



BUSINESS

ONE STOP SHOP

CITY'S FIRST SMALL BUSINESS RESOURCE CENTER



PROGRAM TIMELINE NOMINATED

The City of El Paso was selected to participate in the Aspen Institute Latinos and Society's first cohort of cities to be part of the Latino Business and Entrepreneurship Initiative. The initiative convened local entrepreneurial support organizations to coalesce around strategic priorities and implement solutions to boost and sustain the local business economy. Cross-sector leaders recommended the launch of a centralized business center to navigate all the resources available through non-profit organizations. Place-based intervention not only caters to our small business community, but it also strengthens the business ecosystem.

CITY INITIATIVE

The City of El Paso is taking action to foster business growth and bridge financial gaps across diverse business industries through the establishment of a cutting-edge business resource center.

COLLABORATORS

Partnerships are imperative in order to provide a wide range of business support.



OUR PROGRAM & OUR GOALS



ACCESS TO CAPITAL



Community Development Financial Institutions (CDFI)

- LiftFund
- PeopleFund
- El Paso Collaborative
- JUST Community
- Borderplex Community Capital

**\$500 - \$5M
LOANS RANGE**



BUSINESS SERVICES



- Business Planning
- Training and Mentorship
- Marketing Tools
- Funding and Capital Access
- Permits and Licensing
- Networking Opportunities
- Small Business Certifications
- Market Research
- Incubator & Accelerator Programs



FOREIGN DIRECT INVESTMENT



- 5 International Ports of Entry
- Ranked #2 in the total trade value of U.S-Mexico border ports of entry
- 17% of total trade value crossing the US-MX border passed through the Paso Del Norte region
- Comprehensive support on development strategies to promote international business

Largest Texas City
on the US/Mexican
Border

OUR PROGRAM

Includes
Entrepreneur
Support
Organizations

25+

OUR COMMUNITY

15k+ Small businesses
registered in the El
Paso County

84% Of businesses in El
Paso have less than 20
employees

FUNDRAISING GOALS

\$5M To support programming

\$1M By 2026

**YOUR DONATION
STRENGTHENS
OUR COMMUNITY**



Scan me

Economic mobility opportunities are essential for generational wealth.

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