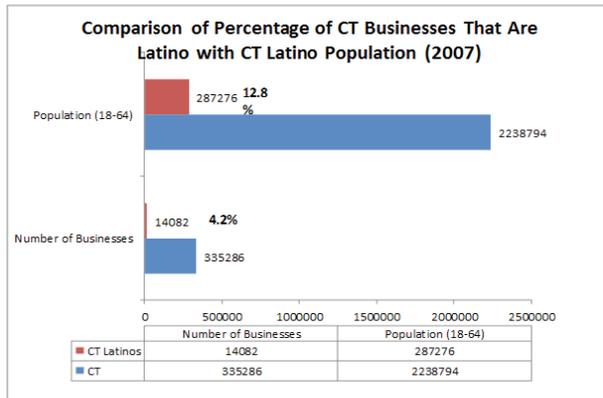


2013 Latino & Puerto Rican Affairs Commission Report on Latino Small Businesses

All Connecticut Latinos Are Economically Self-Sufficient

Partners: US Senator Blumenthal's Office, US Small Business Administration, Spanish American Merchants Association, Leon's Liquor, CT Small Business Development Center, CT Department of Administrative Services, CT Academy of Science and Engineering, Greater New England Minority Supplier Development Council, National Credit Masters, Identidad Latina, La Voz Hispana de CT, Penmar Industries, Evis Medical, Prestige Autocars, Group Enterprise, LLC., CT lawmakers, and members of the LPRAC Board of Commissioners.

Access to Information



Story Behind the baseline:

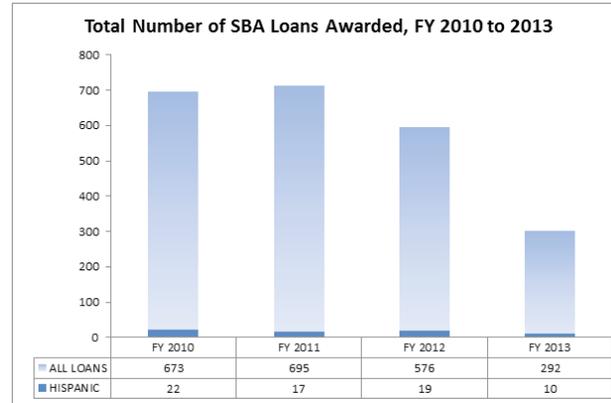
Latino small businesses need access to information, outreach, and technical assistance. There are some issues fundamentally related to wealth disparities. Transparency and collaboration are needed.



Proposed Actions to Turn the Curve:

LPRAC will work to prioritize these tasks leading to achieve goals of: establishing a Latino bank; overcoming cultural/historical barriers to going to others for money for business; getting business owners to understand how FICO scoring works; identify what the market area is for contracts; need to change contracting categories that make women and minorities interchangeable; a political problem, requiring political will creation; work on legislation on to create process to determine diversity targets; develop enforcement measures through legislation for diversity inclusion; new framework should be reviewed for inclusion in legislation now.

Access to Capital

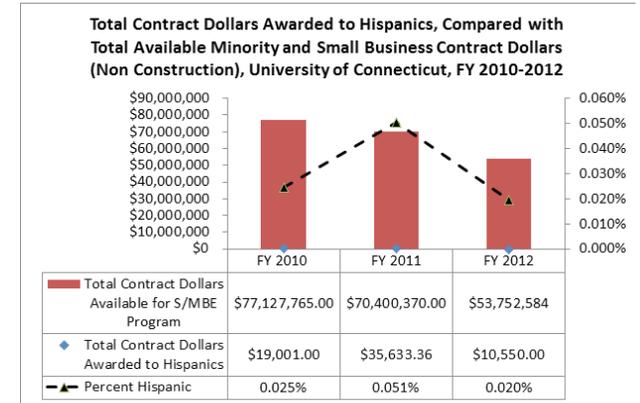


Story Behind the baseline:

Latino business owners need access to capital, credit, and technical assistance. They need alternatives to banks (co-ops, state, non-bank lenders). They also need methods for building and repairing credit. Access to information/outreach/technical assistance.



Access to Contracts



Story Behind the baseline:

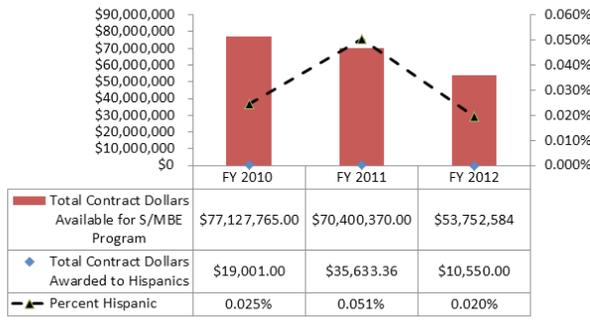
Small business owners need access to a Diversity Management Information System. They require a framework for new program/legislation (e.g., look at rules for fronting organizations). Targets need to be separated for minorities/women-owned businesses. A complete disparity study must be undertaken. More resources for enforcement need to be created or identified.



2013 Program Report Card: All Connecticut Latinos Are Economically Self-Sufficient

Quality of Life Result: Work to reduce barriers to allow Latinos in Connecticut to gain access to information, outreach and technical assistance for creation or further development of a small business by ensuring that they receive equal treatment when applying for: credit/ loans, municipal, state, federal and corporate contracts, and that they receive information about availability and opportunities to bid on jobs to continue building their small businesses.

Total Contract Dollars Awarded to Hispanics, Compared with Total Available Minority and Small Business Contract Dollars (Non Construction), University of Connecticut, FY 2010-2012



Story Behind the baseline:

Small business owners need to increase awareness of Latinos in business re: development of business opportunities/programs/methods. They need to create/reach out for access to information on how to register and enhance business opportunities. They need to recognize that there is a: Need for technical assistance; and a lack of dollars for outreach Small business owners do not have the time to do the necessary research; they need help. Race/ethnicity is a key driver—not a gender issue (co-founding of contract awards to women and minorities). Access to capital is related to wealth; Blacks/Hispanics have significantly less wealth.

Proposed Actions to Turn the Curve

LPRAC will work with partner agencies to institute the following action items:

Work with Congressional delegation on legislation that will adjust credit scores for access to loans.

Work in collaboration with partners to develop an informational resources to help enhance business opportunities, provide technical assistance and identify funding resources.

Create a partnership with area colleges and universities to provide research assistance.

Identify and begin to pull away at layers of race and ethnicity issues related to minority-women owned businesses that may be barriers to business growth and prosperity.

Work with community partners to build access to wealth and credit lines that will allow access to additional funds for expansion and business building.

Work with banking organizations or associations to determine how credit scores are created in order to help businesses gain credit savvy.

Work closely with SBA regarding non-bank lenders that need to be identified and a resource bank created to provide access to the small business owner.

Data Development Agenda

- 1) Create educational workshops to provide understanding of credit for business owners.
- 2) Establish group of business owners and other community partners to meet with bankers to find out about their loan practices.
- 3) Work with partners to make banks more “Latino friendly.”
- 4) Work towards establishment of a Latino co-op.
- 5) Research how many micro-lending institutions are in CT and see which ones we can bring on board to help us realize this agenda.
- 6) Work with the state and the SBA to bring back the Express program.
- 7) Must establish a Latino Bank such as “Banco Popular” of Puerto Rico and Florida.
- 8) Have to work on finalization of disparities study as well as the Diversity Data Match System in order to capture data on subcontractors not just primes.
- 9) Finally, need to conduct additional research on ways to identify ways to avoid minority and womenowned companies from being considered interchangeable and develop enforcement measures through legislation to alleviate this problem.