

SONOMA COUNTY LATINO LEADERS

Building Bridges — Oince 2009 —

**Closing the Gaps** 

**State of The Latino Community** 

Thursday, Sept. 26th, 2019

## PREMIER PARTNERS







The Press Democrat

## PREMIER PARTNERS



## KAISER PERMANENTE®

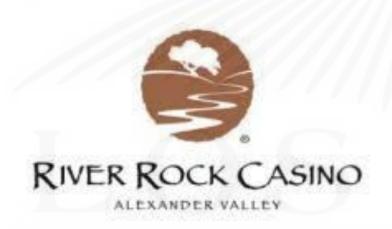






CENTER FOR THE ARTS

## **SUSTAINING MEMBERS**

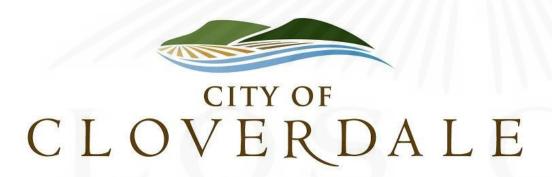




Tony Crabb & Barbara Grasseschi



## **SUSTAINING MEMBERS**











Petaluma Health Center

## **HEALDSBURG**

UNIFIED SCHOOL DISTRICT



# **HEALTHCARE** FOUNDATION

NORTHERN SONOMA COUNTY























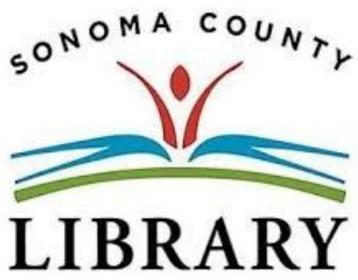




**United Way of the Wine Country** 



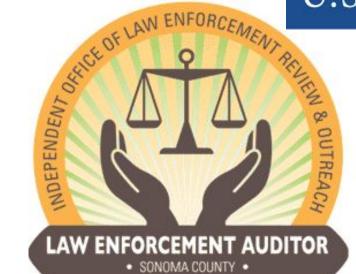






## **BUSINESS & NON-PROFIT MEMBERS**









THE JOHN JORDAN FOUNDATION

## **BUSINESS & NON-PROFIT MEMBERS**





Empowering Youth Transforming Communities





COMMUNITY
HOUSING



NORTH COAST

## **BUSINESS & NON-PROFIT MEMBERS**











## **Our Vision & Mission**

VISION: Orgullo (pride) & equity for Latinos in Sonoma County.

**MISSION:** We advance belonging, trust and equity by engaging with our community, facilitating honest dialogue, and elevating Latinx pride and power in Sonoma County.

#orgulloYpoder

## We Build Trust

We convene diverse stakeholders to develop relationships, share and learn about the issues that matter to our community.

We emphasize and model the importance of **diversity and inclusion** as the conduit to community building.

Through our conversations, we are building relationships and trust to ensure that our Latino community is "at the table instead of on the menu."

## We Connect Community

Los Cien convenes diverse community stakeholders to intentionally come together to discuss and explore the challenges and opportunities that will move the needle on critical issues furthering social justice in our community and equitable access to important resources that promote quality education, health, wellness and mental health, public safety, and economic well-being.

## Herman J. Hernandez Chair, Los Cien Sonoma County



## Judy Sakaki President, Sonoma State University

## **David Rabbitt**

Chair, Sonoma County Board of Supervisors

### **Oscar Chavez**

Assistant Director, Sonoma County Human Services

### **Aneesh Raman**

Senior Advisor on Strategy and External Affairs at the Governor's Office of Business and Economic

Development

## **Closing the Gaps**

Latino Entrepreneurship in Sonoma County

**Marlene Orozco** 

Lead Research Analyst, Stanford Latino Entrepreneurship Initiative morozco@stanford.edu

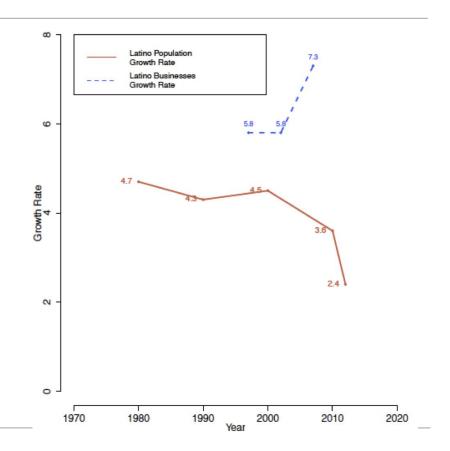


#### **About SLEI Research**

## **Background**

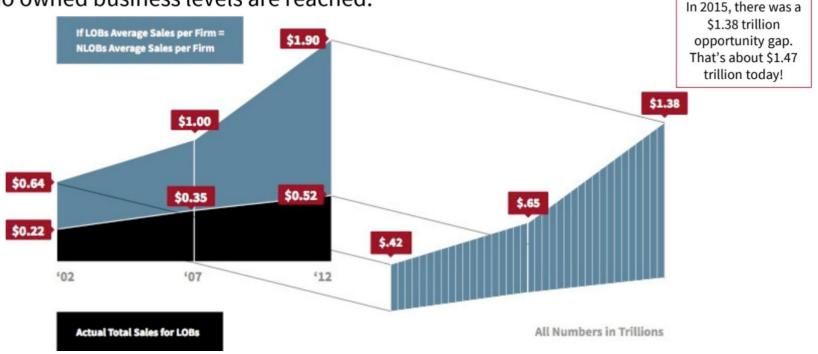
SLEI research exists to better understand a few big picture trends about Latino-owned businesses

- The Latino population is large; Latino owned businesses are outpacing Latino population growth
- The growth rate of Latino-owned businesses is outpacing the growth rate of all other demographic groups



## **Opportunity Gap**

What Latino owned businesses generate in sales vs. what they could generate if non-Latino owned business levels are reached:



## Latino Entrepreneurs in Sonoma County

#### Who are Sonoma County Based Latino Entrepreneurs

6,500+

Latino Business Owners

ers

13% of all businesses in the county



72%

Immigrant (52% for Latino wage workers)



Millennials

(42% for Latino wage workers)



24%

4 Yr. College Degree (15% for Latino wage workers)



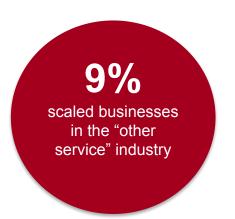
47 years

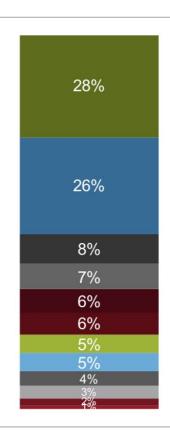
Average Owner Age (38 years old for Latino wage workers)



42%
Female
(43% Latina wage
workers)

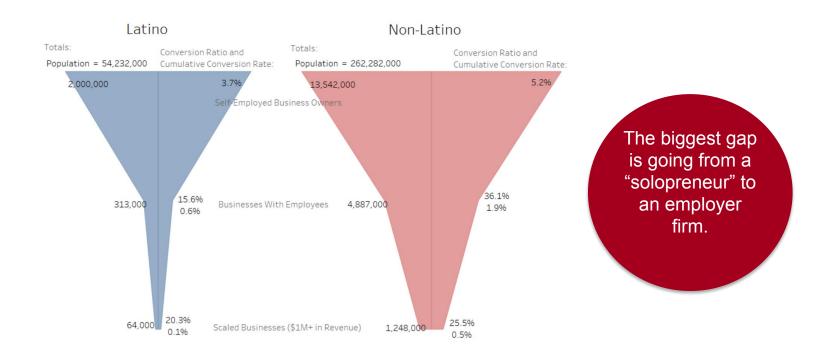
#### **Industries**





- Other Services
- Admistrative and Support and Waste Management Services
- Agricul ture
- Professional and Business Services
- Wholesal e trade
- Transportation and Warehousing
- Health Care and Social Assistance
- Retal trade
- Construction
- Arts, Entertainment & Recreation
- ■Accomodation and Food Services
- Educational Services

#### Most Latino-owned businesses start small and stay small



Source: The U.S. Latino Entrepreneurship Gap Report. Stanford Latino Entrepreneurship Initiative.

### The Gaps

### Top 3 Challenges for Sonoma County Entrepreneurs

1. Finances



2. Economy



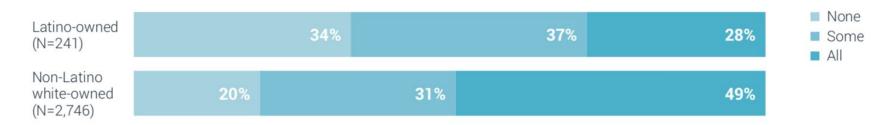
3. Politics



The majority of Latino business owners did not apply for financing but among those who did, **only 1 in 4 gets fully funded** compared to half of white business owners who apply

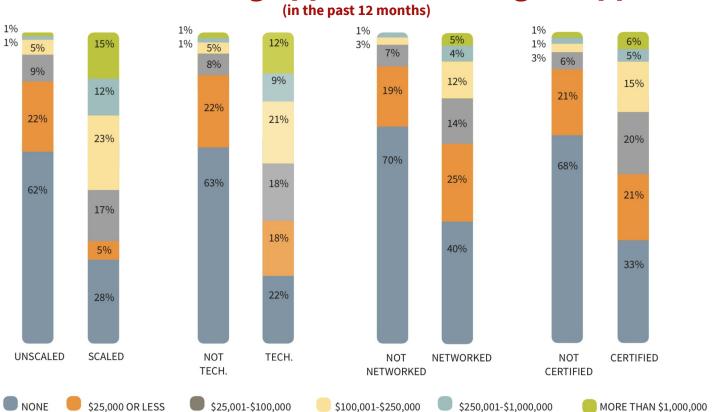
### Financing Received Among Latino and White Business Owner Applicants

% of applicants



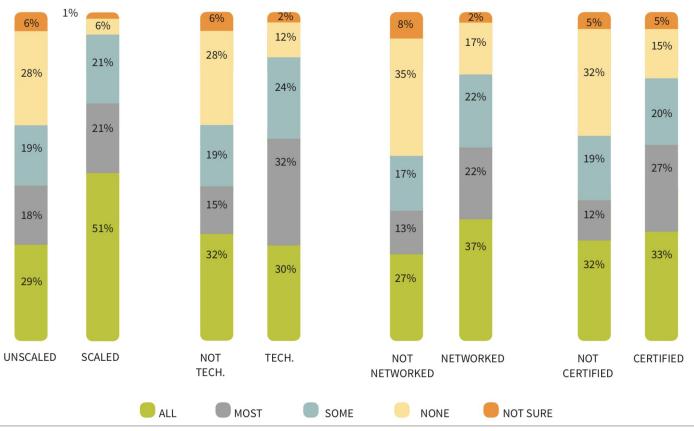
Percentages may not sum to 100 due to rounding.

#### **Amount of Financing Applied for in Largest Application**





### **Percent of Financing Approved**



#### **Reasons for Funding Not Being Approved**

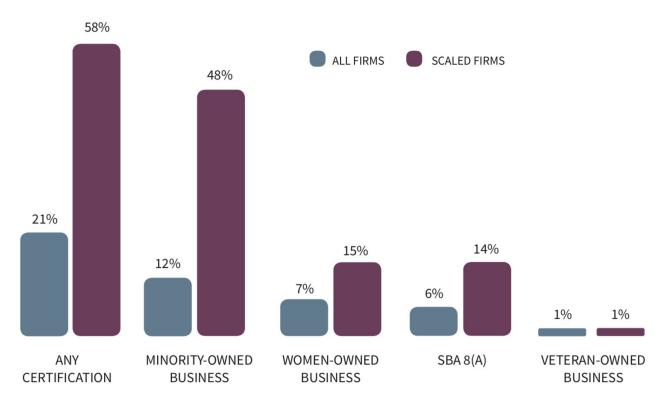


### Closing the Gaps: Growth Framework

Several business strategies and characteristics positively correlate to scale including business certification, being networked, and exporting goods and services

#### **Growth Framework**

#### Business Certification for All Latino-owned firms





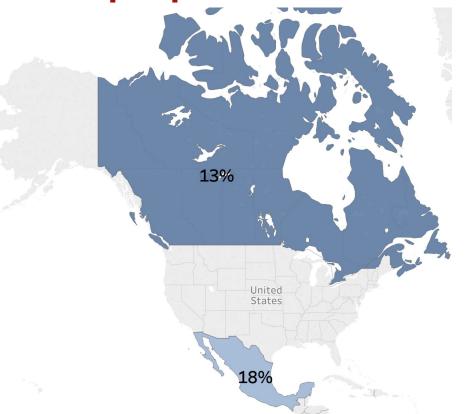
**Top Export Markets** 

Businesses that export are

8.5%

less likely to go out of business than non-exporting businesses

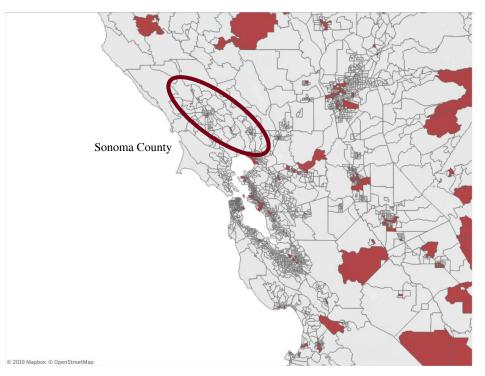
Source: U.S. Dept. of Commerce



14% of Latino-owned businesses export products or services

### **Opportunity Zones**

3
Opportunity
zones in
Sonoma County



To view an interactive map of opportunity zones across census tracts, visit: <a href="http://opportunityzones.stanford.edu">http://opportunityzones.stanford.edu</a>

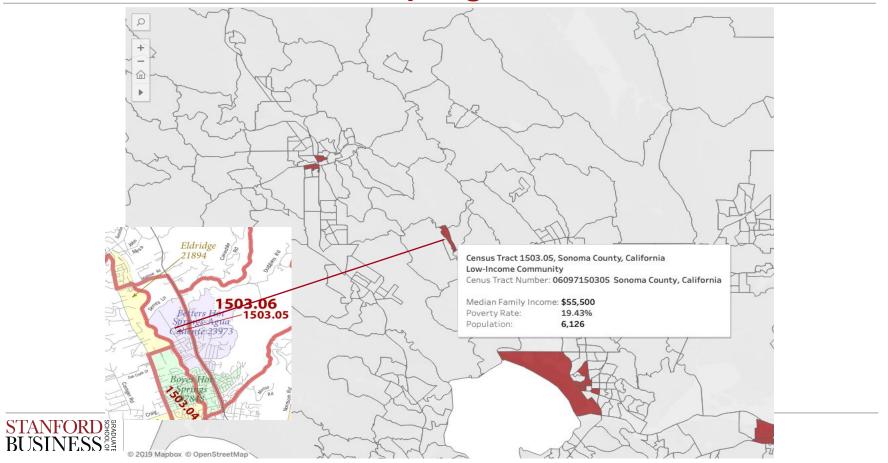
#### **Northern Part of Roseland**



#### **Santa Rosa**



# Part of Fetters Hot Springs – Agua Caliente and Boyes Hot Springs



## The organizations that work closely with Latino-owned businesses can...

• Support a funding mindset, provide information on the different types of funding, and help prepare for accessing funding.



• Provide formal network and capacity building programs. In addition to funding, support initiatives around the growth framework.



 Work with local and state government to ensure that policies designated to spur community investment also come from within these communities.



• Embrace immigrant contributions to the U.S. economy *and* the ties global markets

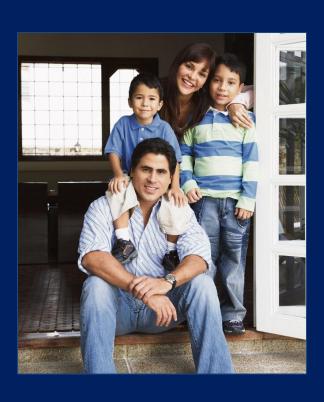


### Questions? morozco@stanford.edu

### **Oscar Chavez**

Assistant Director, Sonoma County Human Services

### 2019 Sonoma County Latino Scorecard





🕏 Education

S Financial stability

Neighborhood engagement

Health & environment

### Latinos in Sonoma County











- •132,000 Latinos live in Sonoma County, with a median age of 27 years old (compared to 49 years old for white residents)
- Latinos make up 27% of Sonoma County's labor force
- •There are 6,760 Latino-owned businesses in Sonoma County, 13% of businesses in the County

### Political Participation & Representation

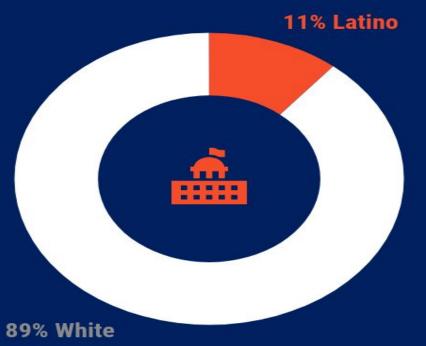
Citizens (18+) registered to vote and voting



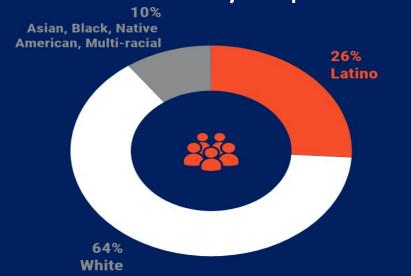
Data Source: Bay Area Equity Atlas, 2016

### Political Participation & Representation

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#### Sonoma County Population



\*Includes County board of supervisors and city councils; school board data to be added next

### Education



Children ready for kindergarten







Adults with a BA degree or higher







Data Source: READY KSEP data, 2018-19

Data Source: Bay Area Equity Atlas, 2011-15

# Financial Stability

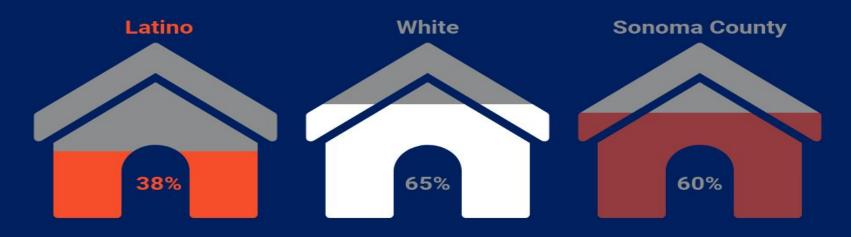
#### Median household income



Data Sources: American Community Survey, 2013-17; and Struggling to Stay Afloat: The Real Cost Measure in California 2019, United Way of California.

# Financial Stability

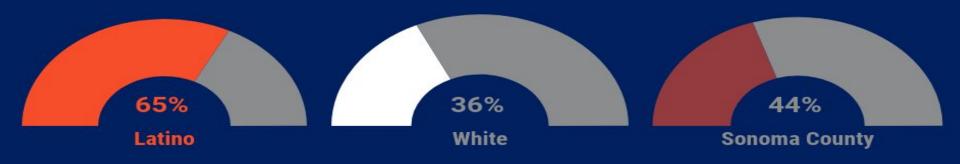
### Home ownership



Data Source: Race Counts, 2010-14

# Neighborhood Engagement

Low Neighborhood Resources\*



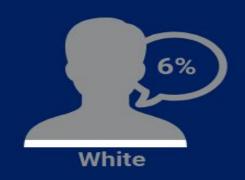
\*Composite measure includes data on educational attainment, poverty rates, neighborhood segregation, air pollution concentrates, traffic density and other health and environmental factors.

Data Source: Bay Area Equity Atlas, 2010-19

# Neighborhood Engagement

### Linguistic Isolation\*







Data Source: Bay Area Equity Atlas, 2011-15

<sup>\*</sup>Limited English speaking households where no member age 14 years of age or older speaks English well.

### Health & Environment



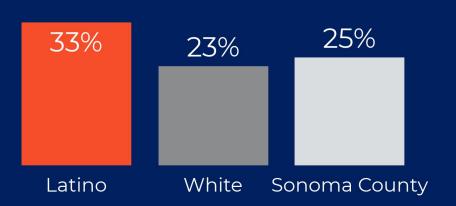
1 in 7 children in Sonoma County have 2 or more ACES

Adverse childhood experiences (ACES) include:

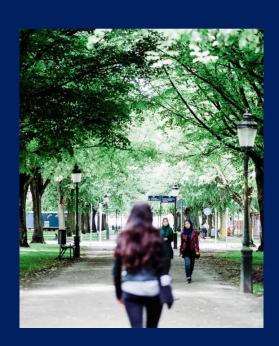
- Abuse
- Domestic violence
- Parental substance abuse
- Household mental illness
- Death or suicide
- Parental congration or divorce

### Health & Environment

Adult obesity in Sonoma County\*

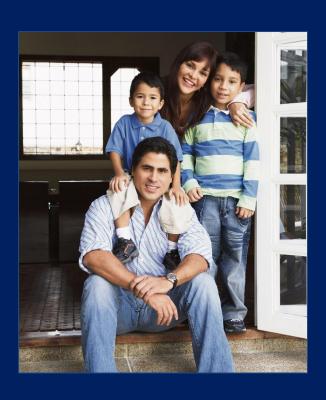






Data source: California Health Interview Survey, 2014

### 2019 Sonoma County Latino Scorecard





- 🕏 Education
- S Financial stability
- Neighborhood engagement
- 🕸 Health & environment

# Julián Castro Democratic Politician, U.S. Secretary for Housing & Urban Development (2014 to 2017)



SONOMA COUNTY LATINO LEADERS



Thank you for being here! ¡Estamos todos juntos en esto!





































## 3rd Annual State of Sonoma County Latino Community Forum @ SSU































## **Equity**

an **outcome** whereby you can't tell the difference in critical markers of health, wellbeing, and wealth by race or ethnicity, and a **process** whereby we explicitly value people of color and low-income communities to achieve that outcome

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