



Aspen Institute Collaboration Agreement

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Economic & International Development

Goal 1 – Cultivate an Environment Conducive to Strong Economic Development
1.7 Identify and develop plans for areas of reinvestment and local partnership

Overview

- Collaboration Agreement
- Timeline
- Background on:
 1. Aspen Institute
 2. City Learning & Action Plan
 3. Entrepreneurial Support Organization
- Collaboration Agreement Objective
- Next Steps

Action Item

Discussion and action on a resolution that the City Manager be authorized to sign a Collaboration Agreement by and between the City of El Paso and LiftFund, together the “Anchor Organizations,” and the Aspen Institute Latinos and Society (“AILAS”) to empower Latino communities and promote long-term economic growth and resiliency.

2021



AILAS Launches
City Learning & Action Lab

City of **El Paso** is
selected to join cohort

AILAS **Latino Business & Entrepreneurship Summit** in
Washington DC

June

July

September

October

November

Hunt Institute
analyses COEP
CARES Act small
business surveys

Steering Committee,
start meeting regularly

Steering Committee,
Identifies **Access to Capital** as
top priority

2022

February

May

July

November

December

City will host a CDFI virtual
event for **Access to Capital**

ARPA Funding Approved
By City Council

City will host a CDFI
virtual event for
Access to Capital

ORCA Pitch Competition
In Los Angeles

Conclusion on Cities Cohort /
Business One Stop Shop



aspeninstitute

- Global nonprofit organization founded in 1949
- Committed to realizing a free, just and equitable society
- Education and policy studies organization based in Washington, D.C.
- Its mission is to foster leadership based on enduring values and to provide a non-partisan venue for dealing with critical issues



- Founded in 2015
- Mission: Identify, promote, and catalyze ideas and solutions that foster greater opportunity for American Latinos, enabling a more prosperous and inclusive America for all
- Values: Inclusion, shared learning, cross-sector collaboration, diversity of perspectives, and co-creation

Philanthropic support by the Woody and Gayle Hunt Family Foundation



Entrepreneurial Ecosystem Support Organization



- Complemented with a high-touch marketing and outreach effort with local community ambassadors/**promotoras**
- Contract with a data partner to track progress against outcomes and develop and maintain a central entrepreneurial database
- Strengthen coordination focused on Latino entrepreneurs and small businesses

City Learning and Action Lab

- The initiative is a hub and spoke model designed to support anchor organizations to form an **entrepreneurial ecosystem steering committee**
- Six Latino-majority communities chosen to spur economic growth in regions where COVID-19 exacerbated long-existing inequities
- Committee members will coalesce around strategic priorities and implement solutions to boost and sustain the local Latino business economy



Collaboration Agreement

Opportunities & Objective

- The anchor organizations will serve as the local implementation partner for the Lab, as well as spearhead, organize, and convene a local Entrepreneurial Ecosystem Steering Committee (EESC) to support the Lab
- Engage with a cohort of 6 Latino-majority cities/communities for 12 months to stabilize, grow and accelerate equitable small business recovery and stimulate opportunities for long-term growth of Latino-owned businesses
- The collaboration between AILAS, LiftFund and the City of El Paso will help achieve the shared goal of **building a more equitable, data-driven, community informed, and inclusive entrepreneurial ecosystem in support of the Latino business community**

Anchor Organizations

- AILAS will partner with trusted and well-respected anchor organizations that support Latino entrepreneurs and Latino small business owners in their city or community
- Local implementation partner for the Lab, as well as spearhead, organize, and convene a local Entrepreneurial Ecosystem Steering Committee (EESC) to support the Lab
- The City of El Paso and LiftFund have agreed to participate in the inaugural Lab as anchor organizations and to serve as the Lab's ecosystem lead for its community
- The collaboration between AILAS, LiftFund and the City of El Paso will help achieve the shared goal of **building a more equitable, data-driven, community informed, and inclusive entrepreneurial ecosystem in support of the Latino business community**



Janie Barrera
**President and
CEO**



Lupe Mares
**Regional Vice
President**

Co-Anchor Organization

LiftFund

DREAM IT. FUND IT.



**Mayra G.
Maldonado**

Director



**Roberto
Ransom**

**Director of
Operations**

City Learning and Action Lab Data Partner



HUNT INSTITUTE
FOR GLOBAL COMPETITIVENESS

Pitch Competition

- November 14, 2022 in Los Angeles
- Cities will pitch a priority the local Steering Committee identified in the Aspen City Learning & Action Lab.
- Private capital and philanthropy impact investors will serve as judges
- Showcase cities' investment opportunities in one of five pillars:
 - Entrepreneurship
 - Innovation
 - Community Regeneration
 - Workforce Development
 - Infrastructure



Action Item

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Next Steps:

Host another roundtable with all CDFI’s

Prepare for the pitch competition in November

MISSION



Deliver exceptional services to support a high quality of life and place for our community

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



VALUES

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople

MISIÓN



Brindar servicios excepcionales
para respaldar una vida y un
lugar de alta calidad para
nuestra comunidad

VISIÓN



Desarrollar una economía regional
vibrante, vecindarios seguros y
hermosos y oportunidades
recreativas, culturales y educativas
excepcionales impulsadas por un
gobierno de alto desempeño



VALORES

Integridad, **R**espeto, **E**xcelencia,
Responsabilidad, **P**ersonas