

RE: TA Program For Small Businesses

March 2, 2021



Dear Members of the Ways and Means Subcommittee:

My name is Alexandra Perez Urbina, and I am writing on behalf of Huerto de la Familia, an immigrant-serving nonprofit in Lane County, Oregon. I am the program manager of our Cambios Business Program which offers Latino entrepreneurs comprehensive and culturally attuned small business services including a 36 hour, Spanish language business class, technical assistance, business incubators, and networking opportunities. Our organization received TA Small Business funding in 2020 and 2021 to hire a COVID-19 Small Business Resource Navigator.

Your funding made it possible for our organization to reach out to immigrant-owned small and micro businesses who are being disproportionately affected by COVID-19. As the pandemic impacted local businesses, Latino entrepreneurs often did not hear about available resources. In addition, many of those who did find out about financial resources struggled to fill out the applications successfully. Thanks to the funds we received from Business Oregon, we were able to provide assistance to clients and facilitate their ability to apply for funding. As a result of the technical assistance we provided, clients accessed thousands of dollars of assistance from the State helping keep their businesses open.

The TA Small Business funding also allowed us to build a network of Latino-owned small businesses throughout Lane County. Although we already had an extensive network of current and past clients, the new COVID-19 Small Business Resource Navigator is working to expand that network to all Latino-owned businesses throughout the County. In just one month, our organization developed connections with more than thirty Latino-owned businesses who were previously not connected to business support and essential information about resources. Continuing to grow this network will allow us to reach out to a greater number of businesses when grant and loan opportunities arise.

Your investment has been of great value to our community, and we hope you will extend the funding past the pandemic. Businesses are still greatly struggling, and the impacts of COVID-19 will be felt for a very long time. Please consider an extension of these funds in order to help our community be more resilient and *thrive!*

Thank you for your consideration,

Alexandra Perez Urbina
Cambios Program Director