

Core Area Equity:

Relationship Building with Latin@ Businesses and Next Steps

Purpose

The City of Bend (City) and Bend Urban Renewal Agency (BURA) adopted a new Core Area Tax Increment Finance (TIF) Area in August 2020 that is estimated to generate up to \$112 million (in 2020 dollars) that can be invested in the Core Area, as identified in the Core Area TIF Plan, over the next 30 years. Projects identified include:

- Transportation, Streetscape, and Utility Infrastructure
- Affordable Housing Redevelopment and Development Assistance
- Business Redevelopment and Development Assistance, Partnership, and Support
- Open Space, Facilities, Amenities, and Wayfinding
- Plan Administration, Implementation, Reporting, Plan Refinement, and Support

The City also adopted the accompanying Core Area Project Report (Report), to guide implementation and achieve the vision for the Core Area. The Report identifies the need to get ahead of potential unintended outcomes that may occur as a result of the Core Area TIF implementation including concerns around gentrification and displacement of existing residents and businesses as the area changes and grows. Specifically, TIF investments could lead to increases in commercial and industrial rents, as well as increases in rent and sale pricing for all housing units both inside and adjacent to the area. One of the Core Area Guiding Principles adopted in the Core Area TIF Plan is to ensure that “Affordability is Preserved”.

The intent of this equity work was to establish relationships with businesses that may be at a higher risk of displacement to identify needs and ensure

future Core Area TIF programs are accessible to existing businesses in the area. The primary focus of this equity-based outreach was to engage Latin@-owned businesses since the Core Area of Bend is home to a high concentration of Latin@-owned businesses. While there are other immigrant, minority, and non-native English speakers who operate businesses in the Core, this outreach effort focused on outreach to Latin@ owned businesses in Spanish because Latinos are one of the fastest growing populations in Central Oregon and currently comprise 9% of the region’s population¹. Not to mention, Spanish is by far the most spoken language of families in the Bend LaPine School District, besides English².

This effort was jointly funded by the Bend Urban Renewal Agency, the City of Bend Business Advocacy program, and the Bend Chamber of Commerce (Bend Chamber).

Through the report, the term Latin@ is used to describe any person with ancestry in Latin America. An “-@” symbol is intentionally used at the end of the word to replace the “-o” or “-a” corresponding to masculine and feminine in the Spanish language, allowing the word to resist gender binaries. This is used to be inclusive of people who may identify as Latina (female), Latino (male), and Latin@ (non-binary), which is also referred to as Latinx.

What did we do?

The primary goal for outreach was to engage and include Latin@ business owners that make up the Core Area in a culturally responsive way. There is a high concentration of Latin@ business owners in this area is high, yet this group of core business owners are often the least likely to participate in city meetings and events. In order to bridge the gap between this community and the City, the focus shifted to creating a events and opportunities that center around the unique and specific needs of these business owners in a culturally adapted forum and venue, including the materials provided. The

¹ Latinos in Central Oregon: A Community Profile in Statistics & Stories. Latino Community Association. October, 2020 (p.5).

² Data reported by Kinsey Martin, Director of Diversity, Equity, and Inclusion for Bend LaPine School District. January, 2021.



City of Bend contracted with a locally based Latin@ community member and Latin@ community advocate – Janet Llerandi Gonzalez, founder of Libre Strategies LLC (Consultant). The Consultant and City staff used various culturally informed strategies to engage Latin@ business owners using “high-touch” outreach methods such as face to face contact, calls, texts, and personalized invitations. This outreach consisted of the following events or efforts:

- 1) Latin@ Business Networking Event (Noche de Loteria) & Survey
- 2) Individual interviews with four (4) Core Area Latin@ business owners
- 3) Targeted in-person outreach at various Latin@ community events

NOCHE DE LOTERIA EVENT

The purpose of this event was to invite Core Area business owners to a public conversation regarding City of Bend services entirely in Spanish and in a safe and culturally responsive way. The event was scheduled on a Sunday afternoon, a time that City events are not typically hosted, in order to encourage participation. High touch, culturally informed communication strategies were used starting with the invitation and channels used to share details and generate buzz around the event. Advertising materials used plain language and familiar regional terms and phrasing. It included red & green colors representing the Mexican flag and common language - “sin costo” (no charge) to encourage people to attend.



¡Conserve la Fecha!
Save the date!

Domingo
20 de Marzo

RIFA Y PREMIOS!

¡Sin costo!

¡Únase a la conversacion!

Dueños de negocios y empresarios de Bend - se les invita a una noche informativa y divertida.

Participe con nosotros y disfrute de comida rica, diversión, juegos y rifas.

Janet Llerandi
Dueña, Libre Strategies

Zavier Borja
Gerente de Relaciones Comunitarias, Ciudad de Bend

regístrate hoy - envíe un texto al 458-206-6252

BEND

The invitation designed by Janet pulled together elements such as the vibrant colors, cultural theme, and objects familiar to almost any Latin@ person. The digital invitation was printed on flyers that were placed at local Latin@ businesses as well as shared on private Latin@ Facebook groups such as Bend Latin Culture, Mercado Hispano Libre, and the Libre Strategies page. Individual outreach was also conducted to target the Core Area business owners in-person. Through her decade-long established relationships with the Latin@ community, Janet was able to expand these relationships built on trust and utilize local resources like the Latino Community Association’s community room which is a familiar and safe venue for our Latin@ community. Families were encouraged to bring their children or relatives of the same household.

Over 35 individual business owners & community members were invited, around 20 attended. Zavi Borja, the City’s new Equity focused Communications Manager, who was focused on gathering initial feedback on his communication plan so the Consultant developed an opportunity for Zavi to also use this event to help inform a Spanish speaking assessment he was conducting for the City’s communication department at



that time. Janet partnered with Jose Balcazar, whose background in Business opportunities for Latin@s, to design a digital survey for attendees that could be accessed through a QR code.



FIGURE 1. NOCHE DE LOTERIA EVENT

The materials and information presented were designed in plain Spanish language, with digestible information for community members who are English language learners, migrant, and/or novice to City of Bend’s innerworkings. The presentation, conducted solely in Spanish, began with statistics and data around the economic impact Latin@s have on the US economy. This was one method in which Consultant used national data to empower the local group of participants that contribute to the local economy. Music set the tone for attendees; cultural food was provided by a local Latin@ owned restaurant.





FIGURE 2. NOCHE DE LOTERIA NIGHT PARTICIPANTS SHARE THEIR BUSINESS SUCCESSES AND CHALLENGES

Participants were asked to complete a survey in exchange for an entry into three rounds of Loteria (Bingo). The survey QR codes were available before the event by text as well as at the event. The survey comprised of 10 questions to gather feedback around existing communications from the City, as well as gathering qualitative data around Latin@ business owners experience in registering with the City, applying for funding/accessing capital, and the impact the lack of resources has had on their individual businesses. This event overall was very well received and garnered a lot of support and excitement for future Latin@ focused business networking opportunities. Attachment A includes survey results and information gathered from participants.



BUSINESS OWNER INTERVIEWS

Over the course of May through August 2022, staff and the Consultant met with several Core Area Latin@ owned businesses to better understand their business needs, goals, and any barriers they have faced that could help inform future program and policies. Business owners were compensated for their time with gift cards, as recommended by the Consultant for facilitating engagement. Below is a summary of those conversations.

Don Gabino's Mexican Grill, 304 SE 3rd Street - locally owned Mexican grill



FIGURE 3. DON GABINO'S RESTAURANT ON 3RD STREET

Jaime and Becky established their restaurant in 2020 during the pandemic, and currently employ 8+ local Latin@s. While they faced challenges in starting up their first business and restaurant in Bend when it came to accessing capital, they were successful in opening in 2020 using cash they worked years to save. Since then, the business has been thriving and has even won “Community Votes” for its distinct flavor from Jaime’s homelands of Zacatecas, Mexico.

Jaime and Becky currently face challenges in growing or relocating their restaurant due to lack of access to capital and limited availability of affordable locations within their operating budget.

Becky advocates strongly for her family's business particularly for securing a pathway to ownership of property. They currently face barriers as a mixed immigration status household and the ever-increasing costs in the real estate market for local business owners. She expressed that these barriers keep them from expanding and growing their business and adding another location. At their current location they are faced with challenges of shared parking with neighboring businesses, particularly in the evenings. The shared parking does not accommodate their foot traffic and often the neighboring bar's clients will use their designated spaces.

Feedback regarding the City's communication and outreach: they have not previously engaged with the City of Bend's events or Bend Chamber as business owners due to language information accessibility barriers, as well as a lack of trust. Becky commented that they have seen no efforts from the City of Bend to engage with Latin@ businesses or present information that is relevant, understandable or in Jaime's native language of Spanish. When it came to the permit applications all forms were in English. With no Spanish representatives to assist, they would like to see a designated Latin@ person to support new businesses applying for permits, etc. Noting all forms were in English, this was a big deterrent for Jaime who would not have been able to complete it without the help of his American wife and their landlord who actually completed all of the paperwork for them.

Jaime and Becky plan to keep their restaurant in Bend but would like to move to a better suited location within Bend and expand their restaurant size if the opportunity presents itself.

Don Gabino's Business Needs:

- Upgrading interior lighting for energy efficiency
- Update façade with new paint
- Upgrade to energy efficient windows



Los Panchito's, 325 NE Kearney Ave - Latin@ American Market



FIGURE 4. DAMARIS, JESSICA, AND LETICIA ARE THE SISTERS AND MOM TEAM THAT RUN LOS PANCHITOS AT 325 NE KEARNEY AVE. PHOTO BY MONIQUE G. LÓPEZ.

Leticia and her family established Panchito's as a soccer equipment and gear store in 2000. A few years ago, they changed the focus of their business to include other merchandise and imported goods. Currently, Panchito's offers cultural foods and goods including a critical service to many Latin@s living in the states, 'envios de dinero' or money orders and money transfers to Latin American countries.

Leticia has faced significant barriers when it comes to communications between the property owner she leases from, as well as with the City's permitting process. Lupe does not characterize her relationship with her landlord as trusting and has concerns that she is at risk of being taken advantage of as a non-English speaking business owner. Leticia's daughter is the primary liaison for all things related to business. Their plans to grow and expand include relocating to a larger space. This has not been possible for them due to many barriers including language barriers, lack of affordable and available spaces, as well as access to capital.

Feedback regarding the City's communications and outreach: Lupe relies on her daughter for any communications to or from the City and does not attempt to engage or participate beyond the necessities of the business as she is not bilingual. Lupe expressed great interest in networking opportunities with other Latin@ business owners, favoring

a Latin@ chamber where she feels she can share experiences and resources with others in her position.

Leticia and her family plan to keep their store in Bend however they need assistance in understanding their rights as commercial tenants, resources and where and how to find funding opportunities, as well as finding another location better suited for the direction their business is headed towards. Ultimately, her business goals include expanding operations to include more food services however she currently does not have access to a commercial kitchen at her site.

Panchito's Business Needs:

- Exterior paint
- Upgrade signage
- Landscaping
- Sidewalk maintenance/repair
- Space to expand business to include food services

If they are unable to find a new location within their monthly budget and stay at their current location they would consider applying for City funds if available to paint the exterior and purchase a larger sign with lighting.



Colima Market, 228 NE Greenwood Ave – Latin@- American Grocery Store



FIGURE 5. INSIDE COLIMA MARKET AT THE CORNER OF GREENWOOD AND THIRD STREET. PHOTO BY HANNAH TURNER PHOTOGRAPHY.

Yamely's father established Colima Market over 30 years ago. With another location in Madras, the Bend location was left to Yamely a few years ago. Currently Colima Market employs approximately 20+ local Latin@s. The store features an in-house 'Carniceria' and 'Panaderia' (butcher counter and baked goods). It is the largest Latin@ market in Bend and the longest established in Bend. Colima Market also offers the critical 'envios de dinero' or money orders and money transfers to Latin@ American countries. Currently, Colima Market supports mobile Latin@ food vendors and offers them space in the store to sell their products, although limited space is available – this is a necessary community collaboration due to lack of affordable and available food cart spaces in Bend.

She has also faced challenges when communicating with the property owner regarding maintenance and repairs as well as the exterior signage.

Their goal is to find a larger location and expand the store. The expansion would allow them to add products/services/cultural food assortments from more Latin American

countries based on requests from clients that come from so many diverse nationalities living in Central Oregon.

Feedback from Yamely regarding the City's communications and outreach: Yamely has faced barriers when it comes to understanding City codes, updates, and overall communications from the City although she is fluently bilingual. In particular, Yamely noted confusion over the City's sign code requirements. Yamely is also in favor of a Latin@ Business Chamber or other networking opportunities with Latin@ business owners.

Colima Market Business Needs:

- A cultural mural on the store front
- Better signage and exterior repairs (door/entryway) and paint
- Purchasing equipment (bakery oven) estimated to be \$30,000

Margarita's Bridal, 1900 NE 3rd Street – Bridal and Quinceañera Gown Shop



FIGURE 6. MAGGIE WITH HER DAUGHTER AT MARGARITA'S BRIDAL SHOP



The shop specializes in Quinceañera dresses and suits for chambelanes (ushers), wedding gowns, prom dresses and accessories. It is the first Latina-owned Bridal shop in Bend.

Maggie established the business in 2021 at the height of the pandemic. She was fortunate to have family and friends help her in setting up the space when she started her lease. She currently works at her shop alone and does not have staff. Her goal is to increase her square footage to expand the selection of gowns and accessories as well as offering opportunities to local Latin@ tailors she partners with for alterations.

Some of the barriers she has faced include language and information accessibility and understanding of City permits and processes. During the time she was starting up her business, pandemic closures made accessing info and documents more difficult due to the City primarily communicating via email or phone messages. Maggie does not communicate over email well. She feels it would have been helpful to have a Spanish liaison or representative in the permitting department to support communications. She had to rely on the help of a friend who is a business owner to walk her through the process but expressed had it not been for her friend she would not have been able to do it.

Feedback from Maggie regarding the City's communications and outreach: The City should encourage more diverse business ownership and create more accessible processes for those unfamiliar with the language and communication styles. Maggie feels strongly that the City should have a Spanish (and other language) liaisons or representatives for new business owners to form efficient and transparent communications. Maggie is also a strong advocate for other Latina business owners and feels a Latin@ Business Chamber or other networking opportunities supported by the City could help alleviate some of the stresses of ongoing barriers in starting up a business in Bend. Resources and information sharing were essential in the success of opening her business and she feels other Latinas would benefit from these resources.



PRESERVING AFFORDABILITY

One of the Core Area Guiding Principles is to Preserve Affordability as the area redevelops and changes in the future. To better understand levels of affordability early in the Core Area, particularly for vulnerable businesses, we collected information from business owners about their lease rates to better understand how to preserve affordability in the future. Most Latin@ businesses in the Core Area that responded to this question currently pay between \$15/sf to \$50/sf annually. This information can help inform future metrics of affordability in the future.

Core Area Latin@ Owned Business Lease Costs (2022)

Average Total Lease (per month)	Average Size (in square feet, sf)	Average Lease Rate (per year)
\$3,125 per month	1,468 sf	\$28.17/sf/year

In a May, 2022 search of available properties on LoopNet.com in the Core Area, City staff found that the Average Lease Rate for 20 available properties in the Core Area was \$30.18/sf annually. This indicates that **Core Area Latin@-owned businesses could be paying on average 7% less than market rate leases** for their commercial space in the Core Area.

WHAT DID WE LEARN?

We learned that the Bend Latin@ community is powerful! Their commitments to achieving their business goals require some adaptation to traditional methods of engaging, sharing information and resources, networking and learning.

Takeaway 1 – Latin@s are ready to engage when it is relevant to their specific needs and when opportunities for learning and networking are provided within their own community due to their limited amount of free time. A Latin@ chamber or networking group was top of the list of methods in which participants would be more willing to engage with City events and updates.



Takeaway 2 – Individual Latin@ business owners do not have access to the same incentives and opportunities for funding due to a lack of valid SSN (although ITIN or EIN holders) which discourages them from applying for ARPA funds, one-time infusions of grants, etc. Language barriers also create inequities in accessibility. All Latin@ business owners at Noche de Loteria or interviewed one-on-one had no prior knowledge of available federal dollars or lending source provided by Craft3.

Over one third of the business owners engaged through this effort expressed the ownership of their business is registered under an adult child's name and SSN or a close relative or business partner. This too creates inequities in the cumulative wealth and opportunity to those who run and work the business.

Takeaway 3 – Many Latin@ owned businesses in the Core Area are ready to expand their business operations but are faced with a lack of affordable options. It is estimated that Latin@ owned businesses pay approximately 7% less for their commercial space in the Core Area compared to average lease rates in the area.

Takeaway 4 – Bend lacks opportunities for mobile vendors to sell their food, products, merchandise without a store front which is a barrier to migrant and/or undocumented entrepreneurs

Takeaway 5 – All business owners that attended Noche de Loteria as well as the 4 businesses interviewed do not have accessible paths to ownership for either land or retail space. All of the business owners that we engaged with either lease or rent their current spaces.

OPPORTUNITIES TO SUPPORT CORE AREA BUSINESSES

A major impetus for beginning discussions with Core Area Latin@ owned businesses was to better inform the programming of Tax Increment Financing (TIF) in the Core Area, particularly in response to City Council goals around Equity. The lessons learned from this outreach can be used to help achieve the Core Area TIF Plan Guiding Principle goal,



“Affordability is Preserved” by getting ahead of future gentrification and displacement concerns in the area. It can also be used to support other Latin@ and immigrant/minority owned business programming in the larger Bend and Central Oregon community. Below is a discussion of potential opportunities to incorporate the recommendations from these outreach efforts.

CITY OF BEND OPPORTUNITIES

One of the major points of feedback most relevant to the City was providing information, particularly related to permit requirements and processes, in a more accessible format. This is particularly true for mobile vendor businesses as well as businesses that are starting up and making renovations to their leased building. In particular, having someone that speaks Spanish and can help translate information but also break down and guide applicants through required processes for non-native English speaking applicants was the top priority. Most people engaged through this outreach would prefer to have that resource at the City Permit Center directly.

OPPORTUNITIES FOR TAX INCREMENT FINANCING (TIF)

Lessons Learned from the Portland Mercado

There are various ways that cities use TIF to support community equity goals. Prosper Portland, the redevelopment commission and urban renewal agency in Portland, is seen as a leader in this field. Prosper Portland was a primary partner in the Portland Mercado project. The Mercado is a hub for Latino culture in Portland providing affordable retail space for businesses to launch and grow. The Mercado is an initiative of Hacienda Community Development Commission (CDC), a Latino CDC that strengthens families by providing affordable housing, homeownership support, economic advancement, and educational opportunities. This Latino Public Market was developed in response to wealth disparities in the region and a strong community desire to have a center for commerce based on Latino heritage. Feasibility studies for this project were completed in 2011 and ultimately the project built and opened in April of 2015. Prosper Portland helped throughout the planning process with grant funding, concept development, and



the business plan, making a total investment of more than \$1 million along with extending a long-term lease of the property to Hacienda for \$1 per year. The total project cost was \$2.9 Million.

Opportunities for City of Bend and Bend Urban Renewal Agency

USING CORE AREA TIF TO SUPPORT MINORITY OWNED BUSINESSES

As the Core Area Advisory Board considers developing future Development and Business Partnership programs, the eligibility criteria, evaluation scoring, and/or level of assistance can be structured to support Diversity Equity and Inclusion (DEI) goals. For example, women and minority owned businesses could score higher than other businesses in evaluation scoring/prioritization.

Many Latin@ owned businesses share similar struggles to all Core Area businesses, they are struggling to grow their business due to the lack of affordable spaces that are offered. Core Area TIF programs should support businesses with large expenditures, particularly for businesses that rent/lease space, to help reduce overall business costs.

As programs and applications are developed, staff should ensure that application materials and requirements are accessible to non-native English speakers and do not deter businesses that may need the most assistance from applying. In particular, for immigrant owned businesses, careful considerations for W-9 requirements and evaluation of whether Individual Taxpayer Identification Number (ITIN)

Living Cully Case Study

For more than a dozen years, the Sugar Shack Strip Club operated in NE Portland's Cully neighborhood—across the street from community centers, a pediatric health clinic, school bus stops and affordable family housing. Neighbors hoped that this complex would go away and something focused on children and families would take its place.

In response, Living Cully Plaza—an innovative collaboration between Habitat for Humanity Portland/Metro East, Hacienda Community Development Corporation and Verde—set out to purchase the property and build economic, social and environmental assets for low-income Cully residents.

Over 500 individual donors and businesses helped to purchase the site through a crowdfunding campaign, raising over \$60,000 in less than a month. Additional funding for the project was provided by Business Oregon, Craft3, Meyer Memorial Trust, Oregon Community Foundation and Portland Development Commission.

Craft3's loan to Living Cully supports efforts to redevelop the property into a neighborhood destination that serves Cully's rich and diverse community.

holders, versus Social Security Number (SSN) holders could be eligible for future programs.

In reviewing case studies and successes from other communities, a key takeaway was the importance and value of partnerships. While TIF is a powerful tool and opportunity, it is more common for a community-based organization to take the lead and for the Urban Renewal Agency to be a partner in future projects. The following is a list of community organizations that could be considered for future partnerships to support local minority and immigrant businesses in the future.

COMMUNITY ORGANIZATIONS

There are several existing community resources that have either a focus on supporting Latin@ community members or businesses in general could be potential partners for future efforts to support Core Area and other women and minority owned businesses in the future including:

- Craft 3
- Latino Community Association
- Bend Chamber
- Economic Development of Central Oregon (EDCO)



FIGURE 3. A PHOTO OF THE ART MURAL THAT WAS DEVELOPED BY ARTISTS CARLY VARGAS GARZON AND MELINDA MARTINEZ AS PART OF A CENTRAL OREGON LANDWATCH FUNDED COMMUNITY PROJECT, PROYECTO MURAL, AND ULTIMATELY PAINTED IN THE FRANKLIN UNDERPASS IN 2021.

RECOMMENDATIONS & NEXT STEPS

This outreach effort is just the beginning to develop sustained relationships built on trust between the City, Bend Urban Renewal Agency, and Latin@ owned businesses in the City and Core Area in particular.

Below is a summary of recommendations and next steps that should be considered in the future.

RECOMMENDATIONS	
1	<p>City of Bend and partner agencies to maintain and foster relationships with Latin@ business owners.</p> <ul style="list-style-type: none">• Prioritize hiring and retaining staff that represent the community and that speak Spanish in customer facing roles
2	<p>City of Bend to evaluate the accessibility of Permit Center Operations and requirements for commonly accessed permits by Latin@ customers.</p> <ul style="list-style-type: none">• The Bend Community and Economic Development Department is taking steps to improve standard operating procedures for language accessibility and translations of the Permit Center counter and customer service experience. This important work should continue and be expanded upon.• City of Bend to evaluate development code requirements for commonly accessed permits for Latin@ owned business particularly for mobile vendors, building renovations.• City of Bend to identify staff/liaison that is familiar with City process & is a trusted member of the local Latin@ community to be an ombudsman to help not only translate language but translate complex city processes to Latin@, Spanish speaking, customers.



3	<p>Support a Latin@ Chamber and Latin@ Business Networking events.</p> <ul style="list-style-type: none"> • A Latino Networking opportunities can serve as a way for Latin@ owned businesses to share support & resources to each other, this should be led by Latin@s. This could be considered as a next step for both the City of Bend and Bend Chamber to consider supporting.
4	<p>Utilize different forms of communication when engaging with the Latin@ community.</p> <ul style="list-style-type: none"> • <u>Less emails.</u> The Spanish speaking Latin@ community prefers texts, QR codes, facebook, and in person communication methods. Using bright colors and organizing family friendly events with food/games are always ways to improve comfort of the Latino community. • In-person communication was favored among all business owners interviewed and in attendance of the Noche de Loteria event.
5	<p>Support the growth of Latin@ owned businesses by addressing barriers.</p> <ul style="list-style-type: none"> • Conduct targeted outreach of funding and business development opportunities for Latin@ businesses. • Identify opportunities to support mobile vendors. Many Latin@ owned business are mobile vendors, lacking access and capital for a brick and mortar location. The City should support efforts to identify opportunities for mobile vendors to access locations, including reducing permitting hurdles. Permanent locations should also be considered and could be modeled after a Mexican/Central American “Tianguis”. • Support affordable commercial space within the Core Area. Many Latin@ owned businesses are looking for locations, or bigger locations, within Central Bend to house their business operations. Several existing businesses in the Core Area would love to expand



operations but are concerned about finding affordable commercial space so that they can expand their operations.

6

Ensure application requirements for Core Area business assistance programs are not overly burdensome and are accessible to immigrant owned businesses.

- City to evaluate W9, ITIN, and SSN requirements for future business assistance programs
- City to consider providing support for completing applications for Latin@ and immigrant owned business to remove barriers to access.



A Tianguis is an open-air market or bazaar that is traditionally held on certain days in a town or city neighborhood in Mexico and Central America.



Attachment A: Loteria Night Survey Responses

1. When did you start your business? ¿Cuándo comenzó su negocio?



2. Describe your business services, Describa el servicio de su negocio

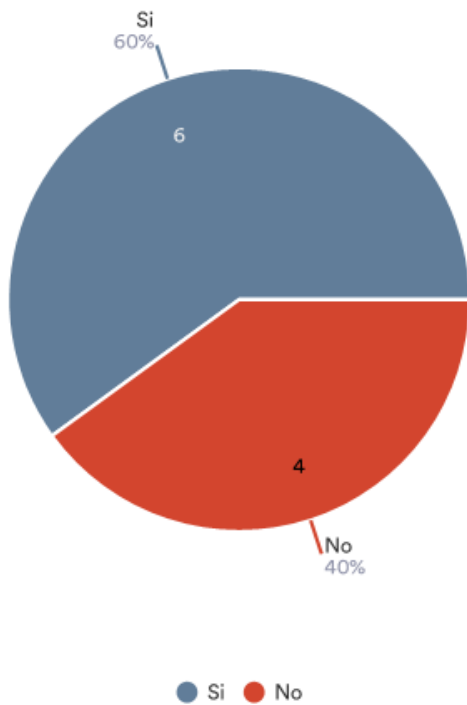
- Ceramic installation/tiling
- Sewing alterations
- DEI Consultant and advisor
- Consultant
- Balloon decorations for special events
- Margarita's Bridal- clothing for baptisms, dresses for Quinceañeras, weddings, suites, and more.
- Interior/exterior painting for houses
- Auto cleaning/detailing
- Mexican store
- Beauty salon

3. Do you rent the building where you operate your business? ¿Alquila el edificio desde que opera su negocio?

- 60% yes (si)
- 40% no (no)

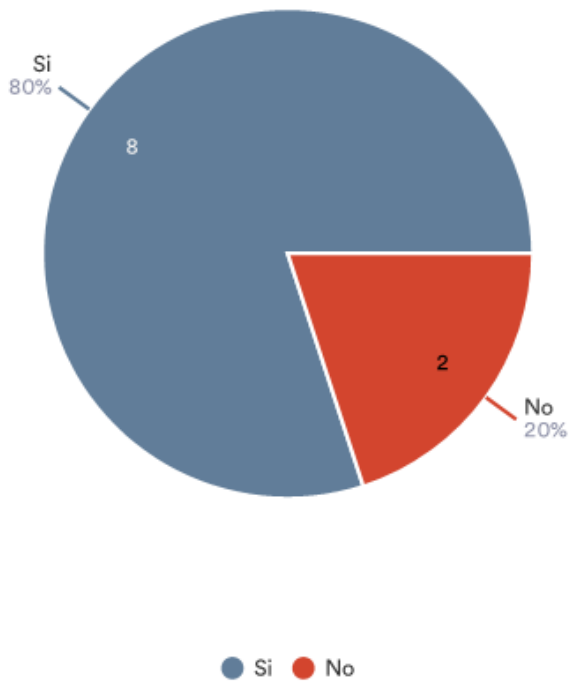
Businesses that indicated no, all operate mobile businesses or businesses out of their home. No businesses surveyed currently own a commercial space where they operate their business.





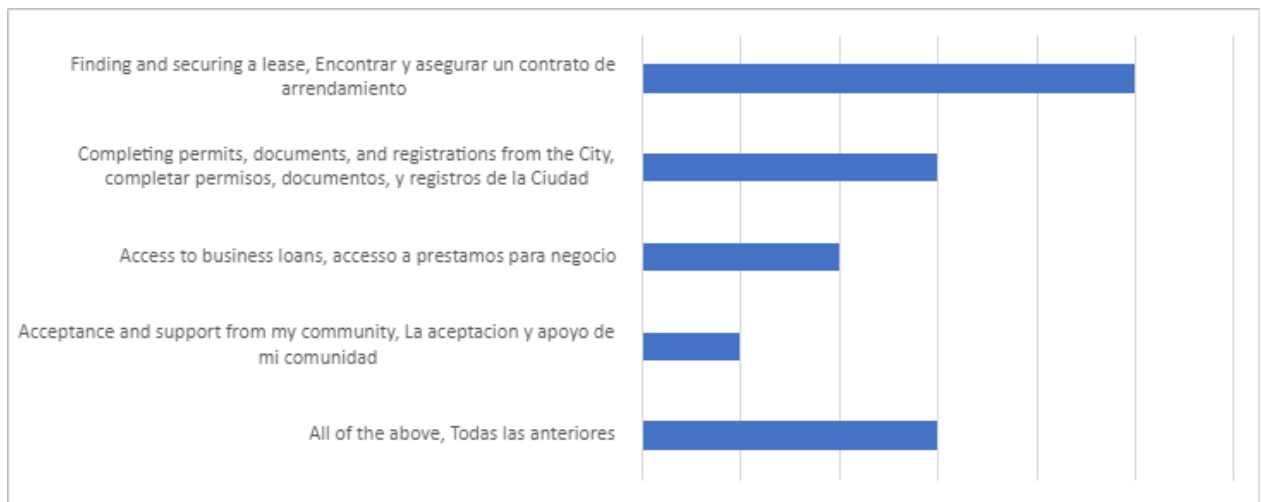
4. Do you have goals to grow your business? ¿Tiene la meta de crecer su negocio?

- 80% yes (si)
- 20% no (no)



5. What is the more difficult barrier that you have faced for either starting or growing your business? ¿Cuál fue la barrera más difícil que enfrente al comenzar o crecer su negocio?





Other/Comments: Access to training to acquire a business license and application process for projects as a subcontractor, Acceso al proceso de formación para adquirir la licencia y proceso a aplicar a proyectos como subcontratista

6. If you had the opportunity to improve your business façade, would you be interested in applying for economic subsidy? ¿Si tuviera la oportunidad de mejorar la fachada de su tienda, estaría interesado en solicitar un Subsidio económico?

- 67% Yes (si)
- 33% No (no)

7. How would you use the funds? ¿Como usaría los fondos?

- 1 response- Open my store, Abrir mi tienda
- 1 response- Promotion and materials, Promoción y materiales
- 1 response- Work tools, Herramientas de trabajo
- 3 responses- All of the above, Todas las anteriores

8. If you could choose a method to receive and respond to information about City services, resources, future plans, and updates when there could be funding opportunities, what method would you respond to? Si pudiera elegir un método para recibir y responder a la información sobre los servicios de la Ciudad, los recursos, los planes futuros de la Ciudad y las actualizaciones cuando haya subsidio económico disponibles, ¿por cuál medio respondería?

- 40% Email, Correo electrónico
- 30% Text, Texto



- 30% Become a member of a Latin@ business chamber or networking events, Convertirse en miembro de una camara empresarial latina o eventos de “networking”

9. How can the City help you improve your business? ¿Como puede la Ciudad de Bend apoyar mejor a su negocio?

- Organize a business orientation, Orientation de organization empresarial
- Publicity, Publicidad
- Support with sharing and promoting my business and letting Central Oregon know that we are here in Bend, Apoyo por medio de compartir y promover mi negocio para dejar saber a Oregon Central que estamos en bend
- Promote and form a Latin@ business network for exchanging experiences and attracting more clients, Promover y formar una red empresarial latina para intercambio de experiencias y adquisiciones de nuevos clientes
- Providing support to ease startup costs of opening a business, Otorgando facilidad para emprender este negocio sin necesidad de tanta inversion



Accommodation Information for People with Disabilities

To obtain this information in an alternate format such as Braille, large print, electronic formats, etc. please contact Allison Platt at aplatt@bendoregon.gov or 541-213-7387; Relay Users Dial 7-1-1.

