small businesses received PPE (Personal Protective Equipment). We also supported the community by donating 35 computers that were provided by the Salt Lake Library in the summer of 2020.





## 2019-2020 LIST OF SOME OF OUR COMPANIES CREATED

2Y Solutions LLC  
A&J Import-Export  
A&J Quality Cleaning Services LLC  
A+ Cleaning LLC  
Abia Food LLC  
AJR Construction  
Alpha Y Omega LLC  
Alvarez Lawn Care LLC  
AP Painting LCC  
Bella Vida  
Benny Cruz Enterprise LLC  
Berta Melgoza Worldwide LLC  
Best Friends Cleaning Company  
Brillance Maids LLC  
Buena Vista Landscaping & Sprinklers  
Burger Palace LLC  
Car Injury Clinic LLC  
CG Autobody LLC  
CH Autobody LLC  
Cleaning Services Team LLC  
Concept Tile & Construction  
Delicious Don Manuel LLC  
EC Cleaning, LLC  
Eco Sparkle Cleaners  
Express Shipping International LLC  
Golden Power Construction  
Holistic Expo LLC  
Homero's Tacos  
Implusa Merchandise Solutions, LLC  
Inversiones en Bienes Y Raices  
J&E Transportation LLC  
J&K HVAC Services  
Jaune, LLC  
JC Siding and Exteriors  
Joyeria Arabelle LLC  
Karfasland LLC  
Krystal Cleaning Services LLC

Ladel Designs  
Leandro Felippini CIA  
Leandro Felippini Services, LLC  
LM Housingkeeping  
Locker LLC, The  
Lorena Money Insurance LLC  
Los Churros del Norte LLC  
LR Professional Cleaning LLC  
Magical Shine LLC  
Mario's  
Master Auto-Care LLC  
MGXM Enterprises LLC  
MKS Painting LLC  
NJ Delicious LLC  
Nutricion 24  
Pacific Montessori LLC  
Papo's Home LLC  
Petcab LLC  
Ponce Lawn & Maintenance LLC  
Power Handyman & Painting LLC  
Precision Tile, LLC  
Quality Framers LLC  
Quality LVT Installation LLC  
Red Oak Construction  
Reiki Energy by Laura LLC  
Royalty Auto  
Silva's Construction LLC  
Spartan Express Transport LLC  
ST Thando Enterprise LLC  
Stachon Services  
Techmedia Films LLC  
The Care of An Angel  
TrueBlue Cleaning Services LLC  
Yeriho Car Rental LLC  
YRD Landscaping

## BOARD OF DIRECTORS

Mr. Anthony F. Mirabile, Chairman  
Managing Director;  
Goldman Sachs Asset Management

Mr. Blaine D. Bagley, Secretary  
Senior Vice President, Call Center  
Operations;  
EnerBank USA

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President and CEO;  
Utah Bankers Association

Mr. R. Bruce Bowman  
Chief Credit Officer;  
Comenity Capital Bank

Ms. Lucy Cardenas  
President/Director;  
Red Cardenas, Inc.

Mr. Trent Christensen  
CEO & President;  
VentureCapital.org

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Partner;  
Reef Capital Partners

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Corporate Transaction Associate Attorney;  
Ray Quinney & Nebeker P.C.

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Director; Economic Development  
Salt Lake City Corporation

Ms. Rossina C. Lake  
President;  
RC2 Communications

Mr. Ted Peterson  
ThermWise Program Manager;  
Dominion Energy

Mr. Eric Marsing  
VP, Commercial Loan Portfolio  
Management;  
Zions First National Bank

Ms. Gina Rasmuson  
Sr. Manager, Program Office  
American Express National Bank

Mr. Mark Seastrand  
Director, Entrepreneurship Institute;  
Utah Valley University

Mr. Tim Sheehan  
VP, Government and Community Relations;  
Salt Lake Community College

Mr. Greg Summerhays  
President and CEO;  
South Valley Chamber

Mrs. Gladys M. Gonzalez  
Emeritus;  
Founder of the Suazo Business Center

Ms. Dianne Rivera  
VP, Head of Talent Acquisition for  
Operations;  
Goldman Sachs

Mrs. Alicia L. Suazo  
Emeritus

# 2019-2020 SUAZO BUSINESS CENTER

## DONORS

Thank you to our 2019-2020 donors and partners. Together, we make a difference in our community. These community partners include:



Governor's Office of  
Economic Development  
BUSINESS • TOURISM • FILM



Morgan  
Stanley



JPMorganChase  
FOUNDATION



Dominion  
Energy®



UBS



EnerBankUSA



EVERFI



GEORGE S. AND DOLORES DORÉ ECCLES  
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