



How to Successfully Engage Immigrant-Business Owners in the Main Street Model

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Why should Seattle care?

- ❑ OUR STATE AND OUR CITY ARE CHANGING
- ❑ IMMIGRANTS ARE AN ECONOMIC FORCE
- ❑ REGION WANTS TO COMPETE IN THE GLOBAL ECONOMY
- ❑ NEXT GENERATION OF ENTREPRENEURS
- ❑ GROWING FOREIGN-BORN LABOR FORCE
- ❑ PLANNING FOR WHAT THE FUTURE WILL LOOK LIKE

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Why should Oregon care?

- ❑ IMMIGRANT POPULATION IS GROWING (LATINOS 11.7%)
- ❑ INCREASED PURCHASING POWER MEANS \$
- ❑ GROWTH IN IMMIGRANT BUSINESSES OWNERS
- ❑ PROACTIVE SOLUTIONS

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- ❑ WHAT ARE THE CHALLENGES?
- ❑ WHY IS IT IMPORTANT?
- ❑ WHAT IS SEATTLE DOING?
- ❑ STUDIES AND MODELS
- ❑ WHAT ARE YOUR EXPERIENCES?



THE CAJUN CRAWFISH, RAINIER VALLEY

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Overview – What are the Challenges?

- LANGUAGE AND CULTURAL BARRIERS
- LACK OF TRUST IN ORGANIZATIONAL EFFORTS
- NON-RESPONSE TO TRADITIONAL FORMS OF ENGAGEMENT
- SHARE THE SAME THE CHALLENGES AS OTHER BUSINESSES
- RELATIONSHIPS WITH EXISTING BUSINESSES OWNERS

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Overview – Why is it important?

FOR YOUR MAIN

STREET

- ❑ **BUSINESS ATTRACTION** – IMMIGRANTS ARE 30% MORE LIKELY TO START A BUSINESS.
- ❑ **MARKETING** – DIVERSITY IS AN ECONOMIC ASSET

FOR YOUR BUSINESS

- ❑ **PURCHASING POWER** – OVER TRILLION DOLLARS
- ❑ **CUSTOMER LOYALTY** – ARE MORE LIKELY TO BE REPEAT CUSTOMERS AND ARE ATTRACTED TO NICHE MARKETS

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Overview – Outreach and Engagement Timeline



- ❑ 2005: RACE AND SOCIAL JUSTICE INITIATIVE PASSED
- ❑ 2008: CITY DEPARTMENTS DEVELOP OUTREACH AND ENGAGEMENT PLANS
- ❑ 2010: ENGAGEMENT TOOLKIT FOR BUSINESS DISTRICTS

**TOOL USED IN NEIGHBORHOOD PLANNING AND BUSINESS
CORRIDOR REVITALIZATION**

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Overview – Outreach and Engagement

APPROACH

- ❑ IMMIGRANTS EXPERIENCE SIGNIFICANT BARRIERS
- ❑ DIVERSITY IS A STRENGTH AND OPPORTUNITY
- ❑ COMMUNITIES THRIVE WHEN **THE ENTIRE** COMMUNITY IS EMPOWERED

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Overview – Outreach and Engagement

6 ESSENTIAL STRATEGIES

1. BUILD RELATIONSHIPS AND TRUST
2. CREATE A WELCOMING ATMOSPHERE
3. INCREASE ACCESSIBILITY AND BE RELEVANT
4. DEVELOP ALTERNATIVE FORMS OF ENGAGEMENT
5. BE ACCOUNTABLE
6. DO NOT REINVENT THE WHEEL – LEVERAGE EXISTING COMMUNITY EFFORTS

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Engagement: Building Relationships and Trust

KNOW YOUR BUSINESS DISTRICT AND COMMUNITY

- DEMOGRAPHICS
- 'GENERAL IMMIGRANT POPULATION'

CONNECT WITH COMMUNITY LEADERS AND RELIGIOUS ORGANIZATIONS

- INDIVIDUALS V. ORGANIZATIONS



MUY MACHO, SOUTH PARK COMMUNITY

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Engagement: Create a Welcoming Environment

WHAT IS YOUR PROCESS?

- STAFF THAT REPRESENTS TARGET POPULATION



SEATTLE ROLL BAKERY, WHITE CENTER

CHOOSE GATHERING PLACES THAT ARE CONDUCTIVE TO THE INTERACTIONS THAT YOU WOULD LIKE TO HAVE

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Engagement: Increase Accessibility and Be Relevant

IDENTIFY BARRIERS FOR PARTICIPATION

- a) LANGUAGE/CULTURE
- b) LOCATION
- c) TIME
- d) TRANSPORTATION
- e) CHILDCARE
- f) FOOD
- g) POWER DYNAMICS



BEACON HILL COMMUNITY

INCLUDE TOPICS THAT CONCERN YOUR TARGET COMMUNITY

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Engagement: Alternative Forms of Engagement

- ❑ THE TOWN HALL SYSTEM IS BROKEN
- ❑ NO SILVER BULLET
- ❑ IMMIGRANT-ORIENTED MEDIA
- ❑ CHECK YOUR WORK
- ❑ BE FLEXIBLE. THIS WORK TAKES TIME!



LATIN USED TIRES, SOUTH PARK

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Engagement: Be Accountable

- ❑ NO ONE AND DONE
- ❑ FOLLOW THROUGH FOLLOW UP
- ❑ SHOP/EAT
- ❑ SINGLE POINT OF CONTACT
- ❑ BUILD PEOPLE CAPITAL



MOMO, CHINATOWN/INTERNATIONAL DISTRICT

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Engagement: Do Not Reinvent the Wheel

- ❑ PARTNER WITH OTHER ORGANIZATIONS
- ❑ BUILD OFF OF PAST INITIATIVES
- ❑ REDUCE REDUNDANCIES
- ❑ ELIMINATE GAPS



KOBO, CAPITOL HILL

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ADDRESSING THE ISSUE OF IMMIGRATION

- DO NOT AVOID THE ISSUE. BUT IT IS NOT YOUR JOB TO SOLVE THE IMMIGRATION DEBATE
- THE DATA HELPS BUT IS NOT THE ENTIRE ANSWER
- DRAW ON COMMONALITIES – BUSINESS LANGUAGE
- SHARE STORIES & EXPERIENCES
- FOOD, ART, & MUSIC



BOAL AFRICAN IMPORTS, COLUMBIA CITY

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HOW HAVE WE USED THIS IN SEATTLE?



TING MOMO, SOUTH LAKE UNION

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Experience the hidden gems of Seattle's neighborhoods.

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neighborhoods

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Columbia City

FEATURED BUSINESSES:

[The Bourbon @ Columbia City Theater](#)

[La Medusa](#)

[Baol African Imports](#)

[Island Soul](#)



1 2 3 4 5

Baol African Imports

Born in Senegal, Mamadou Diakhate created Baol African Imports to introduce authentic, handcrafted African masks, jewelry, music, and outfits to the Northwest. His shop recreates a true "African market" atmosphere, where you can find original artwork and clothing from Côte d'Ivoire, Ghana, Uganda, Kenya, and Tanzania, each with a story behind them which Mamadou will be happy to share.

[▶ visit website](#)

[▶ view map](#)

Only in Seattle Initiative

- ❑ Empowers business owners
- ❑ Reflects the unique character
- ❑ Supports small businesses



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Building Blocks for Healthy Districts



CHINATOWN/INTERNATIONAL DISTRICT

- Organizational Development
- Clean & Safe
- Marketing & Promotion
- Business & Retail Development
- Appearance & Pedestrian Environment

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Immigrant Business Services and Engagement

SHORT-TERM

Technical Assistance

Business Plan

Market Research

Navigating the System

Cash-Flow

Marketing & Promotion

Only In Seattle Website

Events



WASHINGTON C.A.S.H.

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Immigrant Business Services and Engagement



VENTURES, PIKE PLACE MARKET

LONG-TERM

- Micro-financing
- Small Business Loans
- Energy Efficiency Audits
- Business Expansion



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Example: Public Outreach and Engagement Liaisons

Planning Outreach Liaison
Hoaitam "Tam" Nguyen



*Vietnamese Community Workshop Dates:
ReWA (April 10, 2009); Providence Gamelin House (April
22, 2009); Providence Peter Claver House (April 23, 2009).*



TAM NGUYEN, PUBLIC OUTREACH AND ENGAGEMENT LIAISON

- NEUTRAL: BRIDGE-BUILDER**
- COMMUNITY EXPERT**
- BI-CULTURAL AND/OR BI-LINGUAL**
- NOT JUST A TRANSLATOR**
- COMMUNITY AGENCY**
- NOT CITY EMPLOYEE – COMPENSATED**

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Example: Business Development Training

Participants	147
New Business Started	45
Connected to Resources	75



CIELO BODY WORKS, SEATTLE

- BUSINESS DEVELOPMENT TRAINING
- PEER NETWORK SUPPORT GROUPS
- ONE-ON-ONE COACHING
- MICROLOANS/MATCHED SAVINGS
- ACCESS TO MARKETS

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Example: Plate of Nations – Diversity is an Asset



- ❑ DIVERSE NEIGHBORHOOD IN SOUTH SEATTLE
- ❑ MANY IMMIGRANT-OWNED BUSINESSES
- ❑ \$15 - \$25 GROUP MEAL DEALS
- ❑ 12 PARTICIPATING RESTAURANTS
2-WEEK EVENT
COST: \$6,700 (\$4,500 FROM CITY)
SUCCESS: 500 SPECIALS SOLD
(THAI PALMS = 40 SPECIALS, 200 NEW CUSTOMERS)
- ❑ 60% RETURNING CUSTOMER
65% INCREASE IN SALES

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Example: South Park Retail Merchants Association



JUGOS Y TORTAS



TIKAL BAKERY

- ❑ MAJORITY LATINO BUSINESS POPULATION
- ❑ IMPACTED BY MAJOR CONSTRUCTION PROJECTS FROM 2007-2015
- ❑ CULTURALLY-SPECIFIC EVENTS TO MARKET SOUTH PARK AS A DESTINATION

[LUCHA LIBRE IN SOUTH PARK](#)

POSADAS FESTIVAL

[CATCH THE CULTURE](#)

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WHAT ARE YOUR EXPERIENCES IN ENGAGING IMMIGRANT BUSINESS OWNERS?

LET'S PROBLEM SOLVE!

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www.seattle.gov/economicdevelopment

www.growseattle.com

www.seattleinvestmentfund.com

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