

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

AGENDA DATE: 11/8/2022

PUBLIC HEARING DATE: N/A

CONTACT PERSON(S) NAME AND PHONE NUMBER: Mirella Craigo, 915-212-1617
Elizabeth Triggs, 915-212-0094

DISTRICT(S) AFFECTED: All

STRATEGIC GOAL: Goal 1: Create an Environment Conducive to Strong, Sustainable Economic Development

SUBGOAL: Goal 1.1 Stabilize and Expand El Paso's Tax Base

SUBJECT:

A resolution that the Mayor of the City of El Paso is authorized to sign a Letter of Support on behalf of the City Council to engage with organizations committed to the support of small business and in conformity with this Resolution, provided the initiative or project does not conflict with City programmatic priorities; to include but not be limited to the entities listed below:

- International Economic Development Council (IEDC)
- National League of Cities (NLC)
- The Aspen Institute Latinos & Society

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

The Economic and International Development Department has initiated participation on national initiatives with intentionality to increase equitable outcomes for minority owned businesses. The City of El Paso routinely submits grant applications and similar documents in search of funding and to engage with organizations committed to supporting small business initiatives. These organizations focus on underrepresented entrepreneurs and offer coaching to the City of El Paso staff by small business program experts. This allows the City to learn best practices on how to identify obstacles facing small business owners and implement new policies or programs that facilitates small business growth.

By providing support to minority-owned small business, the City will be accelerating the businesses' positive impact on job creation. This support also increases the flow of wealth to minorities in El Paso and serves as a bridge for low-income families to move up to middle-class status. This initiative would advance the growth for underrepresented entrepreneurs and builds on existing City efforts to assist small businesses in increasing their revenue and their ability to recover from financial loss.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

n/a

AMOUNT AND SOURCE OF FUNDING:

n/a

HAVE ALL AFFECTED DEPARTMENTS BEEN NOTIFIED? _X_ YES ___NO

PRIMARY DEPARTMENT: Economic and International Development
SECONDARY DEPARTMENT: N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD: 

(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

RESOLUTION

WHEREAS, the City of El Paso routinely submits grant applications and similar documents in search of funding and to engage with organizations committed to supporting small business initiatives; and

WHEREAS, these business initiatives are intended to provide opportunities to assist recovery from financial losses and while enhancing the city's entrepreneurial and small business ecosystem; and

WHEREAS, the City Council of the City of El Paso supports policies, programs, and practices that embed racial equity and aim to increase revenue and employment for Black, Indigenous, and People of Color (BIPOC); and minority and women led businesses as a means to close the wealth gap; and

WHEREAS, the El Paso the Metropolitan Statistical Area, as of February 22, 2021, experienced a total small business revenue decrease by 24% compared to January 2020 and 83% of El Paso businesses have fewer than 20 employees; and

WHEREAS, the City Council of the City of El Paso is committed to implementing equitable policies, programs, and practices to support entrepreneurship-led economic growth in our community;

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO, TEXAS:

THAT, in order to facilitate the timely and efficient submission of letters of support and other documents and/or efforts; the Economic and International Development Department of the City of El Paso will notify and coordinate with the Mayor and City Manager upon requesting Letters of Support from the City Council of the City of El Paso for small business initiatives and projects which conform with the intent of this Resolution; and

THAT, the Mayor of the City of El Paso is authorized to sign a Letter of Support on behalf of the City Council to engage with organizations committed to the support of small business and in conformity with this Resolution, provided the initiative or project does not conflict with City programmatic priorities; to include but not be limited to the entities listed below:

- International Economic Development Council (IEDC)
- National League of Cities (NLC)
- The Aspen Institute Latinos & Society

(Signatures Begin on the Following Page)

PASSED and APPROVED this _____ day of _____, 2022.

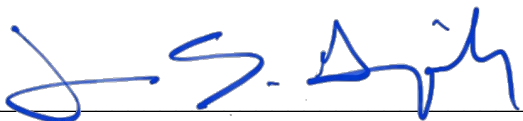
CITY OF EL PASO:

Oscar Leaser
Mayor

ATTEST:

Laura D. Prine
City Clerk

APPROVED AS TO FORM:



Juan S. Gonzalez
Senior Assistant City Attorney

APPROVED AS TO CONTENT:



Elizabeth K. Triggs, Director
Economic & International Development

CITY OF EL PASO – LETTER OF COMMITMENT SUPPORT

DATE: November 8, 2022

TO: Clarence Anthony, NLC President & CEO

FROM: Oscar Leeser

SUBJECT: Commitment to participate in the City Inclusive Entrepreneurship program

Dear Mr. Anthony,

It is with great enthusiasm that I offer my full support for the inclusion of **CITY OF EL PASO** as a participant in the City Inclusive Entrepreneurship (CIE) program at the National League of Cities. Through our participation, we are committing ourselves to identifying obstacles facing Hispanic entrepreneurs and small business owners and implementing a new program, policy, or practice that facilitates their growth.

I, or a designee, commit to formally announcing the city's commitment at NLC's City Summit Conference on November 17-18th.

Our city commits to active participation in the 2022-23 CIE program, including the following activities:

- Working towards the desired outputs and outcomes of this commitment.
 - **Output:** By April 2023, in consultation with Prospera, NLC, and local nonprofits, the city will identify 2-3 institutional or programmatic barriers standing in the way of Hispanic entrepreneurs starting, growing, or sustaining a business in their community.
 - **Outcome:** By August 2023, the city will make at least one reform to process, policy, or program, based on the recommendation of Prospera and local nonprofits that specialize in working with Hispanic business owners, as measured by press and/or program materials.
- Engaging in quarterly calls with other cities participating in this cohort to share progress updates and lessons learned.
- Completing quarterly surveys and keeping NLC staff informed of progress.

Specifically, we have identified **MIRELLA CRAIGO** within the **CITY OF EL PASO** as the individual best suited to carry out the implementation of the City's commitment.

Through its participation in the CIE program, the **CITY OF EL PASO** is committed to implementing equitable policies, programs, and practices to support entrepreneurship-led economic growth in our community. We look forward to leveraging the information, resources, made available by the National League of Cities to do so.

Sincerely,

OSCAR LEESER
MAYOR
CITY OF EL PASO

Date

Implementation Lead

MIRELLA CRAIGO

ASSISTANT DIRECTOR OF ECONOMIC DEVELOPMENT

CITY OF EL PASO

Date