

A Note from the Executive Director



The previous year has been extraordinarily challenging in ways no one could have predicted. HEDC's team continues to work diligently to navigate these challenges alongside our Latino, immigrant, and refugee populations. HEDC's priority is to protect the health, safety, and well-being of our employees, clients, and volunteers along with the continuity of our services. We have had to make adjustments that follow these protective measures, and it is incredible how our clients have adapted, and we are thankful

that our communities have been supportive.

Throughout this newsletter, you will find our programs, the impact of our services, and our recent milestones. For instance, as we prepared for the COVID19 shutdown in mid-February 2020, we launched our integrated business development courses and moved all client engagement sessions online through remote communication applications as part of our business continuity plan. Although we suspended all in person meetings, we will be sharing creative ways to undertake inclusive community building and community engagement in this time of social distancing via social media, text, and phone calls.

Our wonderful staff has triumphed over the increased demand for services by directing our clients to resources beyond what HEDC can provide through our partner organizations. We will continue to support the Latino, immigrant, and refugee microbusinesses by providing technical and financial assistance and aid them with their recovery plans that include maintaining their family's health during these uncertain times.

Wishing everyone good health,

Pedro Zamora

Cristian's Story: Investing in a Future

Cristian Espinoza Salazar arrived in the United States at only 6 months old. At 23, he is happily married with a soon-to-be-two-year-old son. This encouraged him to start his own business despite the ongoing pandemic.

“My father has always been my motivation. He begun working at a very young age in Mexico and worked even harder in the U.S. to be able to give us a better life. I want to be able to do the same for my son, which is why I decided to open my own business.”

After graduating from high school, he immediately entered the workforce full time. While he learned plenty of trade skills in the home construction industry, after four years, he knew it was time for the next step. His need for technical assistance, however, was not lost on him. That was when he came to HEDC.

“HEDC helped me orient myself in terms of what I needed to start my business. They also helped me register and establish my business legally,” Salazar said, “I had no clue on how to start and they cleared all the questions I had.”

His business, C.E.S. Construction provides home construction services which include painting, framing, Sheetrock, flooring, and any other remodeling needs. During the holiday season, they also install Christmas lights. His main goal in the next few years is for his business to fully sustain himself and his family but eventually expand into commercial and residential contracts.

Asked if he has any advice for those considering starting a business, Espinosa Salazar responds, “Go for it. Believe in yourself and invest in your future.”

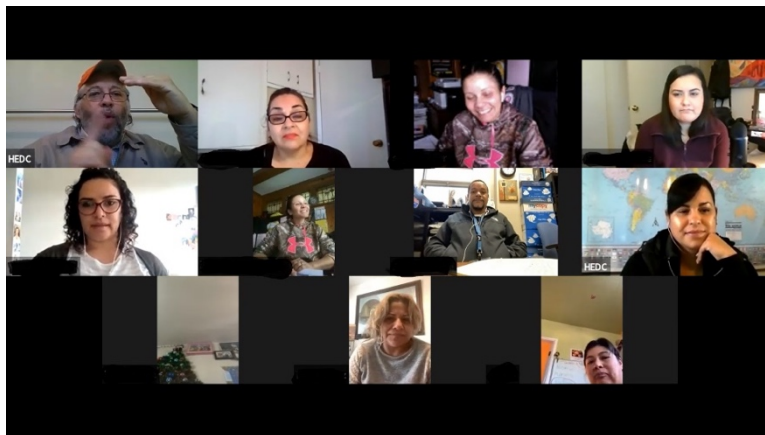
For any business inquiries, you can reach Cristian at 816-745-9346 or C.E.Sconstruction54@gmail.com



LA DOBLAR: Bent not Broken

In the midst of a raging pandemic, HEDC continues to provide tools and training necessary for the Latinx, refugee, and immigrant communities it serves. From creating remote classes to meeting clients' demands virtually, our services have remained as accessible as ever. The Latinos in Technology (LiT) program, launched this year, is just one of many examples.

LiT is a course designed for individuals and business owners with limited to no knowledge of computers and office technology, regardless of education level. The course covers the basics of Google Suite including: Docs, Slides, Gmail, and Sheets and how it can move a business towards efficiency. The class consists of biweekly two-hour meetings over the course of four weeks, taught by Gabriel Fumero and Norma Loya in Spanish and/or English.



At the beginning of the course, each participant shares who they are and why they decided to partake in the class. Ana Martinez, a LiT student, is no different from most small business owners during the CoVid-19 pandemic. Her family restaurant of 30 years struggled but remained steadfast throughout this tumultuous year. She heard about the LiT program from a friend. She says, “I decided to take this class to see what I can learn... I'm going to see what I know to apply it in

my business and with my employees. For me, technology is something new, both [for me] and for my workers.”

But she also expressed her worries. When asked of her current state of mind, “Doblada,” Martinez says, meaning she felt bent but not broken.

At the conclusion of the first class in which they learned the basics of creating a document, however, Martinez sees a glimmer of hope and opportunity.

“I am envisioning a better future,” she declares, “Learning to use a computer is something new for me, but I recognize that. Now, I am not at the end, but I am entering a new world, and I go with enthusiasm.”

Expanding Opportunities and Forging Partnerships

HEDC is the recipient of three grants that would further support our efforts to provide aid and assistance to our communities.



First, the Opportunity Finance Network's \$50,000 unrestricted award will provide the Impacto Fund Inc. (IFI) a certified Community Development Financial Institution (CDFI) with operational funding for one staff member, provide technology upgrades, and provide emergency capital to

fund IFI's Immigrant Refugee Sustainability Lease Relief fund (IRSLA). IRSLA is designed to assist immigrant business who do not qualify for federal aid and who are in jeopardy of losing favorable lease arrangements in the immigrant settled communities they serve. Providing financial assistance will prevent displacement of these community-based business who serve as anchors in their communities, by hiring immigrant and refugees from within these communities.

Additionally, the Impacto Fund Inc. was awarded \$350,000 grant funding from the U.S. Department of the Treasury Community Development Financial Institution (CDFI) in September. This award will support the organization efforts in increasing capital for the Latino, immigrants, and refugee entrepreneurs in the Kansas City Region.

The CDFI Program invests in and builds the capacity of CDFIs to serve low-income people and communities lacking adequate access to affordable financial products and services. The awards enable CDFIs to increase lending and investment activity in low-income and economically distressed communities across the nations. For more on the CDFI grant to www.cdfifund.gov

Lastly, Evergy's Hometown Economic Recovery \$15,000 grant allows HEDC to provide the technical assistance to limited English speaking business owners who provide cultural retail services and employment from within Kansas City's Northeast and Westside communities.



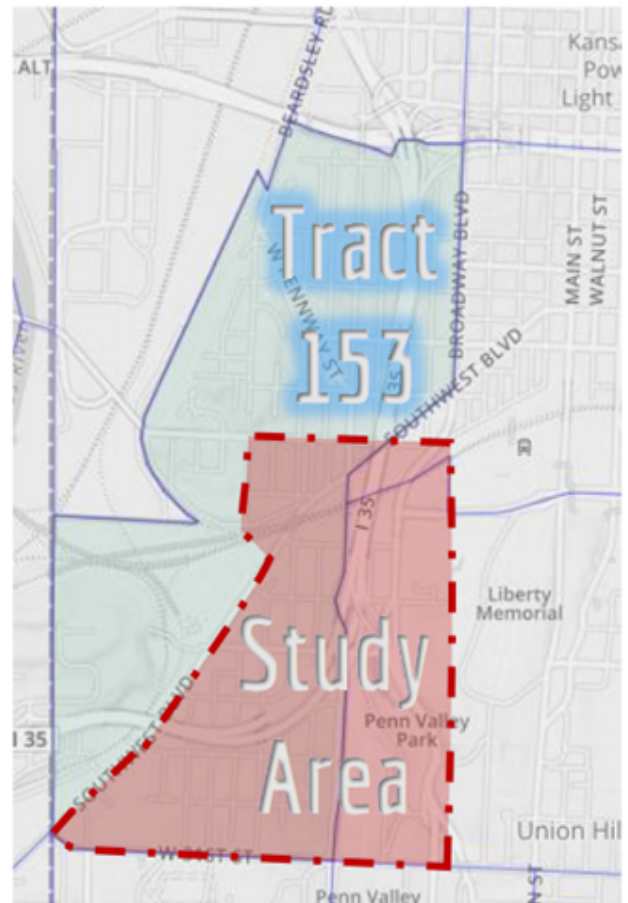
HEDC is proud to announce a newly formed partnership with Community Builders of Kansas City (CBKC), a not-for-profit community development corporation that collaborate with neighborhoods to

build meaningful relationships, acting as community convener, facilitator and resource for services. CBKC is the largest urban core developer strengthening families and transforming communities in the Kansas City area. This partnership would expand HEDC's services to the Cities of Belton and Independence, MO.

Additionally, in partnership with the City of Kansas City CDBG-Coronavirus (CDBG-CV) two-year grant program to administer the microenterprise assistance programs. HEDC will provide technical assistance / training, processing financial assistance applications, tracking jobs during the recovery of Low-Moderate Income business owners with 5 or less employees with income levels of (20%,50% and 80% AMI). The project is designed to address inclusive microenterprise economic development strategies and priorities in the Eastside, Northeast and Westside communities.

Planning Sustainable Places: a Passion Project

HEDC, Garcia Architecture, K2 Urban Design Development, and TransSystem have been collaborating with residents and business owners of the Westside on the “West 31st Street Corridor Plan” with funding from Mid America Regional Council (MARC). The funding from MARC came from MARC’s program called “Planning Sustainable Places” (PSP). An important resource that was also used in creating the PSP plan was the 2018 UMKC Capstone studio project. With the guidance of Professor Clara Irazabal, perspectives from the Westside residents, collected data, and observations the UMKC students identified areas of the Westside that needed planning attention. The PSP plan also aligns with the Greater Downtown Area Plan (GDAP), Equitable Neighborhood Development Initiative Action Plan (END) and the Westside Area Plan (WAP). The GDAP was created in 2010 by the City of Kansas City Missouri. END was supported by the National Association for Latino Community Asset Builders (NALCAB) and JP Morgan Chase Foundation in 2018. WAP was finalized in 1995 and was a collaborative plan done by Kansas City’s Planning department, Westside stakeholders, and design team(s). GDAP, END, and WAP all used community engagement in their planning processes. GDAP used community engagement on a city level while END and WAP strategized community engagement solely on the Westside level. These plans had a few aligned themes and were incorporated into the PSP plan. Some themes that were included were increasing opportunities for economic mobility, prevent displacement of long term residents, businesses with new policies, create better street networks for mobility, rezoning areas to meet community needs, develop district signage, and more. Established institutions like MARC, UMKC, and NALCAB have all contributed to the PSP plan. Real data, real voices, and a vision of the future has outlined this plan.



Westside, KC, MO

The plan focuses on the South end of Census Tract 153, east of Penn Valley Park. The Planning sustainable places plan will make sure the Westside maintains its identity and celebrated for its Hispanic culture and rich history of it’s residents. Southwest Boulevard has been serving as a major commercial corridor in this community and is a main thoroughfare that can be utilized in a much more optimal way that will benefit the residents and the community at large. There were multiple project goals of the PSP such as: reduction of industrial zoning, protection of residential space, land use zoning codes, improving street network (better sidewalks, updated 29th street overpass, connectivity of the northern portion of the Westside to its southern, affordable housing, mobility hub with improved bus routes that connect across the city, bike racks, possible street car, transform 31st street into a pedestrian friendly gateway to the community defining neighborhood “gateways” to the Westside through culture and signage and integrating green infrastructure and rainwater capture, and much more.

Using tools that can combat gentrification, keeping the city planning departments' GDAP in mind, while providing a place the residents want to live is the PSP plan's goal. This community lead development strategy can be used in conjunction with other planning tools to stabilize the community and revitalize the community from long term disinvestment and historical negative planning practices.

Priorities the PSP focused on:

- Engage the Westside residents and especially those most affected by gentrification and housing disparities (low-income and working-class residents, Spanish-speaking tenants, local school families, school workers and small business owners) and to develop popular support and advocacy for the changes necessary to protect their right to remain in their neighborhood.
- Form a trusted engagement and inclusive collaboration between the community, community support organizations, business, and the city planning department. Encouraging the city include the community in participating in the vision of the Greater Downtown Area Plan in terms of preservation of community resources, inclusive planning principles and to be included by city staff and elected officials.
- Combat the loss of families and single-family housing, through proven housing preservation strategies adopted across the nation, regulations to encourage residents and nonprofits to purchase vulnerable single and multi-unit buildings dedicated to the neighborhood for community purpose.
- To preserve vital community resources, including small businesses, legacy businesses and cultural/community resources
- To increase job pathways for low-income residents into growing sectors of the economy.

For further information regarding the PSP email us at info@kchedc.org

Census Tract 153 is a subdivision of Jackson County that encompasses the Westside. Census Tracts are split into neighborhood boundaries and are created by the United States government. A Census Tract is a smaller subdivision in a county to help count socio-economic data for the United States Census. Census Tract 153 boundaries are: I-670 on the North, Broadway Street to Summit street to Southwest Traffic way to the East, 31st street on the South end, and State line to 25th street to Allen Avenue to Beardsley road on the West end connecting back to I-670 on the North. HEDC works very close with residents and local business entrepreneurs in Kansas City, Missouri, but specifically with individuals that live within the 153 Census bounds. HEDC is dedicated to creating better lives for the Latino population in Kansas City.

"HEDC utilizes their tools and resources to provide residents a helping hand so that they themselves can build their own human capacity. HEDC understands that Westside residents need protection from gentrification, and that is exactly what we have been doing and what we strive to do as we plan for current sustainability and the future needs of our residents." -Tessa Ramirez.

With ongoing investments and developments being made, Kansas City's built infrastructure and population increases will undoubtedly create a need for homes, services, and a variety of new spaces. HEDC makes it their priority to plan for the future needs of Westside residents. HEDC, MARC, Garcia Architecture, K2 Urban Design Development, and TransSystem have been collaborating with

the residents and small business stakeholders on the “West 31st Street Corridor Plan” with a funding grant from the Mid America Regional Council (MARC) called “Planning Sustainable Places” (PSP). Southwest Boulevard has been serving as a major commercial corridor in this community and is a main thoroughfare that can be utilized in a much more optimal way that will benefit the residents and the community at large.

An important resource that was also used was the capstone studio project done at UMKC in 2018. UMKC students identified areas of the Westside that needed planning attention, with help from the residents of the neighborhood, their collected sociodemographic data, and guidance of professor Clara Irazabal helped bring a new forward thinking plan to life. The project also aligns with the Greater Downtown Area Plan (GDAP). The GDAP was established in 2010 and includes the planning for 14 diverse neighborhoods in Kansas City, Missouri. There were multiple project goals of the PSP such as: reduction of industrial zoning, protection of residential space with new zoning codes, hub for recreation, tourism, commercial development like a grocery store, defining neighborhood “gateways” through culture/signage, integrating green infrastructure, and improving street network better sidewalks, street crossing, improved bike lanes). This plan keeps the unique beauty of the Mexican culture through “Gateways” that will be placed at multiple entrances to the Westside neighborhood. These gateways will preserve culture while attracting tourism reaping economic benefits for possible future taxing tools that can benefit small businesses, residents, and other stakeholders. One gateway worth mentioning will be the 29th street bridge connecting Penn Valley to the neighborhood. The overpass will be completed with native plants and art work. One concern raised from residents in the Westside is gentrification.

The PSP plan has kept the communities voice in mind and will help combat the affects of historical disparities and gentrification. This PSP plan will hopefully be used in conjunction with housing tools advised from the 2018 UMKC Capstone project. Planning tools such as Community Investment District (CID), Chapter 353 tax abatement, and possible house grant funding can help combat displacement while adding wealth to residents of this area. The students of UMKC had also proposed long term planning proposal to relocate 1-35 from the Cambridge Circle North to the Buck O’Neal bridge which is also in the PSP plan. Through proven housing preservation such as land trust and other strategies adopted across the nation, regulations to encourage residents and nonprofits to purchase vulnerable single and multi-unit buildings dedicated to the neighborhood for community purpose. Land Trust can help keep aging in place residents and families of the Westside in their homes. Small businesses have been an important asset to this community, keeping economic opportunity alive.

The PSP plan hopes to work in conjunction with a community improvement district (CID) in order to maximize the benefits of all who reside in the Westside community. There are many tools that can be used to maximize the success of residents and small business owners in the Westside. The time is now! HEDC is community driven and works for the Westside community. Using tools that can combat gentrification, keeping the city planning departments’ Greater Downtown are plans in mind, while providing a place the residents want to live is the PSP plan’s goal. If other tools can be used like the 353 Tax abatement and CID can move the community in the right direction in healing from long term disinvestment and historical destructive practices.