
Business One Stop Shop

Second Quarter Update: May 11, 2023 – August 11, 2023

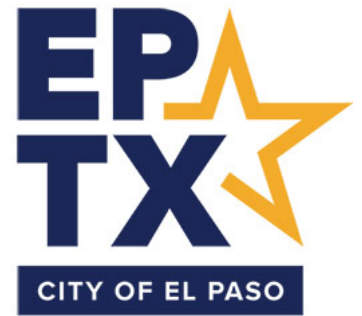


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This quarterly report serves as the second update on the progress of the City of El Paso Business One Stop Shop grant award, facilitated by the Hunt Institute. The report provides a summary along with an analysis of selected survey data collected during the period spanning from July 20, 2023, to August 9, 2023.

A. Tasks

Task T.3 Survey Data Collection and Management

ID	Task Title	Status
T.3	Collection, cleaning, data harmonization, and analysis of data for the overall analysis of the one stop shop project.	IP

IP = In progress A= Accomplished as planned A* = Accomplished with delays X= Past due

- In accordance with Task **T.3**, detailed in the table below, following the survey's release by LiftFund on July 20, 2023, the Institute has been actively collecting and updating survey response data in the LiftFund online shared file on a daily basis. The Institute cleaned and reorganized the data, eliminated duplicate survey submissions, and added new business respondents to the recipient list.
- The following link provides the latest updated data: [LiftFund Survey Response Data Update](#)

B. Survey Response Summary

- Among the 215 business surveys distributed by LiftFund, a response rate of 65% has been attained already, with responses from 140 businesses as of August 9, 2023.

Date	Total Completed Responses
7/20/2023	45
7/21/2023	8
7/22/2023	2
7/23/2023	2
7/24/2023	2
7/25/2023	12
7/26/2023	11
7/27/2023	3
7/28/2023	5
7/29/2023	0
7/30/2023	0
7/31/2023	4
8/1/2023	3
8/2/2023	4
8/3/2023	7
8/4/2023	7
8/5/2023	1
8/6/2023	0
8/7/2023	9
8/8/2023	10
8/9/2023	5
Total Responses	140
Total Businesses	215
Completion Rate	65%

C. Challenges

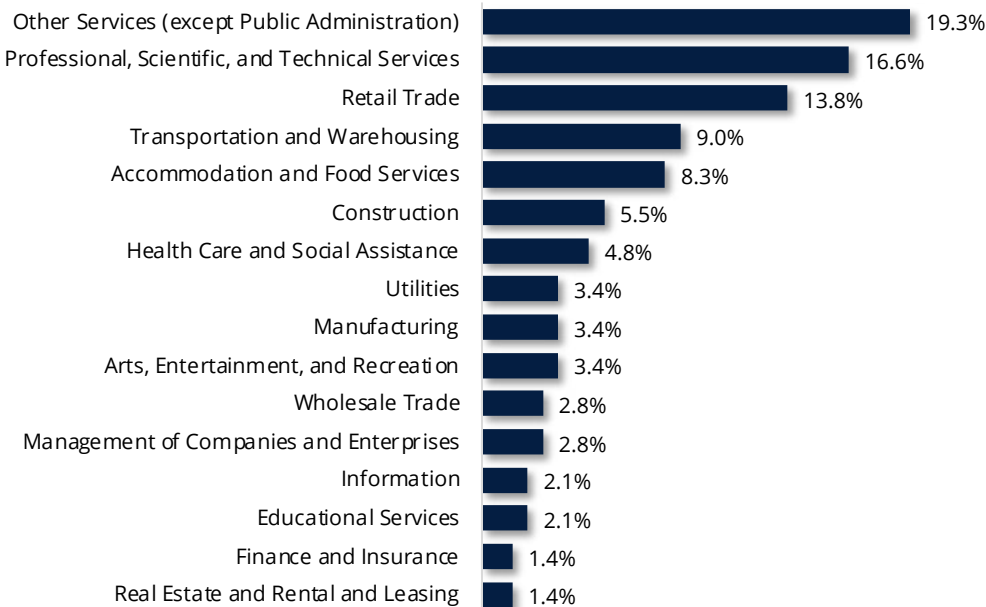
- **Name Discrepancies:** While collecting and cleaning survey data, the Institute encountered challenges due to businesses providing names that did not match the list provided. Managing survey administration and data cleaning required extra effort to ensure accurate and consistent data, which is essential for result quality.
- **Duplicate Responses:** Another issue emerged as some businesses submitted multiple survey responses, leading to duplicate answers and data complications. Manual intervention was needed to cleanse the data and eliminate duplicates.
- **Adding New Businesses:** While conducting data cleaning, the Institute identified businesses that were not initially included in the recipient list provided. Consequently, new businesses were added to the recipient list to ensure comprehensive coverage.

D. Selected Survey Data Analysis

In this section, data analysis was applied to selected survey questions to effectively illustrate and identify the distinct business needs and pinpoints.

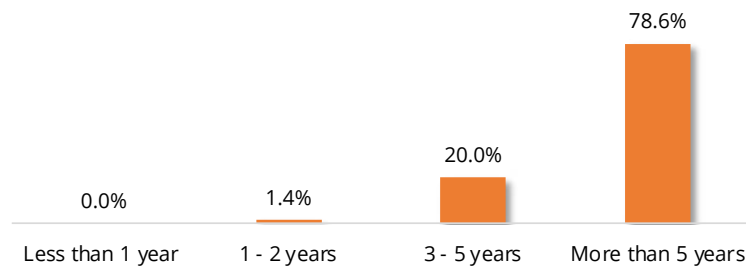
1. Industry

Nearly 20% of the businesses that completed the survey fit in the Other Services (except Public Administration) category, followed by Professional, Scientific, and Technical Services with 16.6%. Real Estate and Rental Leasing is the business industry with the least representation, with 1.4%.



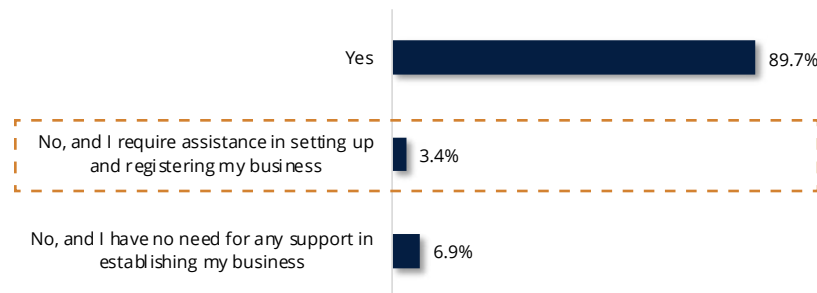
2. Business Operations

Most of the businesses surveyed have at least 5 or more years in operation, with 78.6%. None of the businesses had less than 1 year in operation.



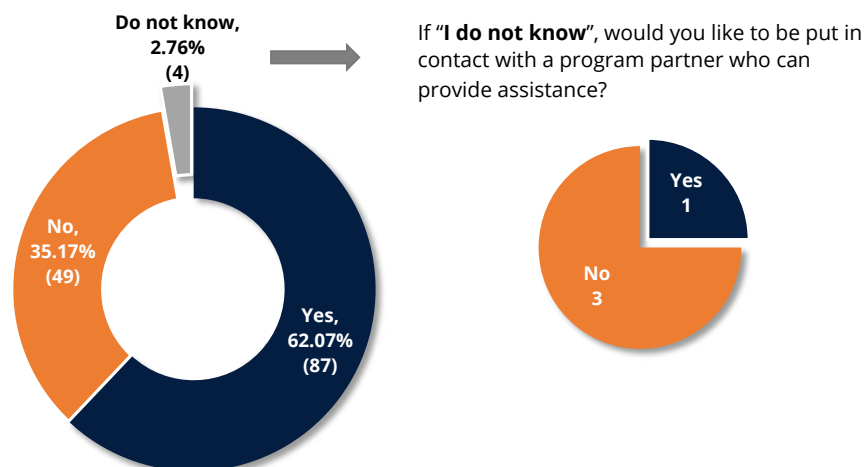
3. Legal Establishment

Nearly all the businesses had a legal establishment in place accounting for 89.7%, while 10.3% either require assistance in setting up and registering their business or have no need for any support in establishing their business.



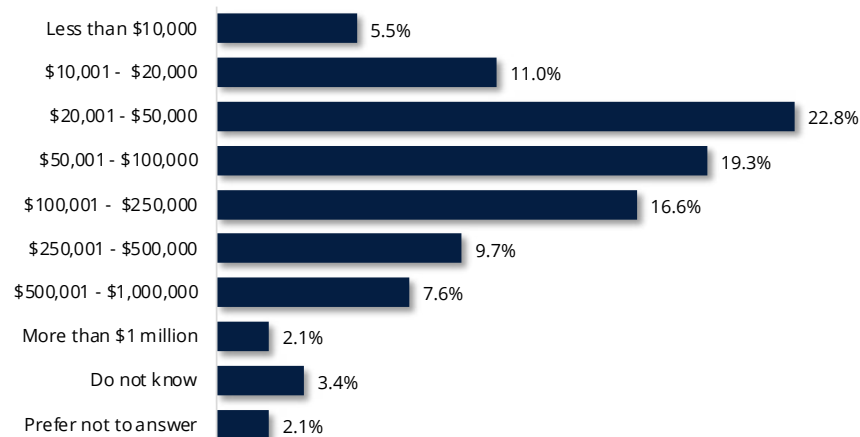
4. Business Permits or Licenses Required

Out of the businesses surveyed, 62.1% have indicated that permits or licenses are required for their business, while 35.1% don't. Out of the 2.8% that did not know, 3 answered that they would like to receive assistance from a program partner.



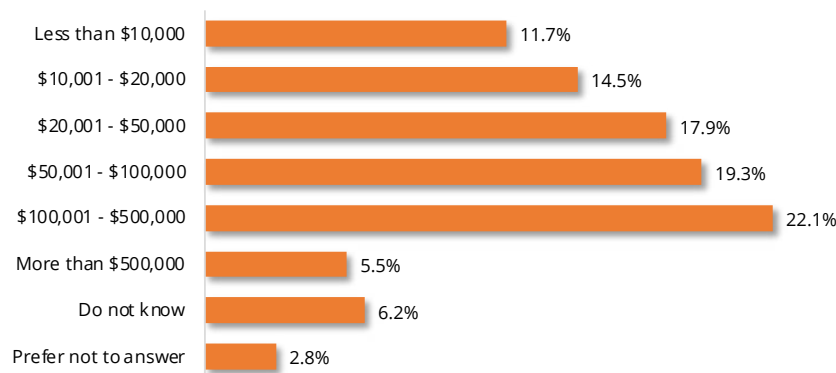
5. Business Total Annual Gross Income in 2022

Most businesses earn an income between \$20,001 and \$50,000 with 22.8%, closely followed by the next segment of those earning between \$50,001 - \$100,000 at 19.3%.



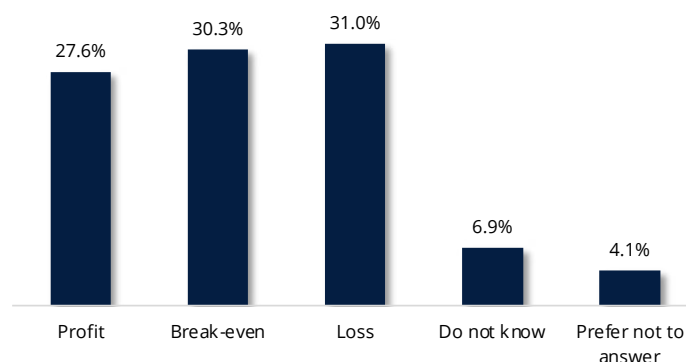
6. Business Expenses in 2022

Most of the businesses reported their business expenses in 2022 between \$100,001 and \$500,000, with 22.1%, while 6.21% are not aware of their total business expenses. Only 11.7% have business expenses less than \$10,000. However, 6.2% of the businesses do not know their business expenses for the year 2022, and close to 2.8% of the businesses decided not to disclose their expenses for the same year.



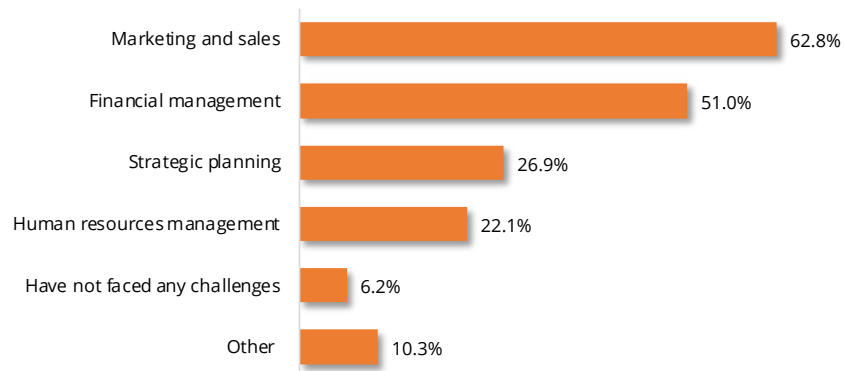
7. Business Financial Status in 2022

Nearly a third (31.0%) of the businesses surveyed were losing money in 2022, with 30.3% breaking even, and 27.6% making a profit.



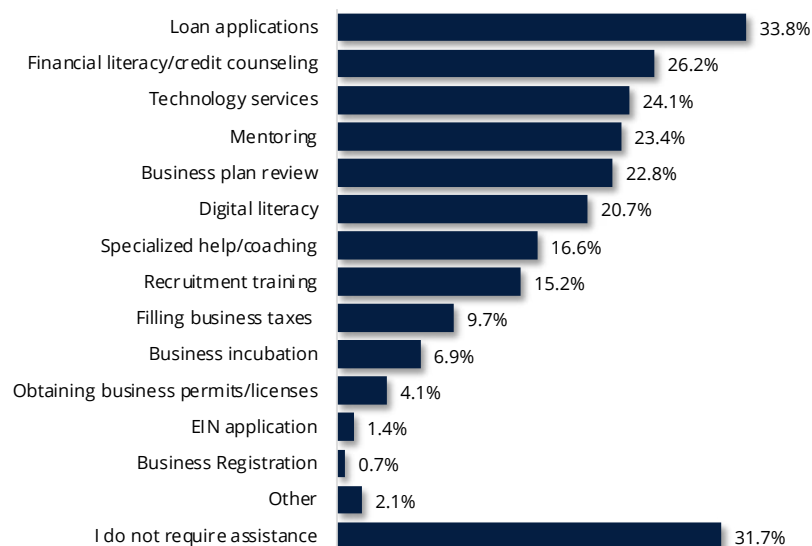
8. Key Business Challenges in 2022

Marketing and sales, followed by financial management, were the key areas where businesses experienced challenges in 2022, with 62.8% and 51.0% respectively.



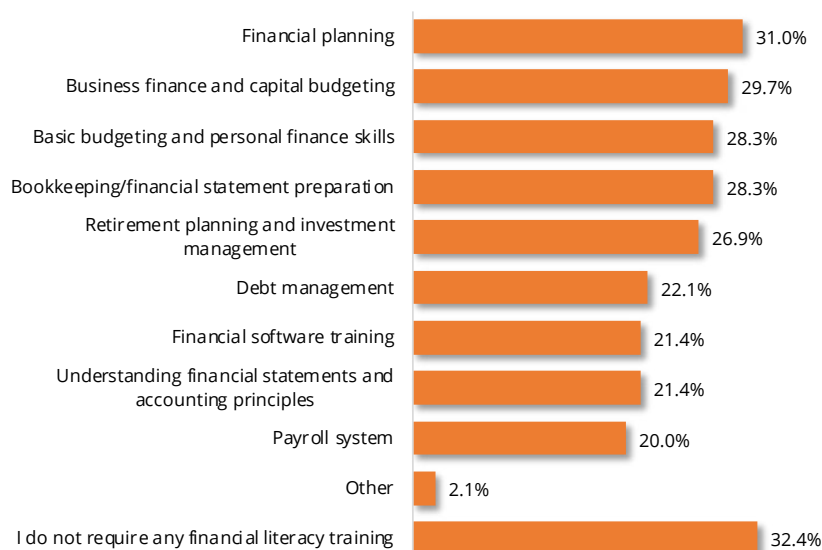
9. Areas that Require Technical Assistance

While more than one third of the businesses require help while applying for loans, with 33.8%, almost a third of businesses do not require assistance at all (31.7%). This is closely followed by requiring assistance in financial literacy/credit counseling, with 26.2%.



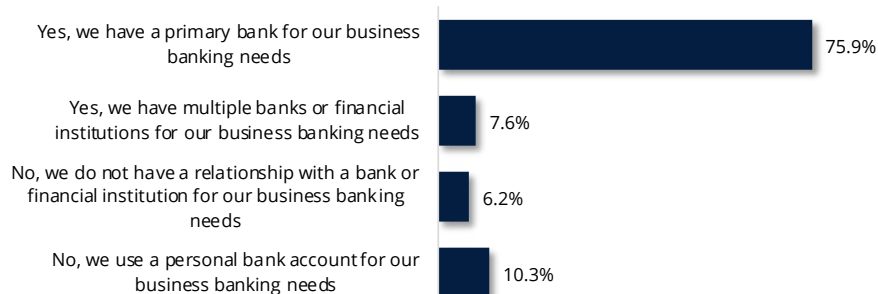
10. Areas that Require Financial Literacy Training

Businesses reported that general financial planning is the specific area they would like to receive financial literacy training, at 31.0%, closely followed by training in business finance and capital budgeting with 29.7%. In contrast, 32.4% do not require any financial literacy training.



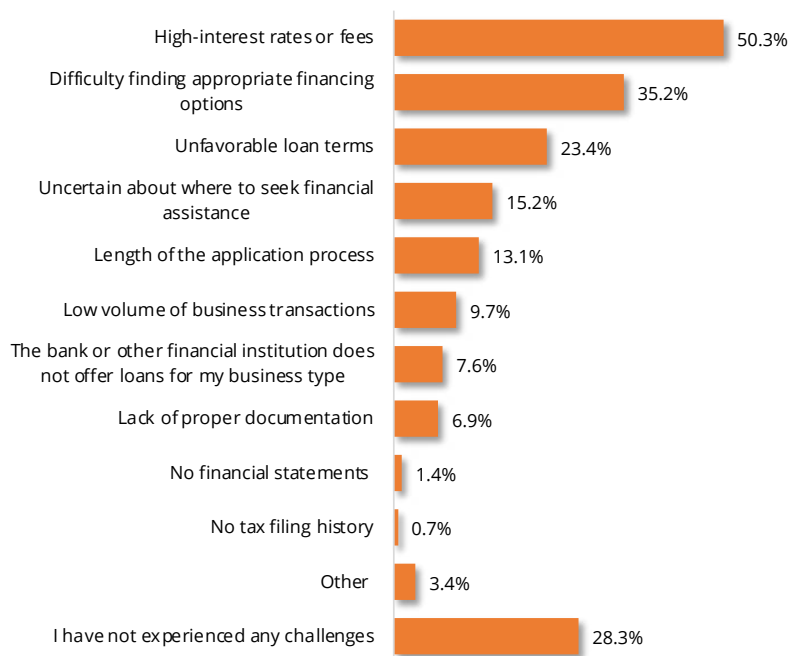
11. Relationship with a Bank or Financial Institution for Business Banking Needs

Exactly 75.9% of businesses surveyed have a primary bank to conduct their banking needs. However, 10.3% use a personal bank account for their business banking needs.



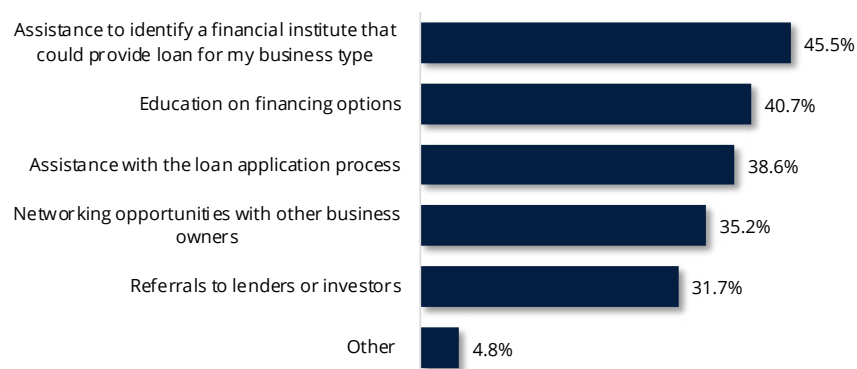
12. Encountered Challenges While Seeking Business Financing

Half of the businesses surveyed mentioned that high-interest rates or fees are the number one challenge they face while seeking financing, followed by 35.2% having difficulty finding appropriate financing options. On the other hand, 28.3% have not experienced any challenges.



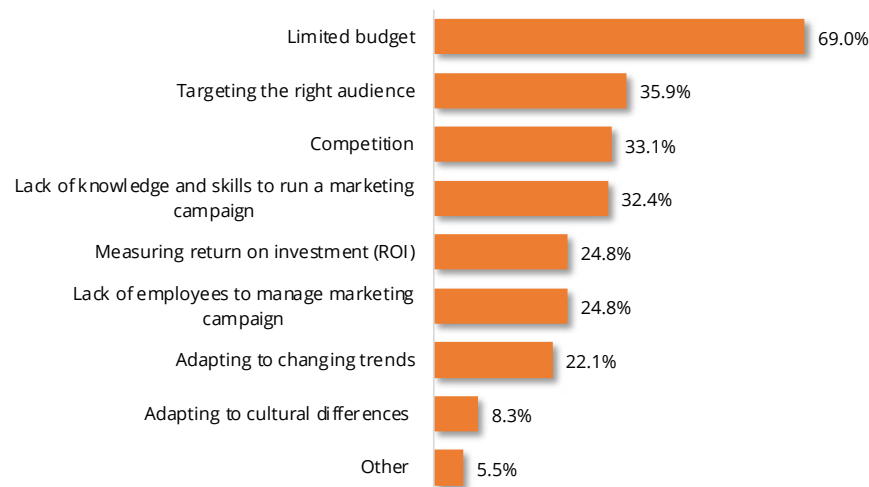
13. Business Support or Resources Benefit for Accessing Capital

Out of the businesses surveyed, 45.5% mentioned that they need assistance to identify a financial institute that could provide a loan for their business, followed by needing resources in education on financing options with 40.7%. In general, businesses demonstrated that they need all of the resource options mentioned below.



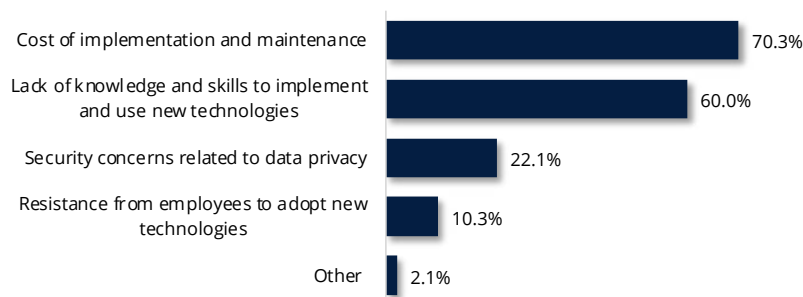
14. Primary Challenges Encountered During Marketing Campaigns

More than half of the businesses identified that they have a limited budget as their primary challenge encountered during marketing campaigns, with 69.0%. They are also struggling to target the right audience, at 35.9%. Competition is another challenge with 33.1%.



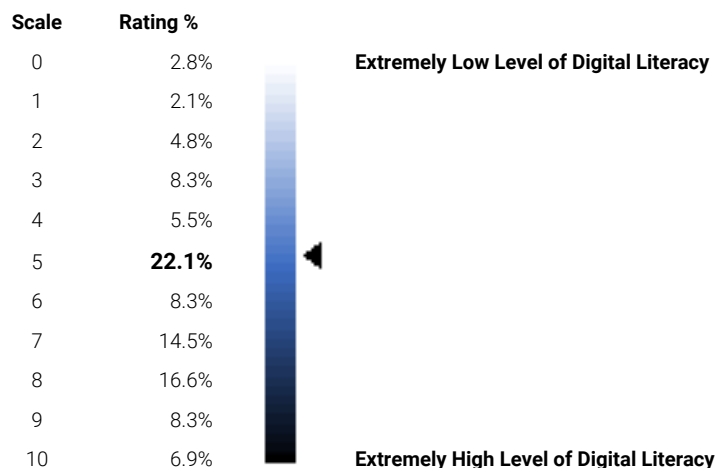
15. Major Challenges Encountered in Adopting New Technologies for Business

Businesses identified that the cost of implementation and maintenance is the main challenge when adopting new technologies, with 70.3%. This is followed by a lack of knowledge and skills to implement and use technologies at 60.0%.



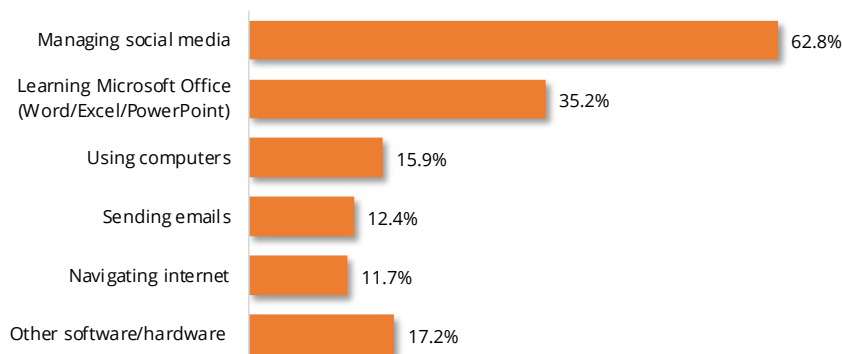
16. Digital Literacy Rating

Businesses in El Paso mentioned that they feel neutral with their level of digital literacy, with 22.1%. While 6.9% have a high level of digital literacy and only 2.1% have extremely low levels.



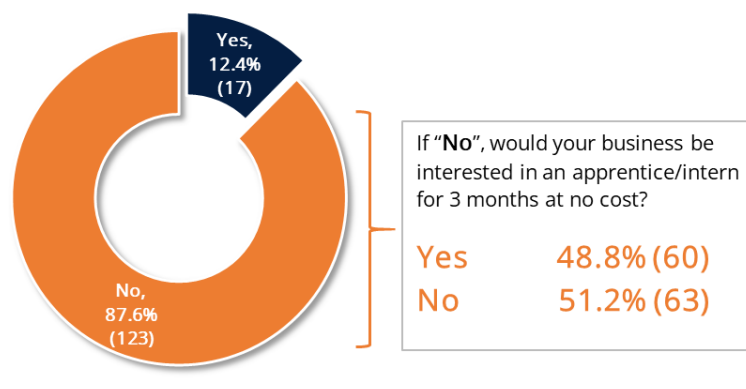
17. Areas that Require Digital Transformation Training

Managing social media emerges as the highest priority, with 62.8% of businesses expressing a need for improvement in this domain. Learning Microsoft Office follows closely at 35.2%. Additionally, the data underscores a substantial requirement for proficiency in other software/hardware, indicated by 17.2% of businesses.



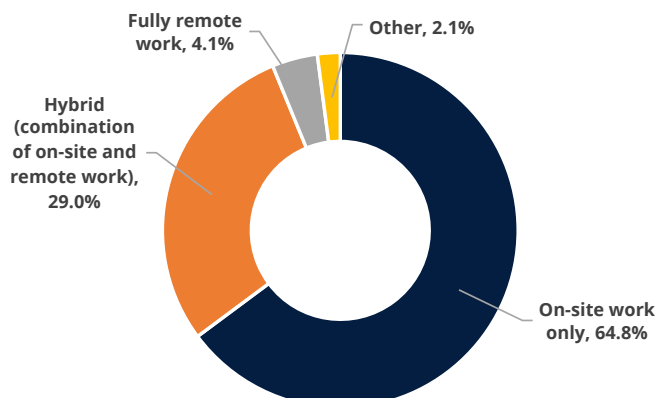
18. Volunteer Labor for Businesses

The businesses that use volunteer labor force to carry out certain tasks or projects in the business is only 12.4%, while 87.6% of the businesses do not use volunteer labor to carry out certain tasks or projects in their business. Among the number of businesses that do not use volunteer labor, 48.8 % of them are interested in apprentices and the other proportion are not interested in an apprentice or an intern for 3 months.



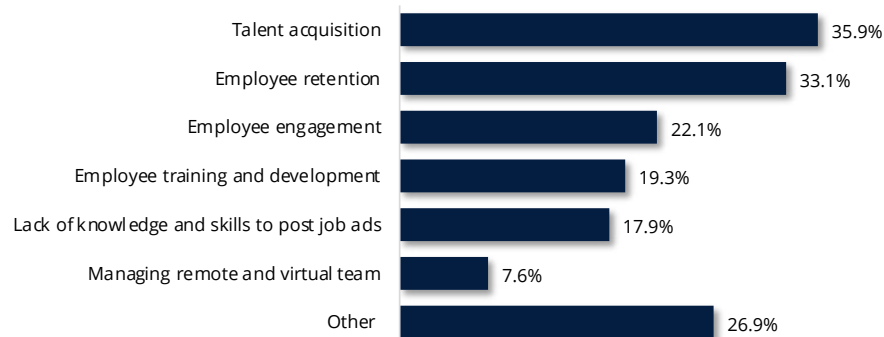
19. Business's Approach to Work Arrangements

A high proportion of the businesses (64.8%) prefer on-site work only, followed by a little above one-fourth of the number of businesses who prefer the combination of on-site and remote work (Hybrid). A proportion of 6.2 % prefers working fully remotely and using other approaches to work arrangements.



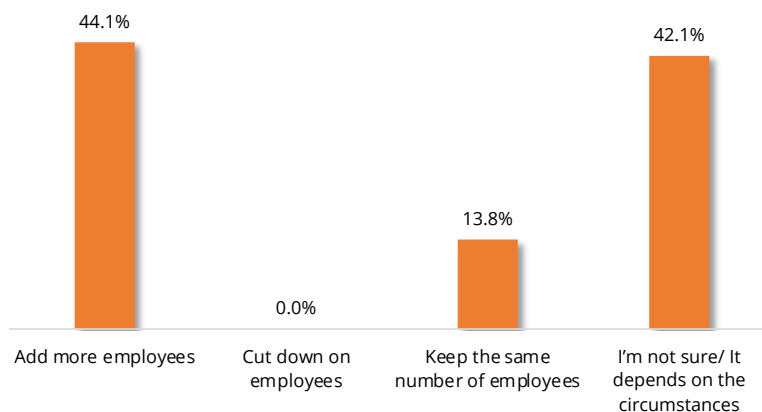
20. Key Workforce Development Challenges

Talent acquisition and employee retention emerge as the top concerns, with 35.9% and 33.1% of respondents highlighting these issues, respectively. Employee engagement follows closely at 22.1%. The data also reveals the significance of employee training and development (19.3%). Followed by “lack of knowledge and skills to post job ads” (17.9%) and the need to manage remote and virtual teams (7.6%). Additionally, a sizeable percentage falls under “other” (26.9%).



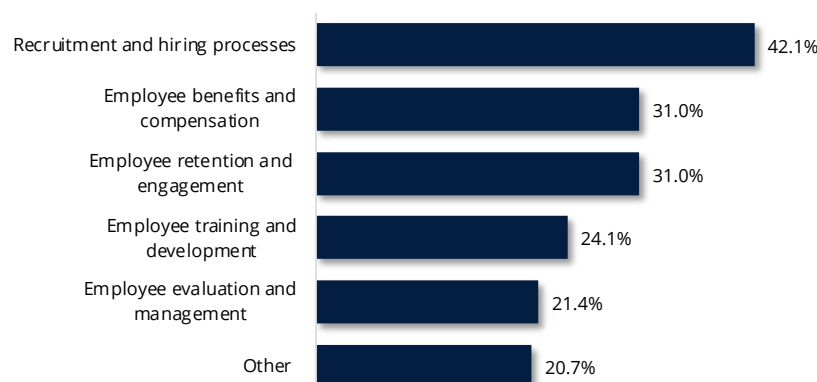
21. Employment Change Expectations in 2024

Exactly 44.1% of respondents expected more employees would be added to their business in 2024, 42.1% were not sure of the number of employees and that it depends on the circumstances. However, a very small proportion of the businesses will keep the same number of employees and none of the businesses will lay off their employees.



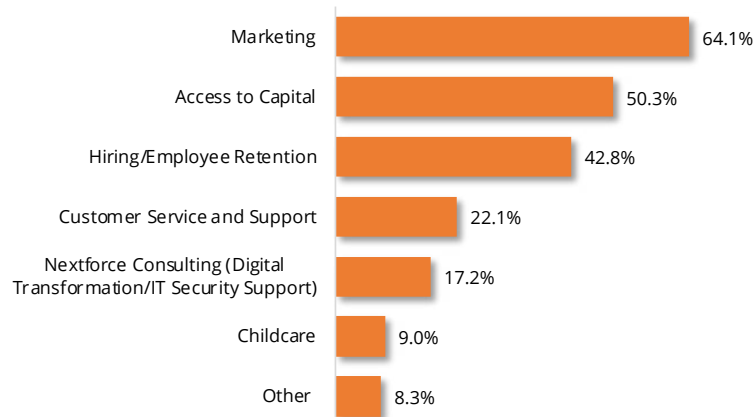
22. Areas Requiring Assistance or Consultation to Meet Employment Change Expectations in 2024

The top areas requiring assistance or consultation to meet employment change expectations in 2024 are primarily focused on HR-related aspects. Recruitment and hiring processes are identified as the most significant concern at 42.1%, followed closely by employee benefits and compensation, as well as employee retention and engagement, both at 31.0%.



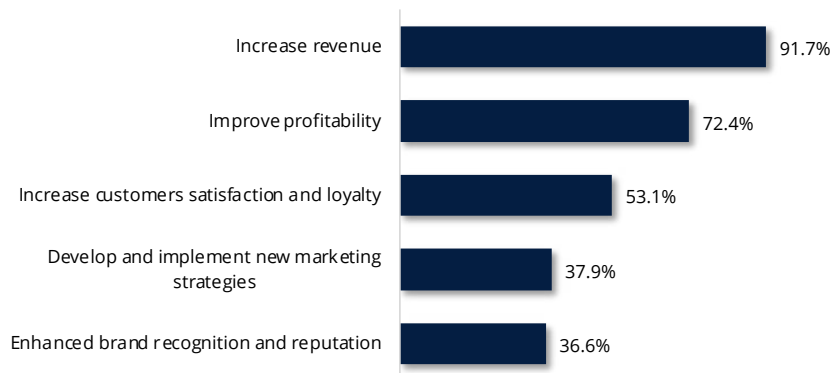
23. Open to Recommendations for Support and Service Connections

Marketing appears to be a significant area of concern, with 64.1% of respondents expressing a need for support in this domain. Access to capital is also notable, as 50.3% of participants identified it as a priority. Additionally, addressing hiring and employee retention, at 42.8%, emerges as another important aspect to focus on for effective support and service connections.



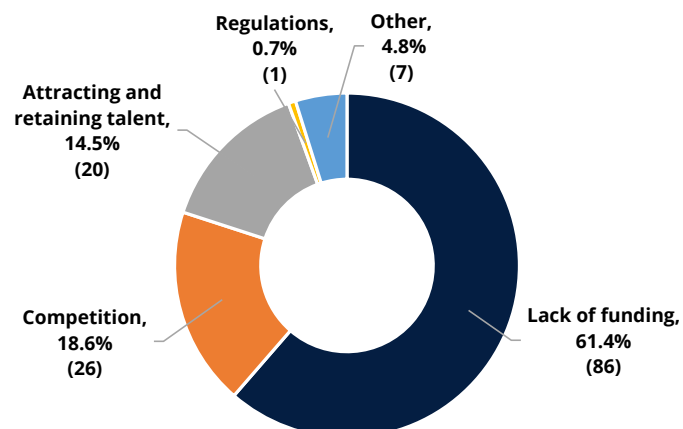
24. Top Five Business Goals Prioritized for the Next 1-2 Years

Increasing revenue stands out as the top objective for businesses, with 91.7% indicating its significance. Improving profitability follows suit, with 72.4% recognizing its importance. While increasing customer satisfaction and loyalty is also notable at 53.1%, the adoption of new marketing strategies and enhancing brand recognition demonstrate moderately lower emphasis at 37.9% and 36.6%, respectively.



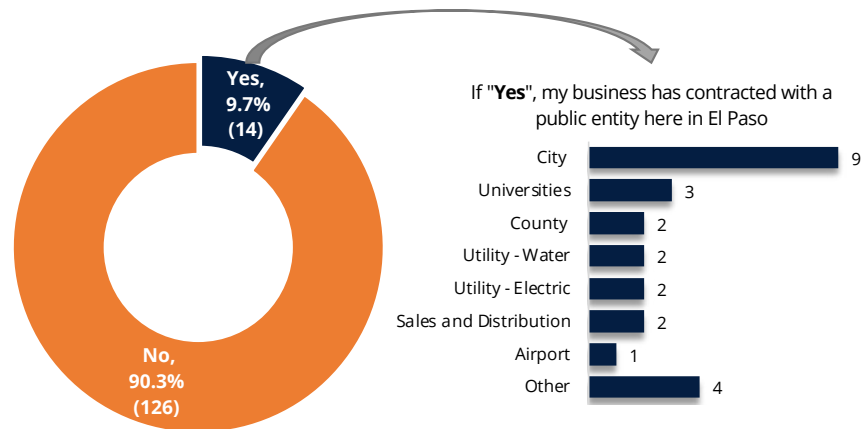
25. Biggest Challenges in Achieving Business Goals

Lack of funding is the biggest challenge in achieving business goals, with 61.4%, followed by competition at 18.6%. Attracting and retaining talent sits at 14.5% as one of the main challenges businesses face.



26. Businesses that Have Contracted with a Public Local Entity

A very high proportion (90.3%) of the businesses have never had any contract with a public utility. Only 14 businesses (9.7%) had contracts with the public utility of public local utility here in El Paso. Some businesses have worked with more than one public local entity. Of the 14 businesses, 9 of them have worked with the city, 3 have contracted with universities, and only 1 has contracts with the airport. The businesses have worked with universities, county, utility (water), utility (electric), and sales and distribution are 2, respectively.



E. List of Recipients Who Have Completed the Survey as of August 10, 2023

Business Name		
1922EP LLC	Bright Sol Tech El Paso, Inc.	Diamond Nails & Spa
1st Class Audio & Tint	Bryan Salcedo PT	Digital Brain Solutions
2 Brothers Enterprises LLC	BUON GIORNO CAFFE, L.L.C.	Digital Masters Inc.
Adris Home Daycare	Business Designs LLC	DIRICAN INC.
Advance heating and cooling	CASA BONITA	Dream Homes by Mary Lou Inc.
Agape Fashion	Casa Milcolores, Inc	Dust Busters Cleaning Service
Aji Chile LLC/Robby's Rolling Diner	Casuals	Eastside Carpet & Flooring
Alfonso's Hair Studio	CEDR Transportation LLC	EL PASO TX FLOWERS
Angeles De El Paso Home Health Inc	Central Tires	El Sarape Del Valle East, LLC
Angelica Freya Inc.	CERPA ENTERPRISES INC	Elite Academy of Dance Inc
Angel's Home Care LLC	Chaidez Ortega Corporation/Cafe East	Elite Public Services, L.L.C.
Axios Barber Shop LLC.	Ciudad Nueva Community Outreach, Inc.	EMCO OFFICE TRAILERS INC
Bad Boy Flyerz	Consultant Services	EME Design Studio, LLC.
Beauty Plenitud LLC	CORETECH STAFFING SERVICES LLC	Encar Transport, LLC
BI Motorsports, LLC	Counter Tops Plus, Inc.	EPT COLLISION CENTER, INC
BIG BROTHERS-BIG SISTERS OF EL PASO, INC	Crazy Pancho Karaoke KJ-DJ	ESCOBEDO VENTURES LLC
Big Pac LLC	Crystal Lace by Laura Ontiveros	Espalin Janitorial Service
BIGNATEX EXPRESS INC	D & J'S MOBILE HIBACHI	E-Z Clean, LLC
BKS BOOKKEEPING AND TAX SERVICE	Darinkas Nails	FA TRUST SERVICES
Boost Human, LLC	David & Mom, LLC	Fairies & Dinosaurs Childcare

Fairway Insurance	Martha M Gomez Interpreter	Rescom Construction
Florece tu Piel	MC. COMBS GROCERY & MEAT MARKET	Reymar
Forja Iron Designs	Minda Day Care	RG DISTRIBUTING LLC
Foxy Nails & Spa	MindWarp Films, LLC	ROSE SYSTEMS CORP
Francisco Bautista Trucking	Mio Mercado Company Inc	RP&I WHOLESALAS
Full Turn Interior Solutions LLC	Monziba Services	SAENZ TITLES
Geedop, LLC	MR Services	Salomon Ramirez Painting
GF Silver Transportation	MUGARO TRUCKING LLC	Salt + Honey, LLC
Hair by Gilbert	Monziba Services	SANCHEZ LOGISTICS
HealthStarr Nutrition Consulting	MR Services	SCENIC'S BAR N KITCHEN LLC
Heavenly Healing Home Health LLC	MUGARO TRUCKING LLC	Shears to you by Melissa
HGQ Trucking	Nail by Diep Huynh	Smart Bookkeeping & Tax Services
HIETT & ASSOCIATES PROPERTY MANAGEMENT LLC	Nail Studio	SOUTHERN LOGISTICS L.L.C.
HONEY BEE DISTRIBUTING/ARAGON PRODUCE	Nailed by Marilu	Stiles General Contractors LLC
Inter-Precision Mold, Inc.	Nails by Angel	SUPER COCINA EXPRESS LLC
JACK AND JILL DAY CARE	Nails by Khiem Nguyen	Terminix of El Paso, LLC
JPC BOOKKEEPING INC	Nails by Kristine Nguyen	The Fitmac, LLC
K Clean/Sweep-Rite Inc.	Nails by Thuy Linh Huynh	The Healthy Craving
KCOMER EXPRESS INC	New Horizons Adult Day Care, LLC	The Meraz Group LLC
L Lily's	NextStep Funding Solutions LLC	The Room Beauty Studio
LARLR Enterprises LLC	Nguyen Enterprise	Toro Bronco Corporation
Las 3 B Segunda, LLC.	NOURISH KITCHEN, LLC	TRACY NAIL SPA LLC
Lean Mean Fitness LLC	Nubis service	Vicky's Plant Care Services, Inc.
Leather Fan	NUHDA, LLC	Vinh Nails Services
Lone Star Tax Services	Ohana Nails and Spa	Yee Enterprises LLC
LT Art Design LLC	Performance Group LLC	Yoongli LLC
LUXOR MASSAGE & DAY SPA	Phillips & Baca, PC	Your Electrical Contractors, LLC
MAIC TAX SERVICE	PixelMark Limited Liability Company/8 Signal	YOUR HVAC COMPANY
Main Transport	Practical Therapy, LLC	Ysleta Mission Gift Shop LLC
Maldonado Trucking	Preferred Tax	
Malz financial solutions, inc	Primero Natural Corp.	

F. List of Recipients Who Have Not Completed the Survey as of August 10, 2023

Business Name		
A Flower 4 Us	Happiness Nail Spa	MR TRANSPORTATION
AC POOL CLEANING SERVICE	HDR Services	MT FIT LLC
Allied Health Center	Herrera Financial Group, LLC	Nails by Hanh Thi Nguyen
ALT Trucking LLC	Hillcat Trucking LLC	No Joke Boxing Gym
AMERICAN FADE BARBERSHOP AND BEAUTY SALON	Hilltop Studio	NUTRI-SMOOTHIES & SALADS LLC
Anderson Construction	Home Sweet Home Real Estate Services LLC	OCEAN NAILS
Azme transport	INTEGRATIVE SOLUTIONS CENTER, PLLC	PB Pizza Inc.
B And I Cooling Systems@yahoo.com	Intellimedicine, P.A.	Perkins Jewelers Supply LLC
Creative Nail	ISABEL Express LLC	Port Oasis Station
CURBside Disposal & Roll-off	J & E Sanchez Painting LLC	ROMERO'S ROOFING
D' Marisa Transport LLC	J&P Freight Services	Rosa Estala
Dirty Nails	JDC Energy Resource, LLC	ROYVAL CO.
Doggy Wash Dog Grooming by Beto and Bibis	Jorge Saenz & Associates	Ruth Elizondo CPA PLLC
Econo Clean	JRIVERS TRANSPORTATION	Sola Nail Spa
Edgar Cordoba Insurance Agency	La Pila Taqueria No. 3, LLC	SOLAR NAILS
El Paso Marathon Foundation	Lozano Bros, L.L.C.	STONE WHOLESALERS DIRECT LLC
EP Ground Transport, Inc.	Lunch on the Run	SUN CITY HOME CARE, INC.
European Touch LLC	MARDAV INC	SUNNY'S ACCESSORIES
Five Star Welding of El Paso	Martin Belle Construction	SUNSET TRANSPORT LLC
Flash Title Registration Inc	Mateo Magallon Trucking	SWS Hauling Services
Fuzzy Red Panda, LLC	ML PHOTO LLC	the Baked Potato, L.L.C.
Fyveich, LLC	Moda Betty Inc.	TRI-STATE RECOVERY, INC.
GP	Monkey Green Café	Werthmann & Associates Inc.
Guillen's Trucking	MPI Machinery & Design, LLC	Young Nails & Spa
H2A CONSULTING L.L.C.	Monkey Green Café	
Hair Design by Maria	MPI Machinery & Design, LLC	