

Cities Encouraging Immigrant Entrepreneurship Through “Welcoming City” Initiatives

Paul McDaniel, Ph.D.

American Immigration Council, Washington, DC
pmcdaniel@immcouncil.org /  @pnmcdaniel

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George Mason University
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The Policy Team at the American Immigration Council

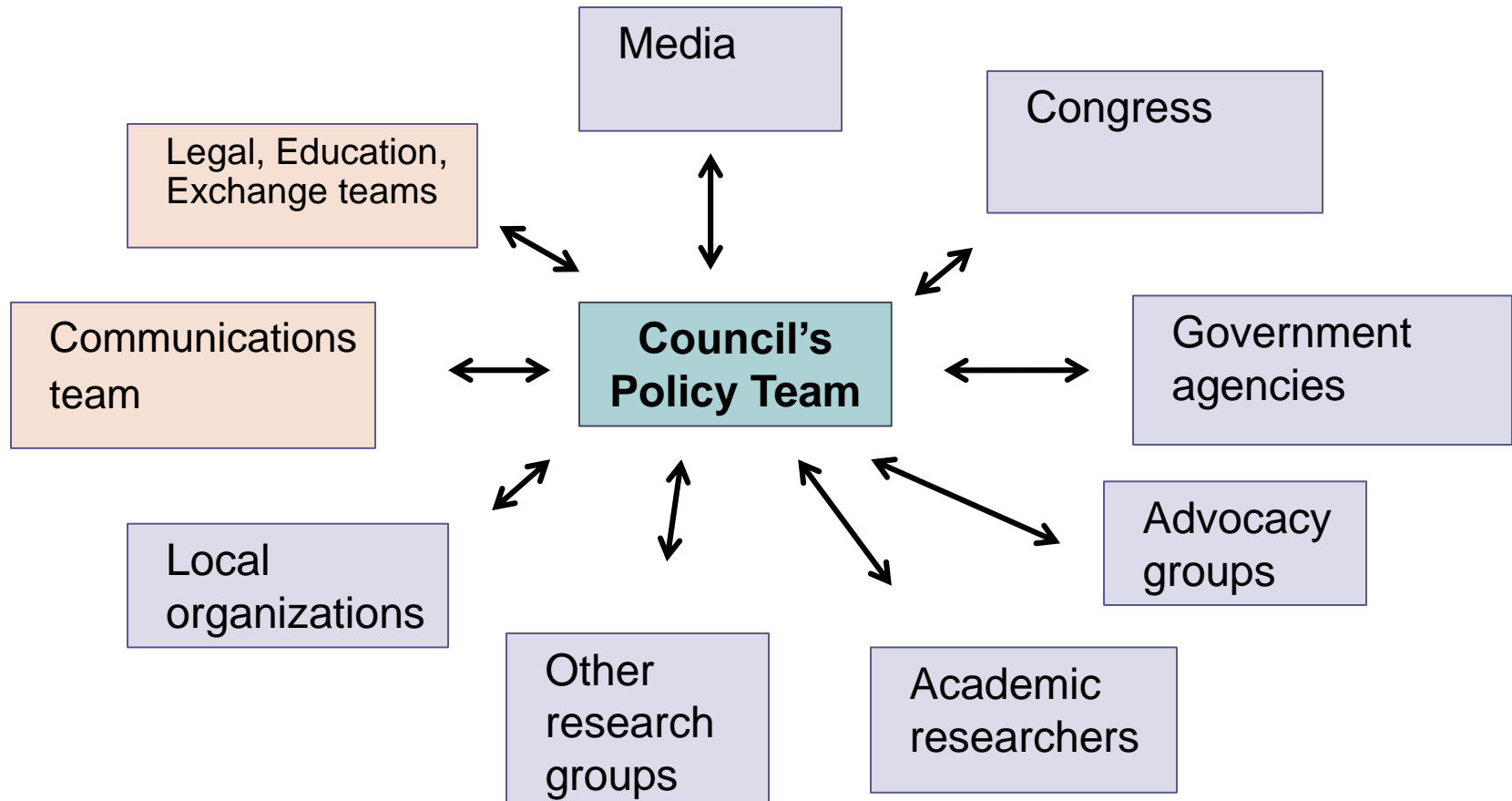
Who we are and what we do



The Council's Policy Team

- Mission: to shape a rational conversation on immigration and immigrant integration.
- Research and analysis on immigration law and policy.
- Research and analyses of economic, demographic and social impacts of immigration on the U.S., state-by-state, and locally.
- Audiences:
 - Congress and the Administration
 - Other immigration policy makers
 - Media / general public
 - State and local organizations
- Bridge the gap between advocates and academics, policy experts and politicians through forums, briefings, and special publications.

Our Environment



Our Publications

- **Fact Sheets**

- Provide up-to-date information on the most current issues involving immigration today.

- **Perspectives**

- Offer fresh ideas and alternative viewpoints on immigration policy from writers inside and outside the immigration debate.

- **Special Reports**

- Our most in-depth publications, providing detailed analyses of special topics in U.S. immigration policy.

- **Blog**

- Published every week day, blog posts from a variety of writers offer a concise overview of current events and breaking news, new research, and announcements from the immigration policy world.

New Americans in the United States



13% of Americans are foreign born

21.5% are Latino or Asian



37% of immigrants in the state are naturalized U.S. citizens

10.2% of registered voters are New Americans



22.7% of children in the U.S. have parents who are immigrants

57.9% of Latino children have at least one foreign-born parent.



78.6% of naturalized citizens have a high school diploma or higher

764,495 foreign students contribute **\$21.8 billion** to the state's economy



Make up **16.3%** of the workforce.

5.2% of the workforce is unauthorized.



DID YOU KNOW?

The United States would lose **\$551.6 billion** in economic activity and about **2.8 million jobs** if all unauthorized immigrants were removed.

Latino-owned businesses had sales and receipts of **\$350.7 billion** and employed **1.9 M** people

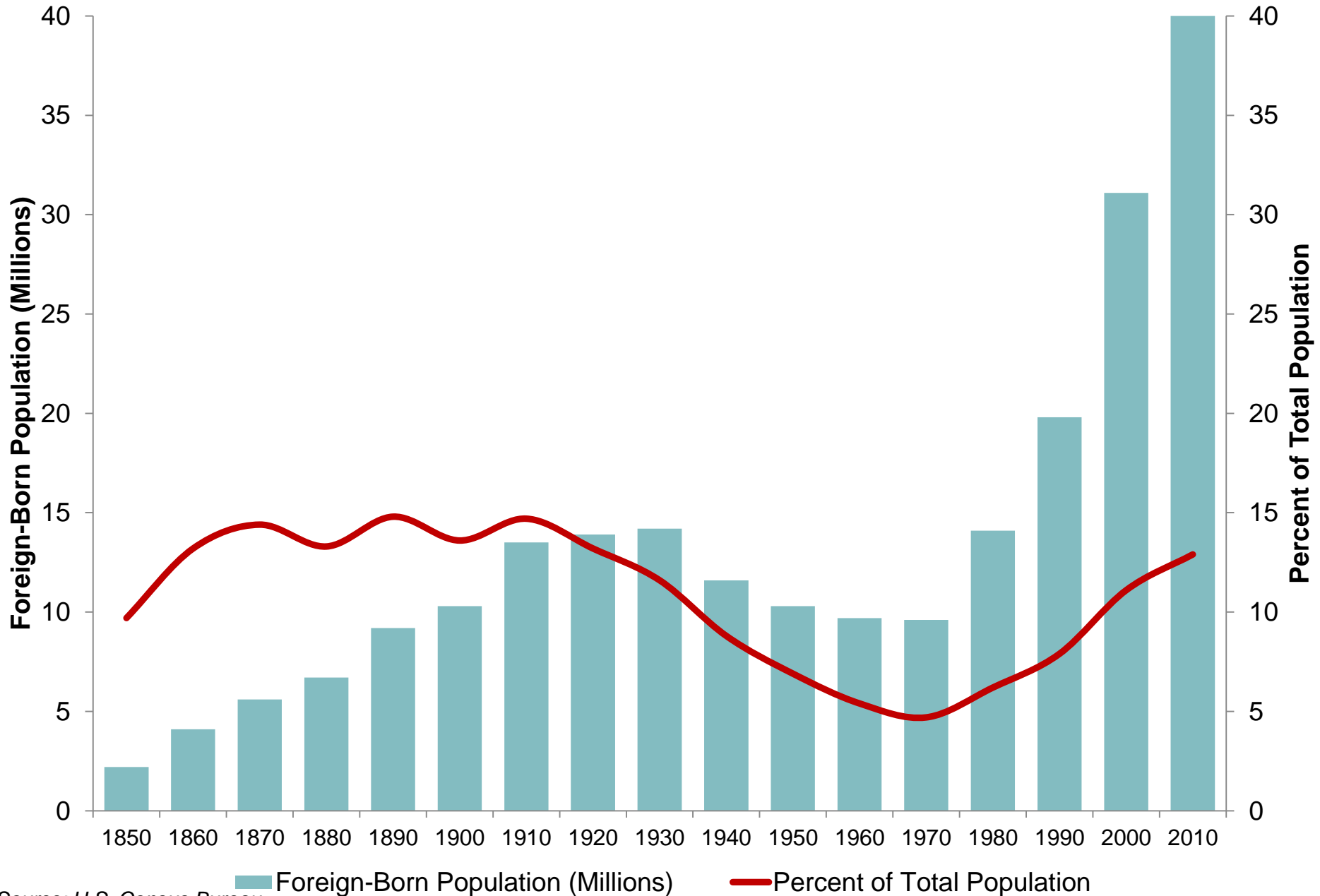
Asian-owned businesses had sales and receipts of **\$506 billion** and employed **2.8 M** people

The purchasing power of Latinos is **\$1.2 trillion**. Asian buying power totaled **\$718 billion**.

[Read more at Immigrationpolicy.org](http://Immigrationpolicy.org)

Long-Term National Trends: Foreign-Born Population and as Percent of Total Population

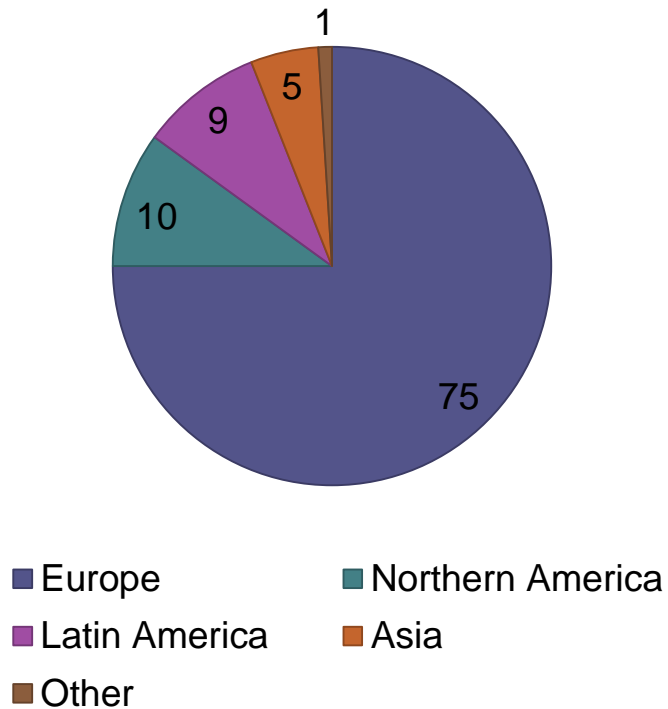
Data Example



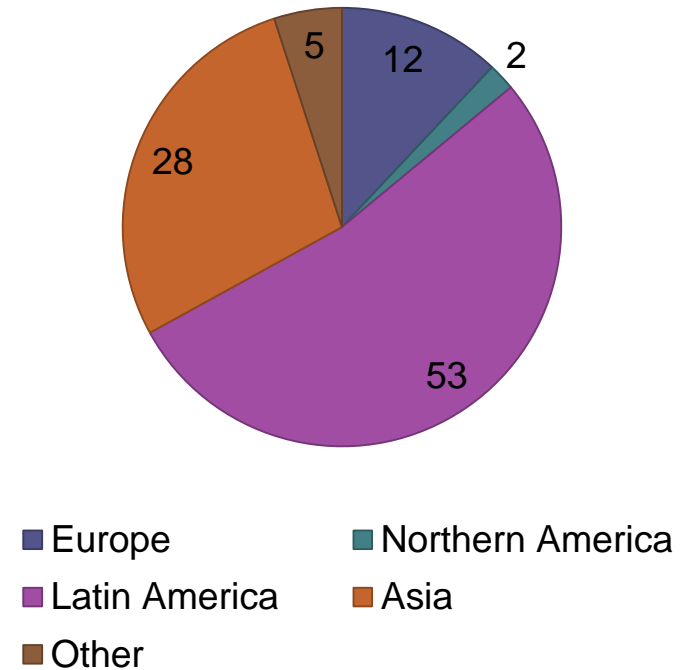
Source: U.S. Census Bureau

Where Immigrants Come From: Change in Foreign-Born Population by Region of Birth (Percent)

1960



2010



Perspectives

Examples



June 2013



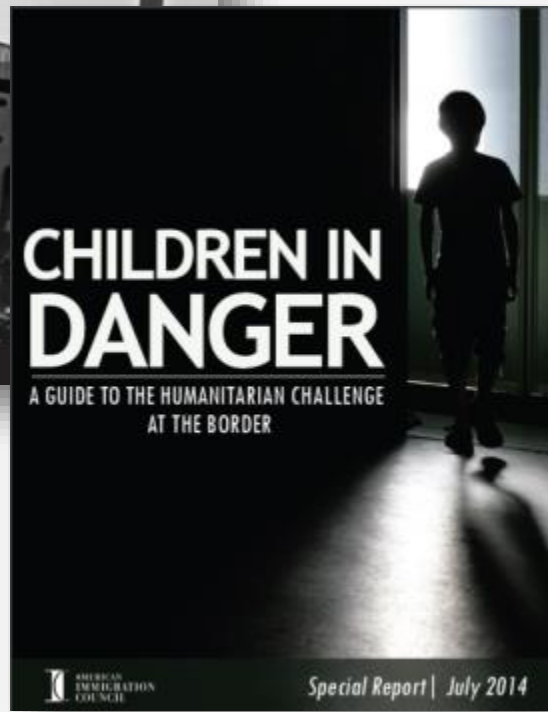
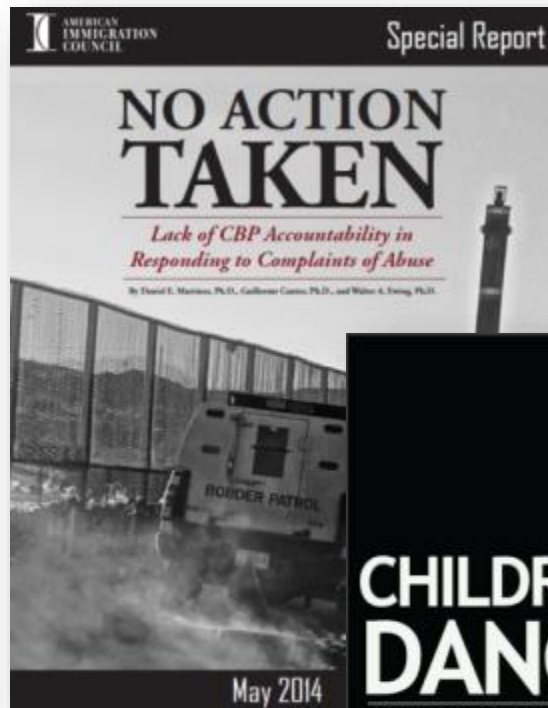
THE PRESIDENT'S DISCRETION,
IMMIGRATION ENFORCEMENT,
& THE RULE OF LAW

By Hiroshi Motomura

AMERICAN IMMIGRATION COUNCIL

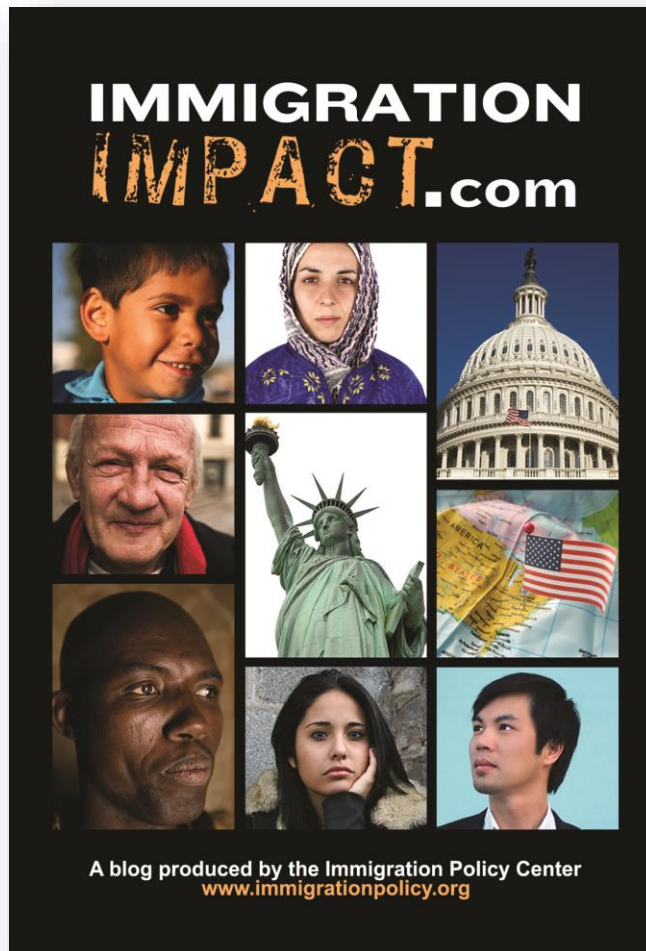
Perspectives | August 2014

Special Report Examples



Our daily blog:

ImmigrationImpact.com



- **Recent posts include:**
- The economic potential of executive action on immigration
- Final immigration hearings of 2014 preview more gridlock in 114th Congress
- How international students add billions to the U.S. economy
- What is driving children to leave Central America?
- New York Times exposes 'shame of America's family detention camps'
- Immigrant entrepreneurs bring vitality to main street
- Dozens of mayors file brief in support of immigration executive action

Cities Encouraging Immigrant Entrepreneurship Through “Welcoming City” Initiatives

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Framework & Context

Receptivity

- What is Receptivity?
- Receptivity Research
- Geographies of Receptivity
- Receptivity's Multidimensionality

Geography of Immigrant Settlement, Adjustment, Integration

- New Immigrant Gateways and Destinations
- Immigrant Suburban Settlement and Spread
- Receptivity, Adjustment, Integration

Constructing Receptivity

- Different dimensions contribute to creating a place's receptivity.
- New immigrant gateway destinations, in particular, are at a *crossroads*.
- Opportunities for different local institutions to help creatively construct and shape receptivity.

Individual and Institutional
actions affecting reactive,
regressive, or negative change
(exclusive)

Cool Receptivity

Individual and Institutional
actions affecting proactive,
progressive, or positive change
(inclusive)

Warm Receptivity

**Mixed
Receptivity**

Crossroads Cities

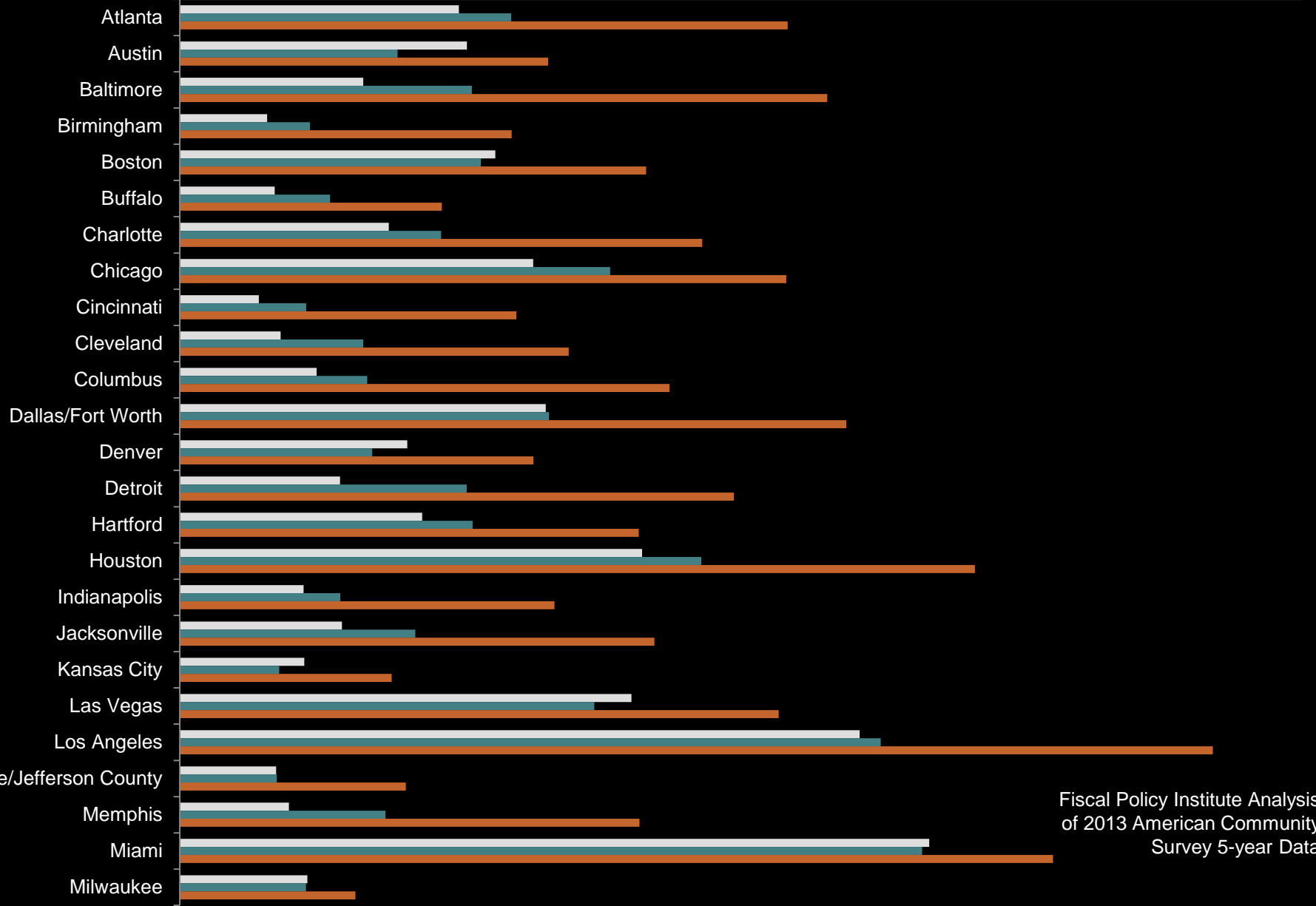
(new immigrant gateways)

Overview of “Welcoming Cities”

- “Welcoming City” concept is growing in recent years.
- Little research regarding the nature, scope and impact of such programs (Harwood 2014; Gill, Andrew, and Nguyen 2013).
- Two Recent Projects:
 - With American Immigration Council and Chicago Council on Global Affairs: “Integration Initiatives and the Capacity of Local Leadership” – exploration of the different types of integration initiatives local places in the Midwest are pursuing (Kerr, McDaniel, and Guinan 2014).
 - With American Immigration Council and Welcoming America: Focus on a sample of Welcoming America’s Welcoming Cities and Counties affiliate municipalities. (McDaniel *in preparation* for spring 2015 publication).

Foreign-Born Share of Labor Force and Business Owners in Metro Areas in 2013

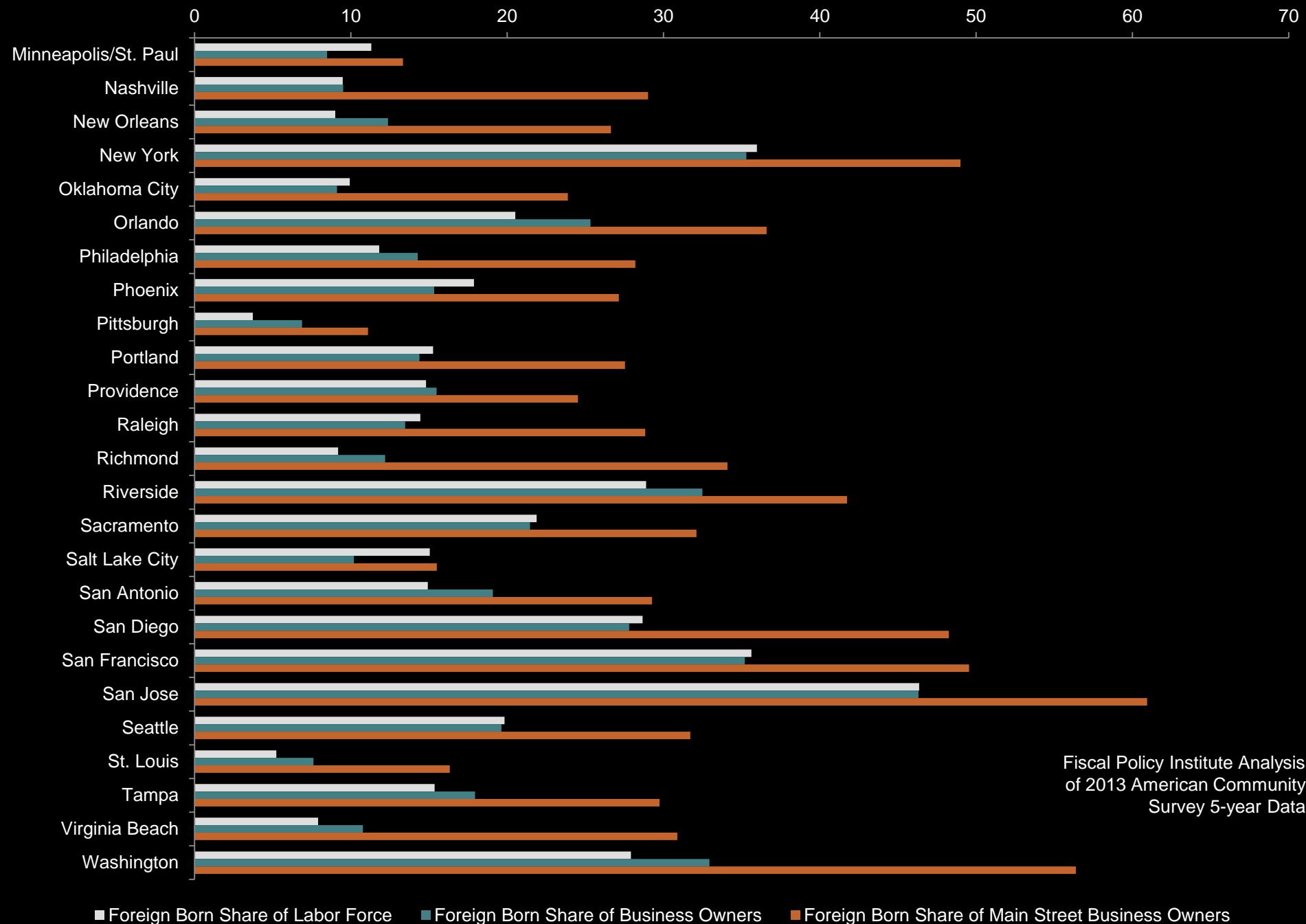
0 10 20 30 40 50 60 70



Fiscal Policy Institute Analysis
of 2013 American Community
Survey 5-year Data

■ Foreign Born Share of Labor Force ■ Foreign Born Share of Business Owners ■ Foreign Born Share of Main Street Business Owners

Foreign-Born Share of Labor Force and Business Owners in Metro Areas in 2013



Fiscal Policy Institute Analysis
of 2013 American Community
Survey 5-year Data

Questions

- How are a growing number of places embarking upon efforts to better integrate immigrants and refugees?
- How are welcoming city initiatives partnering with local community organizations?
- As one component of a comprehensive approach to integration, how are cities encouraging entrepreneurship?
- What challenges and opportunities exist for welcoming city initiatives to be sustainable, inclusive, and comprehensive?

Methodology

- Mixed-methods
- Descriptive data at the city and metropolitan level
- 67 Semi-structured, open-ended interviews with key informants (June to September 2014):
 - Researchers and national practitioners
 - Individuals in three case study cities:
 - Dayton
 - Chicago
 - Nashville
- Content analysis of interview data

Welcoming Cities & Counties

- A program of Welcoming America.
- Over 50 affiliate municipalities as of January 2015, representing over 10 percent of total U.S. population and 20 percent of foreign-born population (ACS 2013).
- Diversity of geography and experiences of immigrant reception.
- Five components:
 1. Advance the community's global welcoming profile.
 2. Ensure equitable access to basic services.
 3. Expand economic opportunity.
 4. Build immigrant leadership, engagement and inclusion.
 5. Foster a knowledgeable, safe and connected community.

Figure 1. Foreign-Born Percent of Total Population in Welcoming Cities and Counties in 2000 and 2013

2000 2013

Percent

0 10 20 30 40 50 60

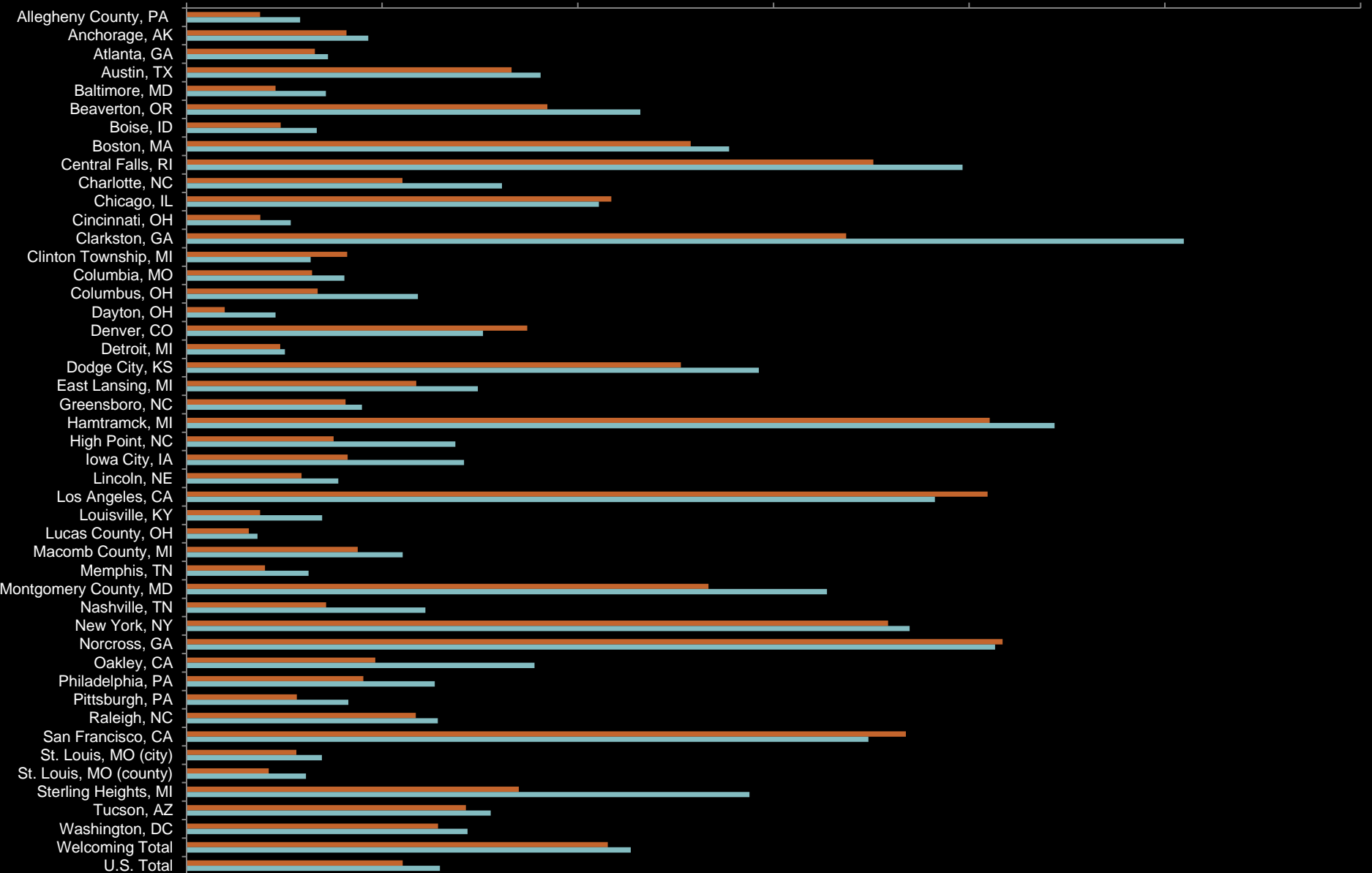
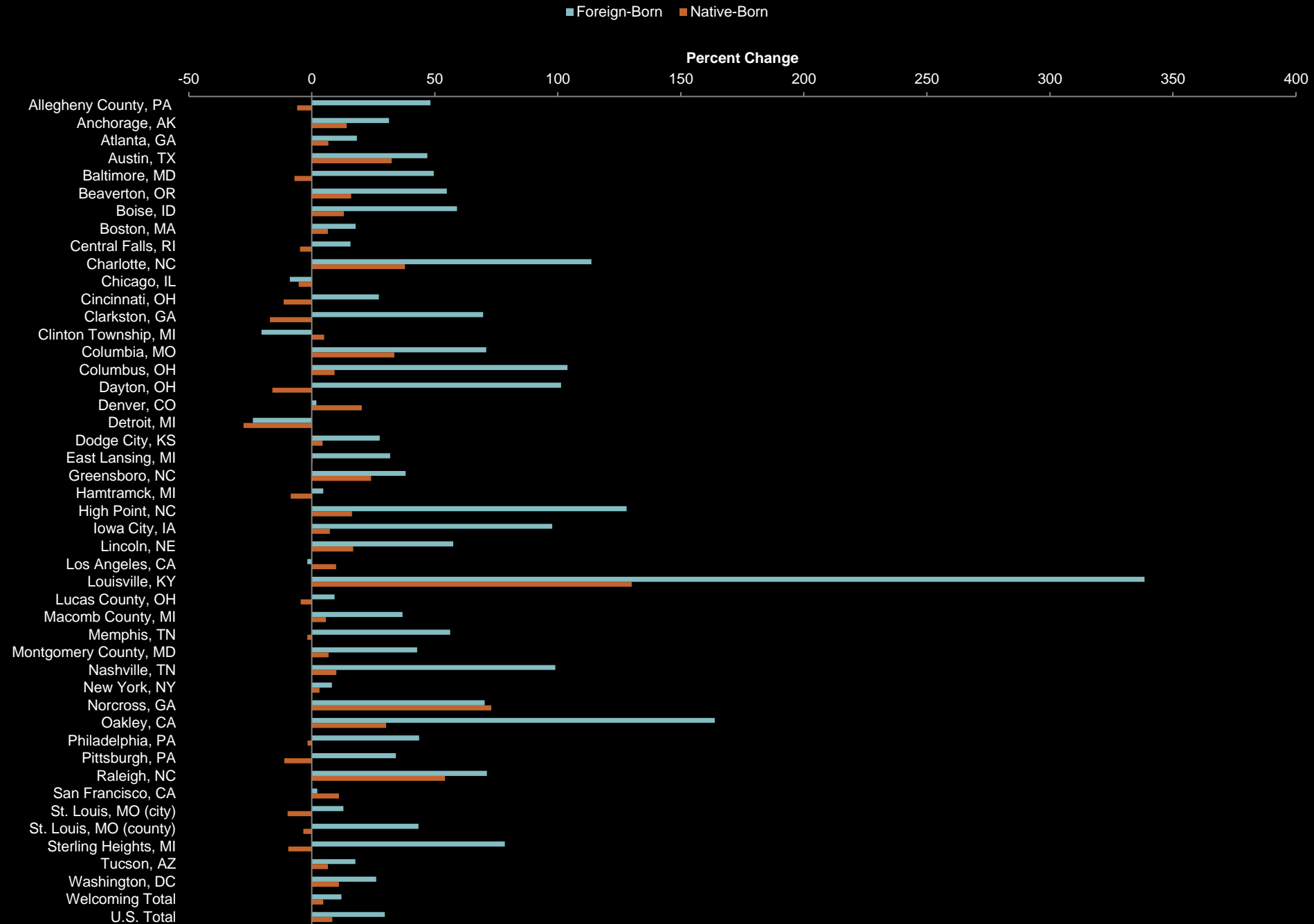


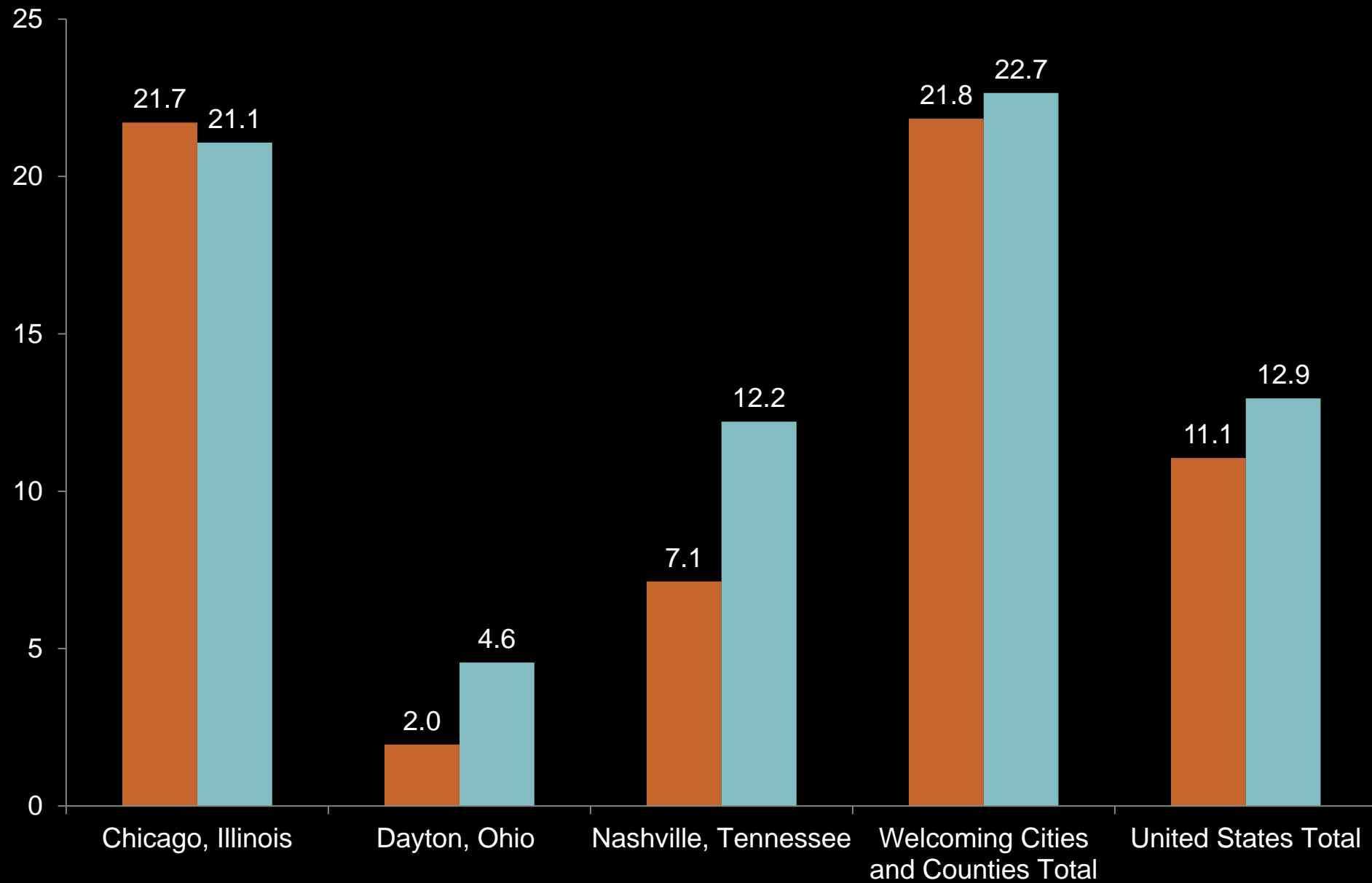
Figure 2. Percent Change from 2000 to 2013 for Native- and Foreign-Born Population in Welcoming Cities and Counties



Case Study Cities

- Dayton, Ohio
- Chicago, Illinois
- Nashville, Tennessee

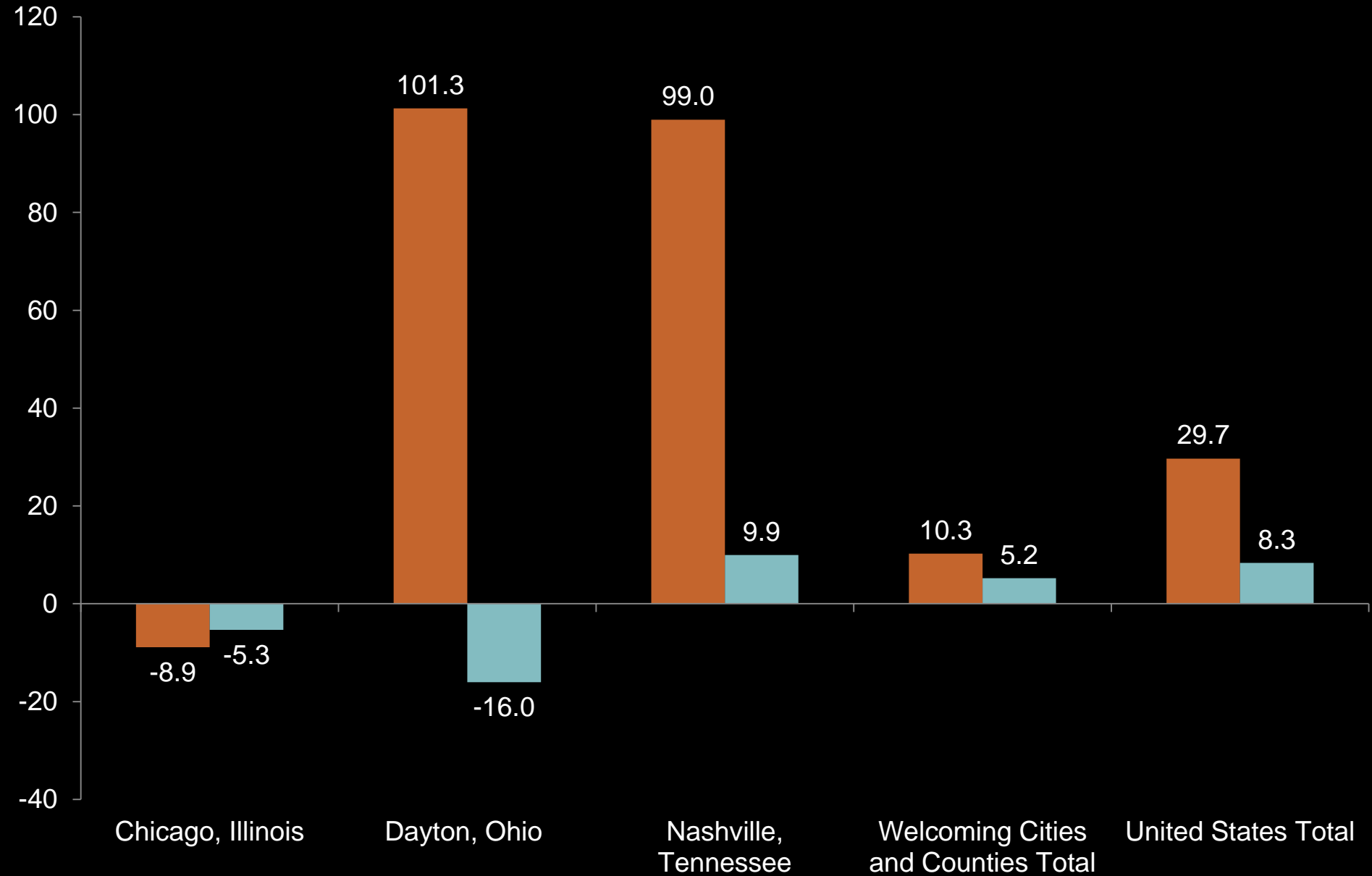
Foreign-Born Percent of Total Population in Welcoming Cities and Counties in 2000 and 2013



Source: U.S. Census Bureau,
American Community Survey

2000 2013

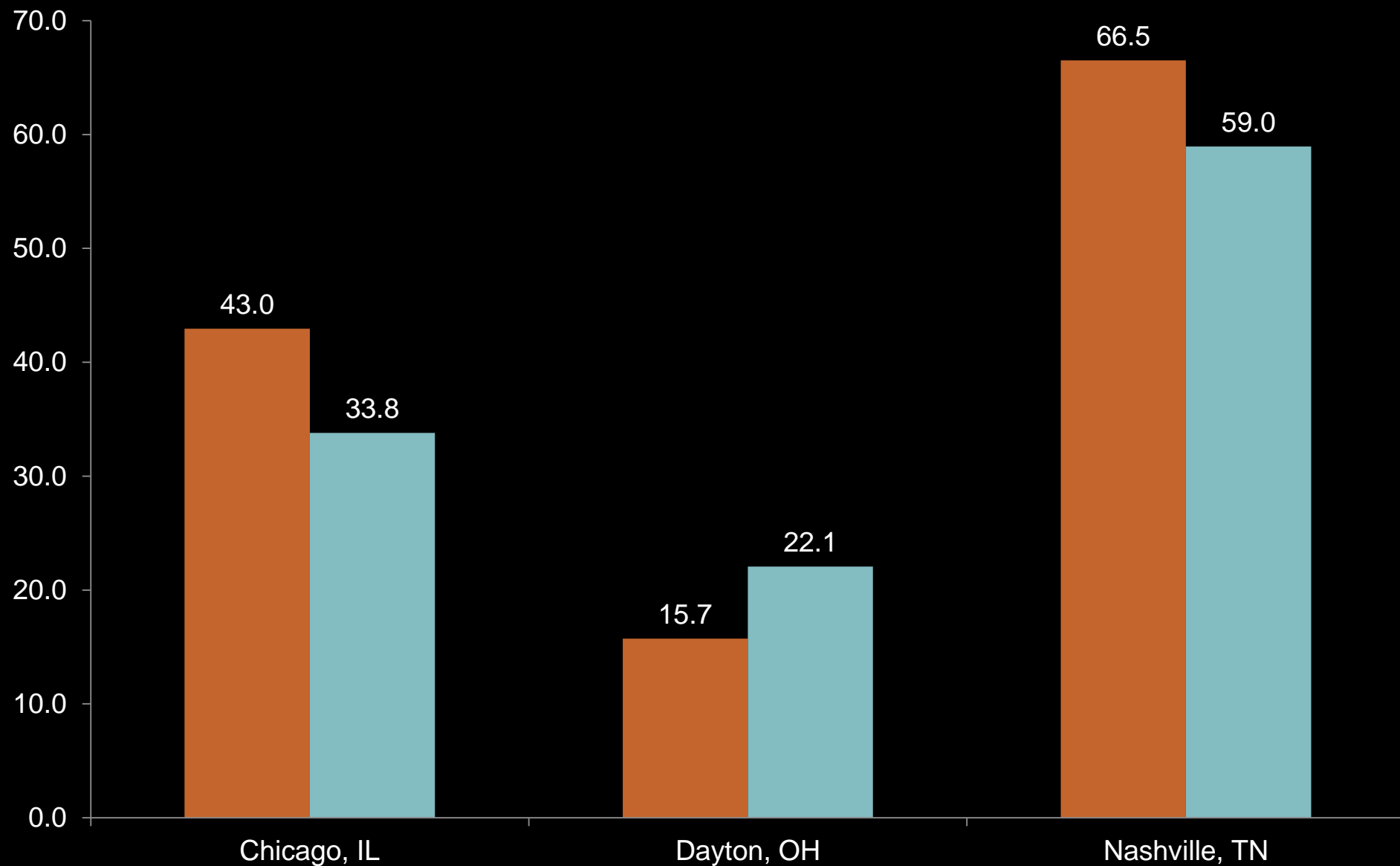
Percent Change from 2000 to 2013 for Native- and Foreign-Born Population in Welcoming Cities and Counties



Source: U.S. Census Bureau,
American Community Survey

Foreign-Born Native-Born

Municipal "Welcoming City" Foreign-Born Population as Percent of Metropolitan Statistical Area (MSA) Foreign-Born Population in 2000 and 2013



Source: U.S. Census Bureau,
American Community Survey

2000 2013

Chicago, Illinois



- Chicago Mayor's Office of New Americans
 - Plan emerged from a 50 member working group composed of members from across the city and different community sectors.
- Founded in July 2011, the Office of New Americans' key initiatives focus on economic growth, youth, and communities, including:
 - Introducing a Welcoming City Ordinance.
 - Launching Citizenship Corners at Chicago Public Libraries.
 - Starting the New Americans Small Business Series, encouraging small business growth in immigrant communities throughout Chicago.

"New mayor looked at coalition partners advocating for a new immigrant integration policy. We had seen New York City's Office of Immigrant Affairs, which served as a great model. There was an advisory committee with 50 members from advocacy, faith, chamber of commerce, academia, various city departments, and other organizations. They talked to over 350 groups across the city, county, and internationally and in other cities. Where are we now? 27 initiatives in three broad categories. We started with small businesses, economic growth, building upon the infrastructure already in place to move things forward with existing partners."
(Interview #012).

Chicago, Illinois



- Entrepreneurship and small business
 - Restaurant Startup Guide in different languages.
 - New Americans Small Business Series in different immigrant neighborhoods.
 - Series of events that encourage small business growth in immigrant communities throughout Chicago.
 - Temporary one-stop shops provide advice on how to start a small business, navigate the licensing process, comply with tax laws, interact with chambers of commerce, and access capital.
 - Entrepreneurship expos and “one-stop shops” in different neighborhoods.
- Little Village neighborhood
 - Chicago’s west side. Over a thousand businesses. Largest Mexican community in the Midwest.
 - Second largest contributor to city business tax revenues after the Magnificent Mile.

Dayton, Ohio

- The City of Dayton endorsed a community-driven immigrant initiative, which grew out of community conversations led by the Human Relations Council in 2011.
- The planning process recognized ongoing efforts to welcome immigrants and asked government and all public and private sectors to do more. Welcome Dayton efforts include:
 - Increasing language access in city government and increased attention to language access in private and public sectors.
 - Collaboration with private and public community, culture, and arts organizations.
 - Facilitating community conversations that strengthen relationships between immigrant-owned businesses and neighborhoods.
 - Programming to support English-language learners.



“Dayton’s Human Relations Committee board looked at housing discrimination and the immigrant population. They recognized that yes, in fact there was discrimination...We wanted to be more intentionally inclusive.” (Interview #02).

“We issued an invitation to the community to have a conversation...We had buy-in from city officials.” (Interview #06).

Dayton, Ohio



- Partnership with Small Business Development Center
 - Individual training on developing ideas into a business and overcoming barriers to starting a business.
 - Create bridges with key people from each community who can convey information to their own communities.
- Examples
 - Ahiska Turk refugee community – neighborhood revitalization, local real estate and logistics markets.
 - Refugee community from different African countries – Harambee Coffee Roasters Co-op, conflict-free fair-trade coffee in Dayton.
 - Immigrant entrepreneur from Mexico – Missing Peace Art Space Gallery, an artistic forum for contemplating the issues of peace and non-violence.

Nashville, Tennessee



- Ongoing efforts by community organizations including Casa Azafran, Tennessee Immigrant and Refugee Rights Coalition, Conexion Americas, Nashville International Center for Empowerment, Tennessee Foreign Language Institute, among others.
- Nashville Mayor's Office of New Americans, builds upon ongoing efforts.
 - Launched in September 2014.
 - MyCity Academy, a leadership-training program that helps immigrants and refugees understand and participate in Metro Government.
 - Parent Ambassadors, pairs immigrant parents who are veterans of Metro Schools with immigrant and refugee families whose children are newly enrolled.
 - Pathways for New Americans, a partnership between Metro Government and U.S. Citizenship and Immigration Services that supports immigrants in Nashville who aspire to become U.S. citizens.
 - New Americans Advisory Council, ensures that immigrant and refugee leaders have a voice in Nashville Metro Government.

“A turning point was the defeat of an English-only ordinance. There had been an explosion of growth of the Latino community in Nashville coming for economic opportunities. The conversation was on ‘how do we interact with the new population?’ (sell to them, hire them, preach to them, etc.). But then the broader discourse nationally became more toxic and negative. We had to become an advocate for the community. The defeat of Nashville’s English-only ordinance allowed city leaders to say ‘this is not the Nashville that we want to build.’ And more organizations helped lead the way, all of which helped push things in a positive direction.” (Interview #023).

Nashville, Tennessee



- Potential partnership with a community-based organization (Conexion Americas) to encourage entrepreneurship:
 - Negocio Prospero (Prosperous Business) program facilitates introductory business courses in Spanish that provide aspiring business owners and micro-entrepreneurs with useful tools and skills to launch, or improve the management and profitability of their business.
 - Classes focus on financial education, accounting and taxes, licensing permits, insurance, contracts, and other legal information.
 - Mesa Komal Community Commercial Kitchen, encourages new food businesses by providing a space for entrepreneurs who own, or want to start their own food business.

Discussion

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Opportunities: Welcoming City initiatives can...

- Build/strengthen bridges of collaboration across community sectors (political, economic, cultural, social, educational, ...), among the different “shapers” of receptivity.
 - Facilitate community conversations.
 - Lead in learning about best practices and recommendations.
 - Represent “official” support from local elected leaders to create safe space for implementation across sectors.
 - Serve as entity to create networks, leverage resources, and tap into and connect organizations already doing work on integration issues.
- Lead programs to educate the broader population about newcomers and diversity, and create buy-in.
 - Cultural empathy and competency training.
 - Community education programming at cultural institutions and other events.
 - Partner with cultural/educational institutions to educate broader population on issues.

Challenges

- Multiscalar challenges: Municipal, State, and Federal policies that may hinder immigrant integration.
- Growing community buy-in, and the **challenge of extending welcome and inclusion to all, not just immigrants.**
- Geographic unevenness of “welcoming” across intra-urban geography of a place.
 - Suburban immigrant settlement.
 - Growing regional welcome beyond a single municipality for a broader metro region.
- Sustainability of initiative.

What Next?

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More questions:

- To what extent are municipal initiatives politically motivated compared with community-driven, grassroots efforts?
- How can local researchers play a stronger role in partnership with local welcoming initiatives early-on and for the long-term?
- What are the short- and long-term impacts of local integration initiatives?
 - Lessons learned? Best practices? Barriers and how to address them?
 - How to measure and evaluate impact? How to assess best practices, challenges, and opportunities for long-term success?
 - Are “welcoming cities” truly taking steps for full welcome and inclusion for all?
 - What are intersections with other components of urban restructuring (neighborhood change, gentrification, ...)?
- How do inter- and intra-urban dynamics among and within welcoming cities and metropolitan regions affect an initiative’s impact and a place’s receptivity to newcomers?
- What is the geography of “welcoming” within cities and metro areas?

Thank you!



- Policy Center at the American Immigration Council:
 - www.immigrationpolicy.org
- *Immigration Impact* daily blog:
 - www.immigrationimpact.com
- pmcdaniel@immcouncil.org
-  [@pnmcdaniel](https://twitter.com/pnmcdaniel)
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