



Government of the District of Columbia Advisory Neighborhood Commission 1D

Resolution Calling for 14th Street NW Latino Cultural Designation & Dedicated Economic Development Initiative

Introduced April 25, 2023

Whereas: Columbia Heights, and neighboring communities including Mt. Pleasant, are home to one of the largest Latino communities in Washington, D.C, according to data from the US Census Bureau^[1];

Whereas: Columbia Heights and neighboring communities are home to dozens of Latino organizations and institutions including Gala Theater, Latin American Youth Center, Mexican Cultural Institute, Central American Resource Center, and more;

Whereas: The commercial and residential corridor of 14th Street NW between Park Road and Shepherd Road presents a unique opportunity for economic development and cultural preservation;

Whereas: Over the past 10 years Latino entrepreneurs nationwide have started businesses at a faster rate of 44%, compared to 4% for their non-Latino counterparts, according to analysis from SCORE^[2], a resource partner of the U.S. Small Business Administration. This demonstrates the potential for new Latino-owned businesses in Columbia Heights and across Washington, D.C.;

Whereas: 39% of Latino entrepreneurs say access to financing remains a challenge, compared to 18% of White small business owners, according to analysis from SCORE². Additionally, 43% of Latino small businesses say cash flow is an issue, compared to only 32% of White entrepreneurs. This demonstrates the challenges Latino business owners and entrepreneurs face with access to capital and ongoing funds to maintain their business;

Whereas: 70% of funding for Latino-owned businesses nationwide comes from personal savings, while just 6% comes from commercial loans, according to a study conducted by the Stanford Latino Entrepreneurship Initiative^[3];

Whereas: 4 in 5 Latino-owned businesses reported large negative impacts from the COVID-19 pandemic, but the vast majority were unable to access emergency relief measures, according to research conducted by The New York Times^[4]. Even before the COVID-19 pandemic and its

economic impacts, 49% of Latino-owned businesses were classified as being financially “at risk” or “distressed” compared to 27% of White-owned businesses, according to data from the Federal Reserve Bank of New York^[5];

Whereas: The commercial and residential corridor of 14th Street NW between Park Rd and Shepherd Rd includes one of the highest concentrations of Latino-owned businesses in Washington, D.C.;

Whereas: The commercial and residential corridor of 14th Street NW includes over 16 vacant and/or blighted buildings and empty lots that could be converted to productive use like housing, retail space, and office space;

Whereas: The District of Columbia government has launched and offered community-specific, Ward-specific, and neighborhood-specific economic development grant programs in prior fiscal years, such as the 2022 Latino Community Development Grant^[6], the 2021 Dream Grants for Ward 7 & 8 Microbusinesses^[7], the 2018 Ward 7 and Ward 8 Entrepreneur Grant Fund^[8], and the 2013 Small Business Capital Improvements Grants. In particular, the purpose of the 2013 Small Business Capital Improvement Grant was to support existing small businesses, attract new small businesses, increase the District's tax base and create new jobs for District residents along eleven specific Great Street boundary areas, not including 14th St NW^[9];

Therefore, be it resolved that: ANC 1D calls on Mayor Bowser, the D.C. Council, the Deputy Mayor for Planning & Economic Development (DMPED), the Department of Small and Local Business Development (DSLBD), and the Mayor’s Office on Latino Affairs (MOLA) to designate the corridor of 14th Street NW between Park Rd and Shepherd Rd as a Latino cultural and commercial district.

Be it further resolved that: ANC 1D urges Mayor Bowser, the D.C. Council, the Deputy Mayor for Planning & Economic Development (DMPED), the Department of Small and Local Business Development (DSLBD), and the Mayor’s Office on Latino Affairs (MOLA) to expedite this request for this 14th Street NW cultural designation and have it considered and prioritized for implementation in FY24.

Be it further resolved that: ANC 1D calls on Mayor Bowser, the D.C. Council, the Deputy Mayor for Planning & Economic Development (DMPED), the Department of Small and Local Business Development (DSLBD), and the Mayor’s Office on Latino Affairs (MOLA) to amend the FY24 budget to include a dedicated grant program for this 14th Street NW cultural and commercial district that will support new and existing Latino business, spur investment in the corridor, and preserve the rich history and culture of Columbia Heights and its residents.

Be it further resolved that: That the Commission designates Commissioner Gary Decker, ANC 1D07, to represent the Commission in all matters relating to this resolution.

Be it further resolved that: That, in the event the designated representative Commissioner cannot carry out their representative duties for any reason, the Commission authorizes the Chair to designate another Commissioner to represent the Commission in all matters relating to this resolution.

Be it further resolved that: Consistent with DC Code, only actions of the full Commission voting in a properly noticed public meeting have standing and carry great weight. The actions, positions, and opinions of individual commissioners, insofar as they may be contradictory to or otherwise inconsistent with the expressed position of the full Commission in a properly adopted resolution or letter, have no standing and cannot be considered as in any way associated with the Commission.

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Certification:

At a regularly scheduled and publicly noticed meeting held on April 25, 2023 Advisory Neighborhood Commission 1D considered the above resolution. With a quorum of present, the Commission voted with 5 yea's, 0 no's, and 0 abstentions to adopt the above resolution.

^[1] U.S. Census Bureau

<https://statisticalatlas.com/neighborhood/District-of-Columbia/Washington/Columbia-Heights/Race-and-Ethnicity#figure/neighborhood-in-washington/hispanic>

^[2] SCORE <https://www.score.org/page/hispanic-entrepreneurs>

^[3] Stanford Latino Entrepreneurship Initiative <https://www.gsb.stanford.edu/sites/default/files/publication/pdfs/report-2021-state-of-latino-entrepreneurship.pdf>

^[4] The New York Times <https://www.nytimes.com/2021/04/04/business/ppp-loans-minority-businesses.html>

^[5] Federal Reserve Bank of New York https://www.jec.senate.gov/public/_cache/files/0fb6fff5-2db8-4aa1-bf28-2041c90b3c11/hispanic-entrepreneurship-and-businesses-brief.pdf

^[6] D.C. Mayor's Office of Community Affairs <https://communityaffairs.dc.gov/content/community-grant-program>

^[7] D.C. Dept. of Small & Local Business Development https://dslbd.dc.gov/sites/default/files/dc/sites/dslbd/service_content/attachments/NOFA%202021%20Dream%20Grants%207.29.20.pdf

^[8] D.C. Council <https://code.dccouncil.gov/us/dc/council/code/sections/1-325.371>

^[9] D.C. Office of Planning <https://planning.dc.gov/page/small-business-capital-improvements-grants>