

Supporting Small Business For Power and Economic Opportunity

In partnership with the Los Angeles County Economic Development Corporation, Chaffey College, and the Latino Restaurant Association, ArroyoWest extensively studied the small business landscape in Los Angeles County to gauge its capacity in generating quality jobs and wealth for low-wage BIPOC workers. Additionally, ArroyoWest examined the entrepreneur and low-wage worker community in the advanced manufacturing/logistics sector of San Bernardino County and assessed the Latino restaurant community

In 2023, ArroyoWest received a grant from the James Irvine Foundation to conduct a research study that examines the potential of supporting small business workforce development as a means of promoting worker economic mobility, particularly for BIPOC Californians.

Small Business Insights

- California regions offer fast-growing occupations with paths to above-living-wage careers.
- Microenterprises and minority/women-owned ventures require improved access to capital and technical support.
- Government assistance for small businesses faces bureaucratic hurdles and funding inconsistencies.

Opportunities

- Promote work-based learning, apprenticeships, and school-employer coordination for diverse entrepreneurship and career advancement.
- Leverage community associations to expand small business networks and access to capital and technical aid.
- Collaborate with local governments to simplify procurement and reduce regulatory burdens for small businesses.

Worker Insights

- BIPOC/low-wage workers face limited earning potential, in fast-growing sectors offering higher-paying careers, due to a lack of education.
- Cultural barriers contribute to the perception that entrepreneurship is male-dominated, impacting women's confidence and aspirations.

Opportunities

- Enhance education in high-demand careers and establish clear career growth pathways.
- Implement gender-inclusive initiatives offering financial support, educational resources, and training opportunities.

ArroyoWest provides strategic consulting for public sector entities, higher education institutions, and non-profit organizations. Our specialized expertise in strategic communications, strategic planning, advocacy, fundraising, research, analysis, and strategic implementations sets us apart. To learn how ArroyoWest can help you please visit: www.ArroyoWest.com.