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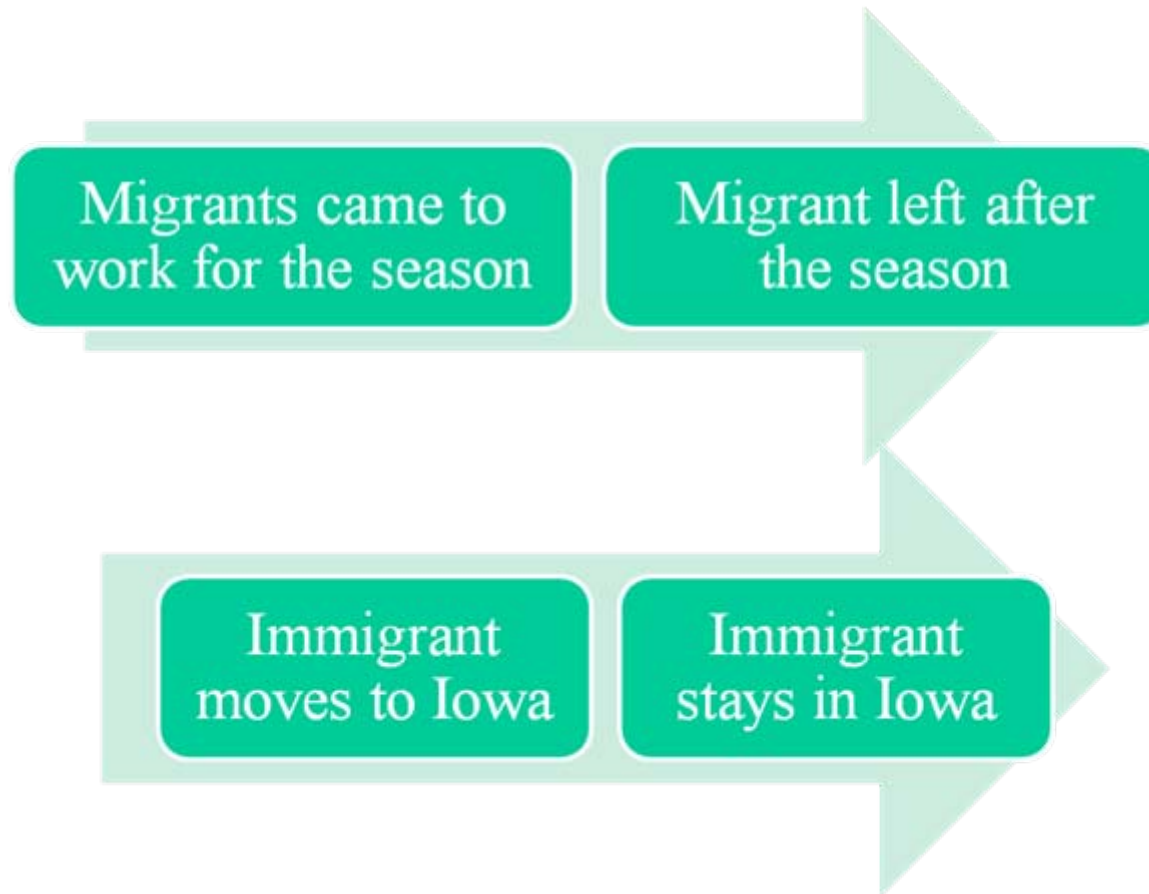
Economic impact of Latino businesses in Iowa

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Then vs. Now



Characteristics of Latino businesses In Iowa

- Ownership

Only very few are partnerships outside the families.

In most cases members of the whole family work in the business

Very few employees that are not relatives

Characteristics of Latino businesses In Iowa

- Location

96% of the businesses are located in downtown areas

Latino customers prefer downtown shopping because of interaction

Most are located on what used to be empty buildings (for many years) or in buildings that would be likely to be empty

Characteristics of Latino businesses In Iowa

- Relationship and networking

Most are not members of chambers or know the existence of Main Street



Characteristics of Latino businesses In Iowa

- Debt

Most are started with friend's and/or family money

Few have debts

Pay as you go

Don't expand until you have the funds

Small businesses in Iowa

- 1st phase – Grocery stores and restaurants
- 2nd phase – Other services
- 3rd phase – Fully part of the local business networks