

El Paso, TX – LULAC Entrepreneurs

Location: El Paso, TX

Venue: League of United Latin American Citizens

Intro to the City, Distinctive Aspects and Demographics:

- Largest Texas city on the U.S.-Mexican border
- 6th largest city in Texas
- The working age population, 15-64, is at 65%
- 81% of the population is Hispanic

Overview of the Local Economy

- A top 20% U.S performing economy
- Fort Bliss military base employs over 40,000 civilians and produces \$6 billion in economic activity
- Unemployment rate is 4.3%
- Average per capita income is \$25,974
- 56% of businesses are minority-owned
- 85% of El Paso County businesses have less than 20 employees
- 22% are women-owned
- 6.5% are veteran owned
- As of 2013, more than 15,000 small businesses were registered in El Paso county c. The Poverty and Disadvantage Challenge in the City
- 1 in 5 people live below the poverty line
- The poverty rate is 20.1%
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Intro to Your Poverty and Entrepreneurship Program

Program name: LULAC Entrepreneurs

- One of our local LULAC councils runs our program, Council #9. The participants meet every Saturday at a local community college for 4 hours with their instructor. • Our program runs through the fall and winter of 2024 to 2025
- This program serves 93% minorities, we have 15 students active. 11 are female and 4 are male

Program Goals

- The program will continue into June 2025. To ensure entrepreneurs make progress, vetting will be implemented to prevent students from receiving microgrant funds without advancing their ventures. Each student must demonstrate a clear plan for utilizing the funds, and the LULAC Council will monitor progress.

- Follow-up with Phase I students will assess their commitment and business readiness, focusing on areas like business acumen, financial literacy, problem-solving, customer service, innovation, and competition analysis. Key indicators of progress include applying for a DBA, forming an LLC, producing the product or service, projecting sales, and achieving profits.

