

# PUENTE

Cultural Integration

## ANNUAL REPORT

2023



**BUSINESS  
ALIANZAS**  
CONNECT · BUILD · LEAD  
[www.businessalianzas.org](http://www.businessalianzas.org)



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# OUR TEAM



**Bridget B. Espinosa**  
CEO / Lead Consultant



**Suzanne**  
International  
Assistant



**Yazmin Payan**  
General Manager



**Sofia Nava**  
Social Media  
Specialist



**Cintia Mora**  
Administrative  
Assistant



**Andrea Aguirre**  
Intern



**Bianca Martinez**  
Contractor Advisor

# OUR PROGRAMS



## BILINGUAL BACKOFFICE





# LEAD ABATEMENT

## 2022-2023

We received a \$170K two-year grant from the Erb Family Foundation for the development and execution of a Bilingual Lead Abatement Certification Program with our fiscal sponsor, Global Detroit, in partnership with the City of Detroit HRD. In July, we received an additional \$135K from the Gilbert Family Foundation.

***As of March 2023, we have 108 lead participants, 81 lead certified and 100 are RRP certified.***

TOTAL RRP CERTIFICATIONS	100
LEAD ABATEMENT TRAINING PARTICIPANTS	108
TOTAL LEAD ABATEMENT CERTIFIED	81
2023 LEAD ABATEMENT CERTIFICATIONS	15
TOTAL LEAD ABATEMENT ANNUAL RENEWAL	21
TOTAL LEAD ABATEMENT REFRESHERS	12
Total Lead Abatement Supervisor Certifications	64
Total Lead Abatement Worker Certifications	17
Women Certified in Lead Abatement	16
Detroit Residents Certified	72
Immigrant Participants	37



# 2023: THE YEAR IN DATA

## TECHNICAL ASSISTANCE (TA)

New Small Business LLCs Filed	12
LLC Renewals	29
Business Owners assisted in Open Office Hours	94
Lead Abatement Application	10
Networking Participants	534
Serie de Emprendimiento	10
English Class	5
Websites Developed/Technical Support	15
Social Media Management	11



# 2023: THE YEAR IN DATA

## MEMBERS

In alignment with our unwavering commitment to diversity, inclusivity, and community engagement, we proudly present a comprehensive snapshot of Business Alianza's members in the following table. We believe in fostering an environment that celebrates our members' unique talents and backgrounds.

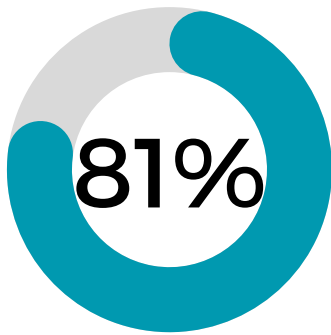
Business Alianzas Members	238
Detroit-Based Members	136
BIPOC Members	193
Women Members	112
Active BA Members	58
2023 Renewed Members	18
Immigrant Members	134
Spanish Speakers	168



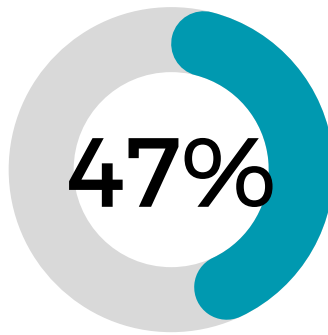
# 2023: THE YEAR IN DATA

## MEMBERS

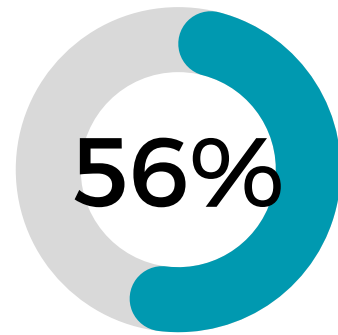
To further understand the dynamic of the population we serve, here are the statistics of the percent of our clients that fall into the following categories. As you can see, our clients are primarily Spanish-speaking BIPOC, with just under half being women and just over half being immigrants. It is a privilege to work side by side with such a diverse group of people to ensure that they have access to business resources.



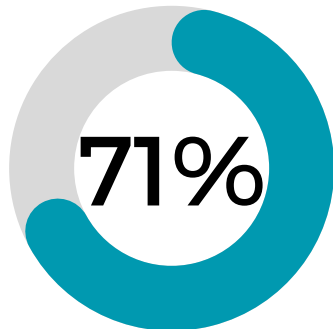
BIPOC Members



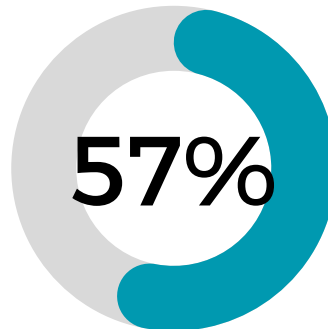
Women Members



Immigrant Members



Spanish Speakers



Detroit-Based





# WORKSHOPS & EVENTS



In the spirit of fostering meaningful connections and making a positive impact on our community, we continued our journey filled with purposeful gatherings and collaborative initiatives in 2023. We held a total of 16 bilingual networking events, fundraisers, women's events and artisan markets throughout the year (this chart). We also held 12 virtual workshops on a variety of topics (next page). Together, we have not only strengthened our professional networks but also contributed to the well-being of the communities we serve.

**Visit: [businessalianzas.org/events/](https://businessalianzas.org/events/)**

Name of Event	Date	# of Participants	# of Detroiters
Cafecito with BA	01.24.2023	25	21
Corktown Benefit Fundraiser	02.4.2023	X	X
Harmony with Women Alianzas	03.08.2023	19	8
Serie de Emprendimiento	03.08.2023	10	3
Mercadito with BA	03.26.2023	14	8
Chelas con Contratistas	04.20.2023	87	50
Mercadito with BA	05.05.2023	26	13
Cafecito with BA	05.11.2023	16	0
Women Alianzas	06.23.2023	20	10
Chelas con Contratistas	06.29.2023	72	40
Women Alianzas	08.03.2023	40	20
Chelas con Contratistas	09.14.2023	75	53
LAZOS Detroit: Mercadito	10.08.2023	28	21
Women Alianzas	10.19.2023	21	7
Cafecito with BA	11.28.2023	10	8
Chelas con Contratistas	12.07.2023	38	21





# WORKSHOPS & EVENTS

## CHARLA WITH BUSINESS ALIANZAS

Workshop Name	Date	Speakers
Automate with AI	February	Bridget Espinosa
Checklist de Impuestos	February	Nancy Arredondo
Como usar AI para tu negocio	April	Bridget Espinosa
¿Cómo usamos Chat GPT para apoyar a nuestro negocio?	May	Bridget Espinosa & Puente CI Team
Préstamos Comerciales	June	Arturo Salgado & Michelle Ayala
AI y otras herramientas de Redes Sociales	June	Bridget Espinosa & Puente CI Team
Harmony with BA	July	Bridget Espinosa & Puente CI Team
¿Cómo trabajar y crecer conscientemente?	July	Ines López
Minority & Women Certifications	August	Bridget Espinosa
Text Message Marketing	September	Eloisa Underwood
¿Quieres emprender tú negocio de comida? (ServSafe)	October	Ana Marin
User-Generated Content	November	Bridget Espinosa & Sofia Nava

The PCI team was able to present more than **28** events with over **534** attendees, **1400+** views of Charlas, and more than **68** vendors throughout **2024**. Thank you for the support from our partners and sponsors.



# PARTNERS & SPONSORS



PONT INTERNATIONAL  
**GORDIE  
HOWE**  
INTERNATIONAL BRIDGE

PARTIAL FUNDING FOR THIS INITIATIVE HAS BEEN PROVIDED BY THE GORDIE HOWE INTERNATIONAL BRIDGE COMMUNITY BENEFITS PLAN

Partial funding for Puente's "Bilingual Bridge For Businesses" for 2023-2024 has been provided by the **Gordie Howe International Bridge Community Benefits Plan** including; Women Alianzas, Serie de Emprendimiento, Charlas, Chelas con Contratistas, Weekly Open Office Hours & Mercadito.



**GLOBAL  
DETROIT**

**ALLIANCE**  
CATHOLIC CREDIT UNION



Fred A. and Barbara M.  
Erb Family Foundation

[erbff.org](http://erbff.org)

**GILBERT  
FAMILY  
FOUNDATION**

**EL  
CENTRAL**  
HISPANIC  
NEWS



**SHERWIN  
WILLIAMS®**

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**PUENTE**  
Cultural Integration

# CLIENT TESTIMONIALS

## L' ARTESANO COFFEE & JUICE BAR

"I consider Puente Cultural Integration and Business Alianzas a team that has brought resources and helped strengthen my business. Thanks to one of their events my husband was able to establish a connection with another entrepreneur which has benefitted his company by allowing him to have more work."



**MAYRA TORRES**



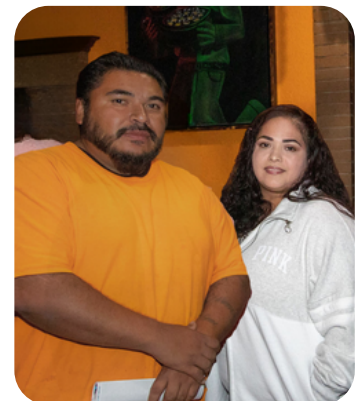
**ROSE & JACQUELINE  
CUEVA**

## JUNCTION PARTY STORE

"As first time entrepreneurs being members of Business Alianzas/Puente Cultural Integration has provided us with access to valuable information, guidance and resources. Bridget and her team have always made members their first priority."

## AMC 5 STAR BUILDERS

"We are very thankful for the Puente Team! When we felt like giving up they gave us hope to keep pushing. At times business life can be tough. It's not as easy as it seems, but when you have a team behind you like the Puente Team it just makes it that much easier. "



**FELIX CHAVEZ &  
SOLEDA SILVA**



# FROM THE CEO

2023 was an incredible year!

HARMONY was our word for the year and not only did we seek harmony in our work and our personal lives, but we shared these insights with our clients. Entrepreneurship is not for the weak at heart, but we must also give ourselves grace because while we can “do it all”, we cannot do it all at once!



**Bridget B. Espinosa**  
CEO / Lead Consultant

We continue to focus on:

- People
- Programs
- Platforms

We are so grateful to our partners and sponsors for providing opportunities and resources for our clients. In 2024, we will be creating LAZOS - the ties that unite us. The importance of collaboration, teamwork, and networking is so valuable. We will also be laser focused on advocating for greater access to capital for immigrant and minority businesses, educating both our clients and our banking partners on this systemic barrier for growth.



# MISSION, VISION & VALUES

## MISSION

**The mission of Puente Cultural Integration** is to provide and advocate for equitable resources and opportunities to immigrant and minority-owned businesses. We help to bridge the cultural and language gap between the Latinx/Hispanic community and agencies through inclusive program development, bilingual and culturally appropriate marketing strategies, Spanish-language services, workshops, individualized small business coaching, and cross-cultural consulting.

## VISION & VALUES

The Puente Team has spent the last quarter unifying our international programs and discussing our ambitious vision and our complex values. We are excited to share the final versions with you in early 2024.



# CONTACT US

## CONTACT THE PUENTE TEAM



(248) 919-8440



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