

Bakersfield, CA – Kern Inclusive Entrepreneurship (KIEH)

Location: Bakersfield, CA

Venue: 3C Capital Funds

Intro to the City, Distinctive Aspects and Demographics:

Located in the heart of California's Central Valley, Bakersfield is a vibrant city known for its rich agricultural roots, thriving energy sector, and deep cultural heritage. As the ninth-largest city in California, Bakersfield boasts a population of over 400,000 people, reflecting a diverse blend of ethnicities and cultures. This diversity is celebrated through local festivals, authentic cuisine, and a welcoming community spirit. Bakersfield is often referred to as the "Country Music Capital of the West Coast," thanks to its association with the Bakersfield Sound, a unique style of country music popularized by legends like Buck Owens and Merle Haggard. Visitors can explore this musical legacy at the Buck Owens Crystal Palace, a museum and live music venue.

Economically, Bakersfield thrives on its dual pillars of agriculture and energy. The region is one of the top agricultural producers in the nation, known for crops such as almonds, grapes, and citrus. Simultaneously, Bakersfield plays a key role in California's oil industry, with extensive petroleum production. Bakersfield's unique blend of history, industry, and natural beauty make it a dynamic and appealing destination for residents and visitors alike. Bakersfield faces significant challenges with persistent poverty, social disadvantage, and homelessness, reflecting deep economic inequalities. With a poverty rate above the national average, many residents, including its large agricultural workforce, endure low wages, unstable employment, and systemic barriers to advancement. Homelessness is a visible issue, with California housing 50% of the nation's unsheltered homeless despite comprising just 12% of the U.S. population. Limited resources for mental health and addiction support exacerbate the problem. However, Bakersfield's tight-knit community and local initiatives are working to address these inequities, striving to uplift vulnerable residents and balance the city's potential with meaningful progress.

NOTE: The information was gathered from: the United State Census Bureau (2023) and City of Bakersfield Economic Development Strategic Plan (2024)

3C Capital Fund Inc. operates a program in Bakersfield named "Kern Inclusive Entrepreneurship Hub". (KIEH) KIEH has recently joined the City of Bakersfield's redevelopment project called "Prosperity Neighborhood". This program, which is part of a major redevelopment program aimed



at revitalizing underserved portions of Bakersfield, will target, as one of its projects, the Southeastern part of the city. The demographic in southeastern Bakersfield leans heavily toward the Black and Latino populations.

The Prosperity Neighborhood project has as its framework a five Tier approach for implementation. The third Tier of the project framework design is aimed at “Creating Economic Opportunity to Move Families out of Poverty”. KIEH will implement the UPBI 12 month program curriculum to help address this effort. The program will be led by Ali Morris, Program Director for KIEH. This is currently expected to be a five year project which is planned to start in the first quarter of 2025.

We believe that the one on one coaching and mentoring aspect of the program that KIEH will be implementing along with the other proven aspects of the UPBI curriculum will provide a solid and sustainable path for program participants.

