



BUSINESS
ONE STOP SHOP

**20
24**

ANNUAL REPORT



City of El Paso Economic and International Development Department
123 W. Mills Ave, Ste. 111 | El Paso, Texas 79901 | 915.212.0094 |
www.elpasoboss.org



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THE VITAL ROLE OF SMALL BUSINESSES IN EL PASO'S ECONOMY

El Paso's economic vitality depends on a strong small business community, which drives growth, fosters connection and reflects the city's cultural diversity. According to the U.S. Small Business Administration (SBA), small businesses have created two-thirds of new jobs over the past 25 years. Supporting these enterprises is essential for sustaining innovation, entrepreneurship and long-term economic resilience.



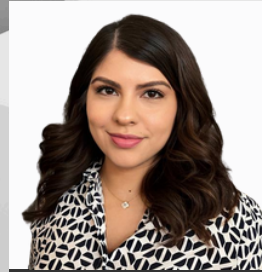
SMALL BUSINESS TEAM



Mirella Tamayo
Assistant Director



Klarissa Mijares
Business Services
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Briana Silvas
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International Business
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Manager



Leonie Zapata
International Business &
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THE ONSET OF OUR JOURNEY



During the 2020 pandemic, the challenges faced by El Paso's small businesses highlighted the need for targeted support. In response, the Economic and International Development Department (ED) launched the Small Business Assistance division, leading to the creation of the Business One-Stop Shop (BOSS). This ongoing initiative has provided critical resources, financial assistance, and guidance to help businesses navigate economic hardships.

By collaborating with over 25 Entrepreneur Support Organizations (ESOs), BOSS has strengthened a comprehensive support network, reinforcing El Paso's commitment to sustaining local businesses. These efforts not only supported economic recovery but also laid the groundwork for a more resilient and adaptable entrepreneurial ecosystem.

★★★★★ VALUES

Mission

To empower and support local entrepreneurs and small businesses by providing accessible resources, expert guidance, and targeted programs that foster growth, innovation, and sustainability, ensuring a thriving and resilient business ecosystem in our community.

Vision

A vibrant local economy where small businesses are key drivers of innovation, employment, and community well-being, operating in a supportive environment that encourages long-term prosperity for all.



EL PASO SNAPSHOT

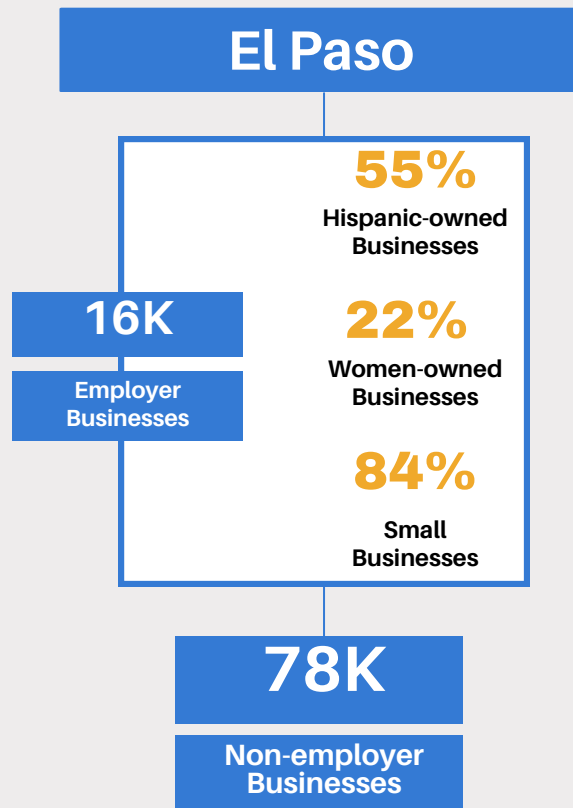


County Population: 863,832 residents

Ethnic Composition: 83% Latino/Hispanic

Age Distribution: 53% ages 0-34

Borderplex Region: Home to 2.8 million residents, boasting the largest bilingual, binational workforce in the Western Hemisphere



EL PASO WORKFORCE DATA



2 IN 5

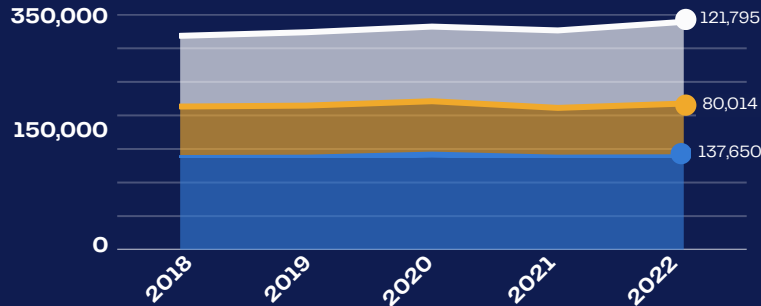
2 out of 5 of El Paso's workforce earns a living through a small business—whether as sole proprietors or an employee



TOTAL WAGES

Small businesses contribute to almost 17% of all payroll paid annually in El Paso

WORKFORCE BY BUSINESS SIZE, YEARS 2018-2022



2024 SALES TAX REVENUE

Total Sales Tax Revenue
Generated**

\$134 Million

Number of Businesses
Paying Sales Tax

38K

Total Sales Tax Revenue Generated
by Businesses with < \$1 Million Sales

\$20.7 M



Total Number of Businesses with
Taxable Sales < \$1 Million

35,919*



** City Sales Tax Revenue is 1% of the total \$13 billion in taxable sales generated

*93% of total businesses that pay sales tax

SMALL BUSINESS CHALLENGES



SEEKING FINANCING

- High-Interest rates or fees
- Difficulty finding appropriate financing options
- Unfavorable loan terms



MARKETING CAMPAIGNS

- Limited budget
- Targeting the right audience
- Lack of knowledge and skills to run a marketing campaign



WORKFORCE DEVELOPMENT

- Talent acquisition
- Employee retention
- Employee engagement



ADOPTING NEW TECHNOLOGIES

- Cost of implementation and maintenance
- Lack of knowledge and skills to implement and use new technologies
- Security concerns related to data privacy

CARES ACT FUNDING

Coronavirus Aid, Relief, and Economic Security (CARES) Act funding provided relief in response to the economic fallout of the COVID-19 pandemic in the United States.

Federal Funds	
Small Business Financial Assistance	\$ 17,334,000
Small Business Financial, Legal, Technical Assistance	\$400,000
Business Resource Clearinghouse	\$156,000
Business Safety Alteration Financial Assistance	\$1,990,000
Safety Product Access + Supply Chain	\$400,000
Contact Tracing + Work Safe Assistance + Training	\$100,000
Downtown Sanitation Program	\$113,000
Downtown Outdoor Dining	\$80,000
E-Commerce Platform Development + Technical Assistance	\$450,000
E-Commerce + Digital Platform Training	\$100,000
"Buy Local" Marketing Initiative	\$577,000
Childcare Assistance	\$50,000
Total	\$21,750,000

City Funds	
Small Business Recovery Program	\$ 3,000,000
Total	\$ 3,000,000

\$24,750,000

Total Economic Support

3,181

Total Businesses Served

1,497

Total Grants Provided

ARPA FUNDING

American Rescue Plan Act (ARPA) funding enabled the creation of programming that support investment, expansion and innovation.

Organization	Program Description	Program Overall Metrics
BORDERPLEX COMMUNITY CAPITAL (BCC)	2% Interest Buy-Down Loan Program	20 Loans
BETTER BUSINESS BUREAU (BBB)	Buy El Paso Rewards QR Program for Businesses	500 Users
JUNIOR ACHIEVEMENT (JA)	Workforce Development for Opportunity Youth	40 Opportunity Youth
JUST	Technical Assistance for Female Entrepreneurs	150 Female Entrepreneurs
LIFTFUND	\$10,000 Grants for businesses that didn't Receive CARES Act Funds 2% Interest Buy-Down Loan Program	215 Grants to Small Businesses 25 Loans to Small Businesses
PROJECT VIDA	Technical Assistance for Microentrepreneurs	260 Microentrepreneurs
SUCCESS THROUGH TECHNOLOGY EDUCATION (STTE)	Start-up Business Assistance	20 Start-ups
TECH FRONTIER	New Collar Workforce Development for High-School Students Digital Badging and Micro-certifications for 3D Printing	25 High School Students
UTEP HUNT INSTITUTE	Data Compilation and Economic Impact Analysis for ARPA-funded Small Business Programs	500 Surveyed

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INCENTIVE AGREEMENTS

Organization	Program Description	Program Overall Metrics
EL PASO HISPANIC CHAMBER OF COMMERCE (EPHCC)	Procurement Excellence Boot Camp Classes	200 Businesses Graduated 48 Women-Owned Businesses Certified
PIONEERS 21 (P21)	Venture Mentoring Service (VMS) Program Innovation Accelerator Workshop Program	20 VMS Graduates 37 Workshop Program Graduates
BORDERPLEX COMMUNITY CAPITAL (BCC)	<i>Frontera Future Fund</i> for businesses located within Tax Increment Reinvestment Zone (TIRZ) 5	30 Loans



BOSS ECOSYSTEM

Through the BOSS initiative, the ESOs serve as the primary point of contact throughout a small business's journey. Our dedicated team is here to guide them through the various stages of entrepreneurship, ensuring they have access to the resources and support needed to succeed.



Entrepreneur Support Organizations



ENTREPRENEURIAL ECOSYSTEM

BUSINESS DEVELOPMENT AND TRAINING



ACCESS TO CAPITAL AND FUNDING



WORKFORCE DEVELOPMENT AND SKILLS TRAINING



COMPREHENSIVE SUPPORT



FOREIGN DIRECT INVESTMENT (FDI)

The BOSS network fosters economic growth in El Paso through FDI initiatives, leveraging nearshoring and the city's strategic advantages. In collaboration with regional partners, the program supports foreign business expansion, creating jobs and boosting prosperity. By positioning El Paso as a gateway to North American markets, BOSS strengthens local and international economic development.



EXPO MAEN 2024

Aguascalientes, MX

The FDI team showcased El Paso at Expo Manufacturing Automotive Enterprises Network (MAEN), one of Mexico's largest advanced manufacturing trade shows. Engaging with over 50 companies, they highlighted the city's strategic location, skilled workforce, cross-border trade advantages and other resources offered through the BOSS network. Their participation reinforced El Paso's role as a hub for manufacturing, technology and international commerce.



2024 MILESTONES

Q1

- Congresswoman Veronica Escobar appropriated \$500,000 in funding for BOSS site improvements.
- Hosted the *She Means Business Roundtable* by connecting women entrepreneurs to valuable resources and like-minded professionals.

Q2

- City Council approves Memorandum of Understanding (MOU) with 20+ BOSS partners.
- City Council approves MOU with the Paso Del Norte Foundation to establish a 501(c)(3) organization.

Q3

- BOSS is awarded the National League of Cities grant: *Advancing Economic Mobility Rapid* for \$20,000.
- BOSS is awarded the International Economic Development Council Gold Award for *Recover, Resiliency & Mitigation*.
- Established the *Frontera Future Revolving Loan Fund* for downtown businesses.

Q4

- *El Paso Startup Week*: Uniting 25+ ESOs to foster innovation, collaboration, and growth in the Borderplex region.
- Launch of the BOSS website.
- Re-Launch of the *Buy El Paso Rewards*.

TESTIMONIALS



Liliana Soriano

The One Hair Salon Spa

"Running my business in El Paso for the past 15 years has been an incredible journey. I'm grateful to have had the support of JUST an amazing ESO partner who has been instrumental in helping my business grow and thrive. Together, we've turned challenges into opportunities and dreams into achievements."



Cesar Gustavo Farell

Cesar Scott

"Building our wire harness and cable management products business on the border has been a 30 year ambitious path. The Cesar-Scott team behind me has allowed for this binational operation to become a reality."



STRATEGIC OUTLOOK: NEXT YEAR'S FOCUS

BOSS LOCATION

The BOSS location at the airport will serve as a home for the ESO network and a welcoming place for international businesses.

SMALL BUSINESS POLICY

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

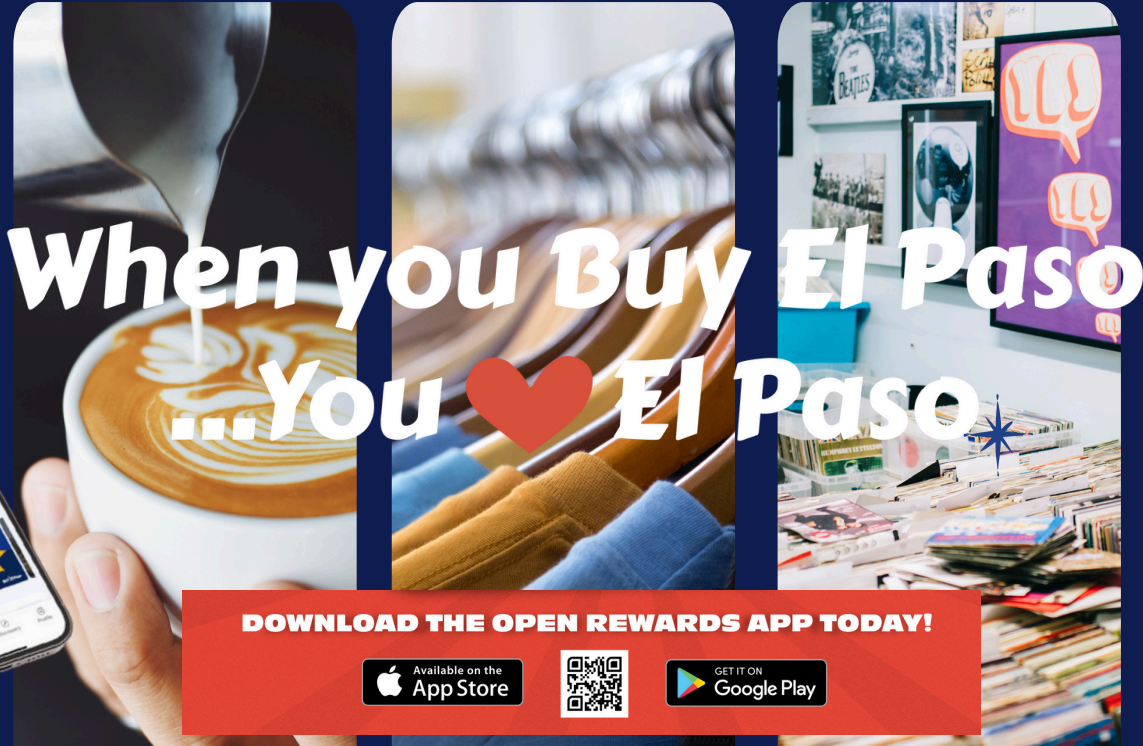
BR&E PROGRAM

The Business Retention and Expansion (BR&E) program; through its liaisons, conducts site visits to assess the business climate, address challenges, and provide targeted solutions.

SUPPLY EL PASO

Supply El Paso helps local businesses compete for public and private contracts by connecting them with essential resources, fostering growth, and keeping our dollars in the community.





BUY
El Paso

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EP-ECONOMIC-DEVELOPMENT



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