



Latino Chamber of Commerce of Southeastern Wisconsin Inc.

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Mission
To Foster the Economic Development of WI
by advocating, strengthening, and promoting
growth and development of Latinos and
other minority and emerging enterprises
with the goals of providing increased access
to capital, job creation and capacity building
programs.

www.latinochambersew.org

July 16, 2021

Milwaukee Common Council
City Hall Room 205
200 E Wells St
Milwaukee, WI

Chair Murphy and Members of the Finance/Personal Committee:

The Latino Chamber of Commerce of SEW, Inc (LCCSEW) urges your committee and the Common Council to adopt Council File Number 210547, Mayor Tom Barrett's first allocation of American Rescue Plan funding. The Stronger Summer Plan provides over \$93 million in needed funding for a range of critical programs as a first phase in the Mayor's Recovery and Resilience Plan.

This pandemic has highlighted the socioeconomic inequities in Milwaukee and our nation. The disparities in our city for people of color, small businesses and low-wage earners were a centerpiece during this pandemic. We need to invest to reduce the socioeconomic gaps in the areas of homeownership, access to culturally relevant business resources, access to health care and health care information, and access to technology. This is a first step in moving toward disparity reduction and recovery of those affected the most.

The Latino Chamber received 807 calls for service from diverse enterprises seeking help during the mandated health closures. Latino-owned enterprises in our city were disproportionately affected as they are overrepresented in the restaurant, childcare, and personal service industries (barbershops, hair and nail salons). 65 % of them have issues with accessing federal and state programs because of computer literacy, internet access and language barriers. 53% are still struggling to maintain their doors open in a new economy that relies on technology and new distributions systems to maintain their viability.

The LCCSEW along with our peer ethnically chambers have been providing culturally relevant technical assistance and direct financial resources to these businesses. LCCSEW almost depleted our emergency loan fund. Thus, the investments in the Ethnically Diverse Business Coalition and the Restart 3.0 programs are crucial to support these vulnerable enterprises.

The Latino Chamber of Commerce's Board and the 807 businesses we have assisted, respectfully request that you consider these investments. Thank you for service and consideration of this file.

Sincerely,

Nelson Soler, MBA/MS/EDFP/EA
Latino Chamber of Commerce
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