

As a mayoral candidate committed to putting Houston first, I recognize the vital role of small businesses, particularly those within the Latin community, in driving our city's economic prosperity. To empower and support these entrepreneurs, I present a plan that provides targeted resources and support, contributing to the vibrant diversity of Houston's economy. By fostering collaboration and creating an inclusive ecosystem, we can ensure that every business thrives and flourishes.

### **1. Establishing a Bilingual Business Resource Center**

- I will create a dedicated Bilingual Business Resource Center that serves as a one-stop hub for entrepreneurs. This center will offer guidance on business planning, access to capital, and regulatory compliance.
- The center will also provide mentorship and networking opportunities, connecting business owners with successful entrepreneurs and industry experts for valuable insights and guidance.

### **2. Tailored Financial Support and Incentives**

- To encourage growth and innovation within the Houston community, I will introduce financial support initiatives such as grants and low-interest loans. These resources will be tailored to meet the specific needs of businesses, empowering them to expand and invest in their enterprises.
- Additionally, I will advocate for tax incentives and streamlined regulations to ease the burden of business operations, enabling Latin entrepreneurs to focus on their core activities.

### **3. Promoting Business Diversity and Collaboration**

- I believe in creating a culture of collaboration among businesses within the Houston business community. I will organize regular networking events, trade fairs, and business conferences to facilitate partnerships and knowledge sharing.
- Moreover, I will encourage Latin-owned businesses to collaborate with companies from diverse backgrounds, fostering cross-cultural connections that drive innovation and growth.

### **4. Technology and Digital Transformation**

- I recognize the power of technology in accelerating business growth. I will provide local businesses with opportunities to embrace digital transformation, offering resources for e-commerce, artificial intelligence, and innovative technology adoption.
- By equipping entrepreneurs with digital tools and skills, we can open new markets, enhance productivity, and elevate the competitiveness of their businesses.

## 5. Promoting Inclusive Procurement Practices

- I will advocate for inclusive procurement practices in both the public and private sectors. This will ensure that Latin-owned businesses have fair opportunities to secure contracts and contribute to major projects within the city.
- By promoting diversity in procurement, we can tap into the unique strengths and offerings of Latin entrepreneurs, enriching the fabric of our city's economy.

Houston's business community is a vibrant force that drives our city's cultural diversity and economic growth. As your mayor, I am dedicated to empowering Latin-owned businesses through diversified support, financial incentives, and a nurturing ecosystem. Together, let us foster an environment where every entrepreneur thrives, contributing to Houston's economic prosperity and celebrating the richness of our city's diversity. Join me in this journey to put Houston first, ensuring that every small business reaches its full potential and becomes an integral part of our thriving economy.

**Mayor Frank Meta Lopez**

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