



¡BIENVENIDOS!
INSPIRING
ECONOMIC
TRANSFORMATION



SMALL BUSINESS

ANNUAL REPORT



City of El Paso Economic and International Development Department
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www.elpasotexas.gov/economic-development

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SMALL BUSINESSES



THE ONSET OF OUR JOURNEY



SMALL BUSINESS TEAM



COMMUNITY SNAPSHOT



FOCUS AREAS



ENTREPRENEURIAL ECOSYSTEM



MILESTONES



We're here to help
El Paso businesses
reimagine, grow and
thrive into the future.



SMALL BUSINESSES

El Paso's economic vitality relies heavily on promoting local growth and resilience within the small business community. Serving as the backbone of the region's economy, these enterprises also contribute to a sense of community and connection among residents. In a city celebrated for its cultural diversity, small businesses embody the unique character of El Paso. Additionally, they play a crucial role in circulating money within the local economy, as profits are typically reinvested in the area. As key drivers of innovation and entrepreneurship, small businesses stimulate creativity and competition, enhancing the city's economic dynamism. Supporting and nurturing these businesses is essential for maintaining a robust and resilient local economy, ensuring a thriving future for the community.



The Onset of Our Journey

Amid the 2020 global pandemic, the significance of El Paso's small businesses gained heightened attention. Responding to the challenges faced by local entrepreneurs, the Economic and International Development Department established the Small Business Assistance division. This division, created to address pandemic-induced economic hardships, has been instrumental in offering crucial support, resources, and guidance to small businesses. Through collaboration with Entrepreneur Support Organizations (ESO), we provided financial assistance, navigated regulatory complexities, and fostered a collaborative network. The pandemic showcased the resilience of El Paso's small business community and emphasized the pivotal role of the newly formed division in sustaining and revitalizing the city's economic fabric. This collective effort not only underscores El Paso's dedication to preserving local businesses but also establishes a foundation for a more resilient and adaptable entrepreneurial landscape in the future.



Meet

Our Small Business Team



**MIRELLA
TAMAYO CRAIGO**

Assistant Director



**KLARISSA
MIJARES**

Business Services
Coordinator



**MELISSA
CHAIDEZ**

Economic
Development Analyst



**ADRIANA
ACOSTA**

Lead Multimedia
Coordinator

Community Snapshot

80%

of the community
is Hispanic

56%

of businesses are
minority-owned

85%

of El Paso County
Businesses have fewer than
20 employees

6.5%

of businesses are
veteran-owned

15K+

Small Businesses
registered in the El
Paso County

22%

of businesses are
women-owned

ARPA FUNDING

American Rescue Plan Act (ARPA) funding facilitated the establishment of small business assistance programs that are necessary for investment, expansion and innovation. Businesses can meet their operational demands and remain competitive in the market when there is a skilled and available workforce. Together, these factors contribute to the overall economic development and success of a region.

Our focus areas



Improve
Liquidity + Cash Flow



Stimulate
Demand



(RE) Start + Grow
Operations

Entity	Program Established	Funding Amount
LiftFund	Small Business Grant & Interest Buy-Down Program	\$3,105,000
Project Vida	Microenterprise Technical Assistance Program (MTAP)	\$200,000
JUST	Trust Based lending & Technical Assistance for Female Entrepreneurs	\$125,000
UTEP Hunt Institute	Data Compilation and Economic Impact Analysis	\$300,000
FabLab	Strengthening Local Innovation Ecosystems through New-Collar Workforce	\$300,000
PeopleFund	Expanded Access to Capital and Business Education Program	\$500,000
Workforce Solutions Borderplex	Bridging the Opportunity for Business Growth with a Ready Workforce	\$850,000
Better Business Bureau (BBB)	El Paso Small Business Rewards Program	\$1,435,522
Success Through Technology Education (STTE)	Advance Startups into Stand-Along Companies that Generate Revenue	\$500,000
Pioneers 21	Digital Solutions for El Paso Entrepreneurs, Website Development, Internships & Mija Pioneers	\$650,000

Entrepreneurial Ecosystem

Strengthening the ESO is vital for fostering innovation, job creation and economic growth. A robust ecosystem provides support mechanisms such as mentorship, networking and access to resources, which are essential for entrepreneurs to navigate challenges and turn their ideas into successful ventures.



Milestones



2020

The City of El Paso and the BBB established the Buy El Paso website in September 2020 to showcase local small businesses; furthermore, Buy El Paso Day is celebrated on the first Saturday in December to support and encourage shopping local.



2021

The City of El Paso was selected to participate in the Aspen Institute Latinos and Society's first cohort of cities for the Latino Business and Entrepreneurship Initiative. The initiative convened local ESO's to coalesce around strategic priorities and implement solutions to boost and sustain the local business economy.



2022

Grant recipient of the National League of Cities (NLC) City Inclusive Entrepreneurship Program. We bridged the access to capital gap by connecting small business owners to Community Development Financial Institutions (CDFI).

Milestones

B.O.S.S. PROGRAM (BUSINESS ONE STOP SHOP)



The City of El Paso is proactively fostering business growth and addressing financial gaps across diverse industries by establishing a state-of-the-art Business One Stop Shop. This innovative center will serve as a hub for comprehensive support, providing resources, guidance and opportunities for businesses to thrive in the local economy.

LATINOS & SOCIETY aspen institute



The Aspen Institute and Drexel University collaborate on Supply El Paso, reimagining local procurement for small businesses. Tailored interventions aim to overcome challenges and foster growth through integrated ecosystems. Preliminary findings on El Paso's procurement economy will be shared, providing insights to leverage investments for local business growth.



The Hunt Institute for Global Competitiveness, was commissioned by the City of El Paso to conduct a thorough survey of small businesses in the area. With over 316 small businesses participating, the survey aimed to identify areas of strength and improvement to enhance the overall experience for local enterprises that engage with the BOSS.

Business Development Guide

Recognizing the need to support El Paso entrepreneurs, a comprehensive online guide was created to:

- Tailored for aspiring entrepreneurs in El Paso
- Ease complexities in starting or expanding a business
- Reduce time spent searching for crucial resources

Starting a Business?

Scan the QR code for the website guide



Key Features:


- Guides through each critical stage of business development
- Covers inception, financing, and staff recruitment





In 2022 roundtables with CDFI's and small businesses were connected to provide technical assistance with *Access to Capital* providing the resources and support to help entrepreneurs achieve greater economic mobility, reduce the racial wealth gap and improve access, opportunity, knowledge and funding.

In 2023 by NLC awarded us a grant to identify obstacles facing Hispanic entrepreneurs and small business owners. We utilized the grant to provide a payroll service; Roll™ by ADP®, where small business proprietors can access chat-based payroll services through a free one-year subscription.



Twenty-five licenses were acquired for business payroll with the help of a \$10,000 grant.



Hosted Panel Events

- 1 BEAUTY & RETAIL INDUSTRIES**
May 24, 2023
- 2 RESTAURANT & FOOD INDUSTRIES**
June 28, 2023
- 3 CONSTRUCTION INDUSTRY**
July 26, 2023
- 4 SUPPLY CHAIN & LOGISTICS INDUSTRY**
August 30, 2023

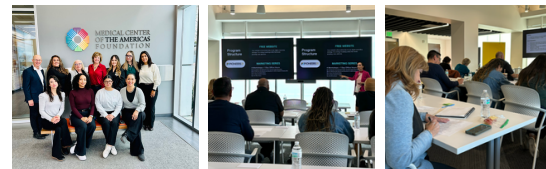


Over 200
Attendees





Global Entrepreneurship Week is celebrated worldwide during the month of November and serves as a catalyst to connect, empower and educate aspiring and established entrepreneurs. During the week of November 13th to the 19th the collaborative banner of *El Paso Business Strong* promoted city held workshops and networking events fostering an ecosystem abundant with opportunity and innovation.



01

Proclamation

City of El Paso Council Proclamation: El Paso Global Entrepreneurship Week

02

Website

El Paso Global Entrepreneurship events were featured on El Paso Business Strong

03

Collaboration

For several months, over 19 ESO's collaborated in readiness for the week's activities



Multicultural Marketing Class



PAIRED 70 SMALL BUSINESS OWNERS
with 70 UTEP students to develop Marketing Strategic Plans through the 2023 fall semester



HOSTED SIZE UP WEBINAR
During Entrepreneurship Week to assist students how to enhance their understanding



BUY EL PASO REWARDS LOYALTY PROGRAM
Students promoted the Buy El Paso Regards Program for small business use



Buy El Paso Rewards

Launched on October 11, 2023, the Buy El Paso Rewards Program has already demonstrated success securing the engagement of 136 local small businesses. This initiative was approved through City Council and funded by ARPA then administered through a collaboration with the BBB which aims to fortify our local business ecosystem.

Program Highlights:

- Exclusive Incentives: Discounts and incentives at participating businesses making the shopping experience even more rewarding
- Increase repeat business and enhance customer satisfaction to foster lasting relationships between local businesses and their customers
- Maximize business and customer relations with data-driven insights for strategic decision-making in business, policy and programming

BUYEP.ORG



Strategic Outlook: Next Year's Focus

BOSS PROGRAM

Procure a suitable location to establish the Business One Stop Shop, which will serve as a home for 19 additional ESO's.

SMALL BUSINESS POLICY

Formulate and execute an incentive policy tailored to support small businesses, fostering an environment conducive to entrepreneurial success.

BR&E PROGRAM

Launch the Business Retention and expansion (BR&E) program designed to provide focused support towards safeguarding the existence and expansion of small and medium-sized businesses within the local community.

SUPPLY EL PASO

Revamp the local procurement economy and stimulate market demand by prioritizing the development of small and growing businesses through the creation of interconnected ecosystems and the provision of necessary resources.





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