



# THE STATE OF ALANA BUSINESS 2009

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# THANK YOU

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- THANK YOU SURVEY PARTICIPANTS. THESE RESULTS WERE SHARED AT A TOWN HALL MEETING ORGANIZED BY THE MN BLACK CHAMBER OF COMMERCE AND OTHER GROUPS. ATTENDEES INCLUDED CONGRESSWOMAN MCCOLLUM, MAYOR COLEMAN OF ST. PAUL, HENNEPIN COUNTY COMMISSIONER MCLAUGHLIN, RAMSEY COUNTY COMMISSIONER REINHARDT, SAINT PAUL CITY COUNCIL MEMBER CARTER, DEED COMMISSIONER MCELROY, DY DIRECTOR SBA AND OTHERS. THE RESULTS WILL BE SHARED WITH OTHER POLICY LEADERS.

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# OVERVIEW

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- THE STATE OF ALANA BUSINESS 2008
- THE STATE OF ALANA BUSINESS 2009
- KEY TRENDS
- POLICY IMPLICATIONS

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# ALANA BUSINESS SENTIMENT INDEX

## 2009-

## “Glimmers of Hope”

**BOOM**

2008 2.4

**GLOOM**



2009 2.2

Compared to 2008 ALANA Business Optimism has improved.....  
The above index ranges from 1 to 3 – one being “BOOM” and 3 “GLOOM”. It is derived from the survey data.

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# Survey Sample

- 559 email addresses of ALANA Firms
- 11 percent response rate or 64 firms
- Business founded 1970 - 2008

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# REVENUE

- FIRMS RANGED FROM \$10,000 TO \$20 MILLION

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# EMPLOYEES

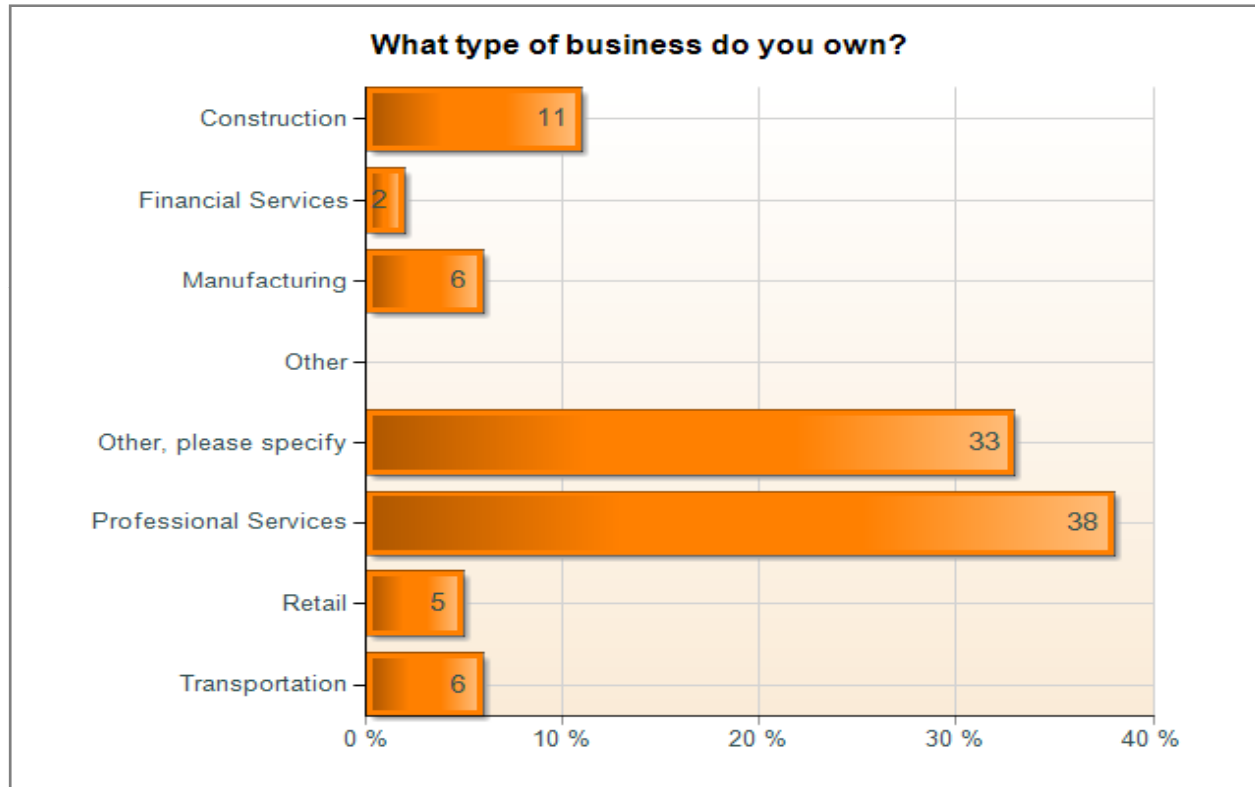
- EMPLOYEES RANGED FROM 1 TO 1000+
- Employed 1788 employees

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# TYPE OF BUSINESS

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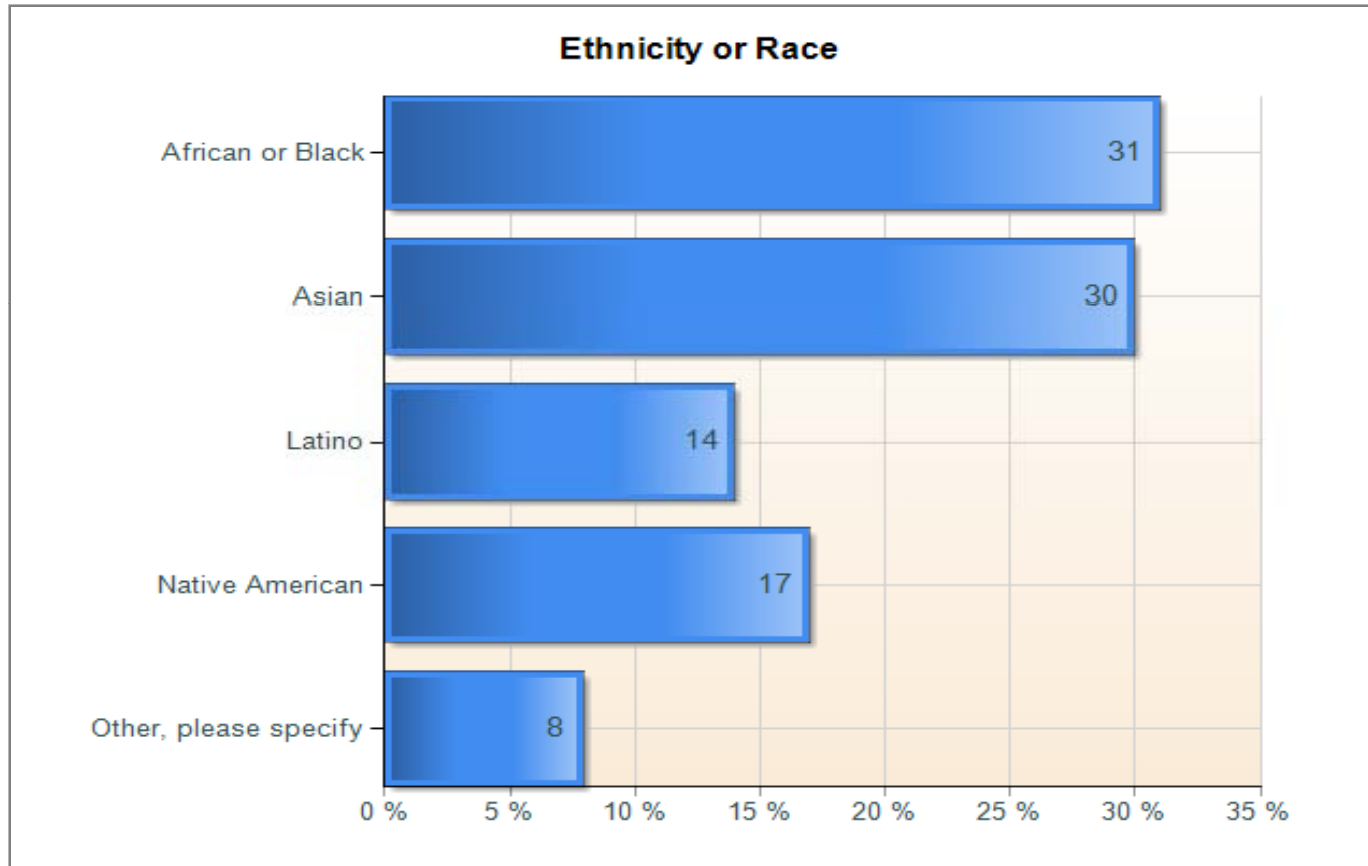


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# ALANA CATEGORY

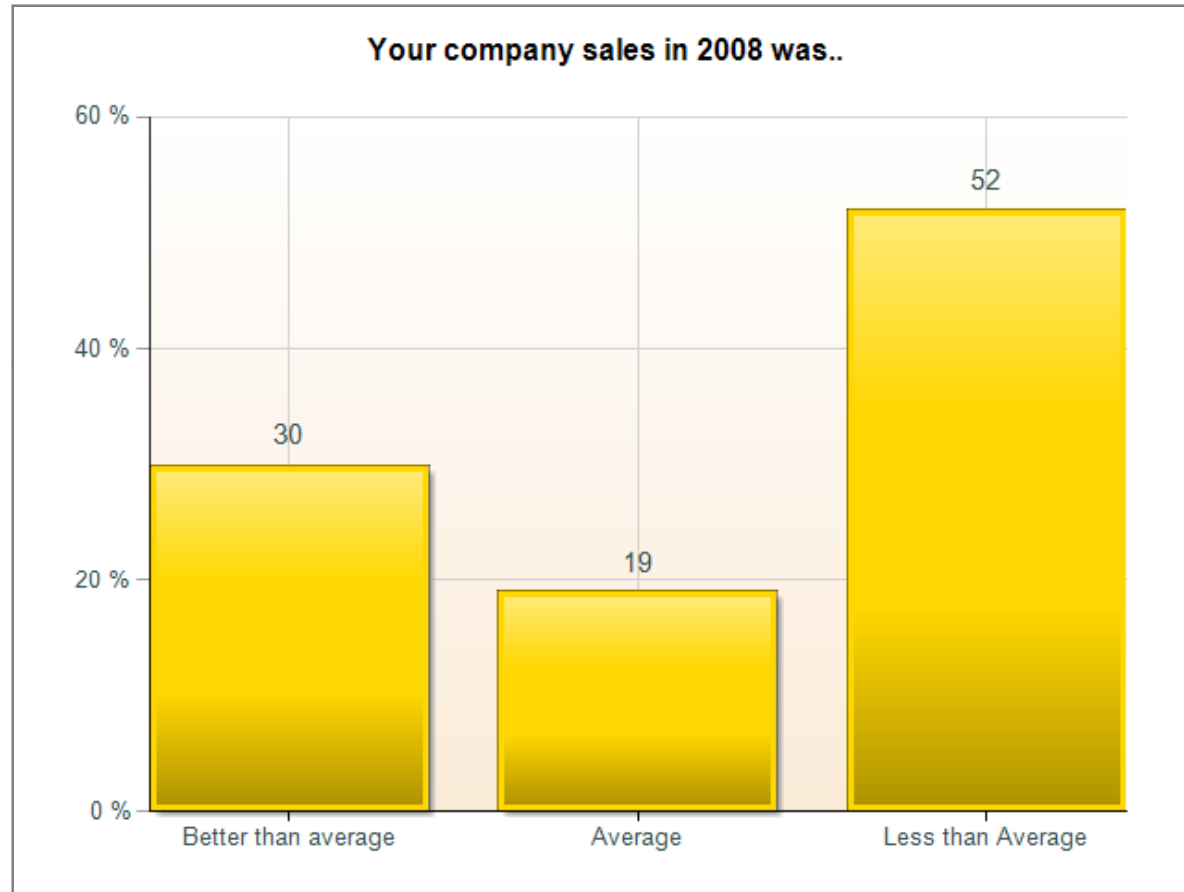
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# SALES IN 2008

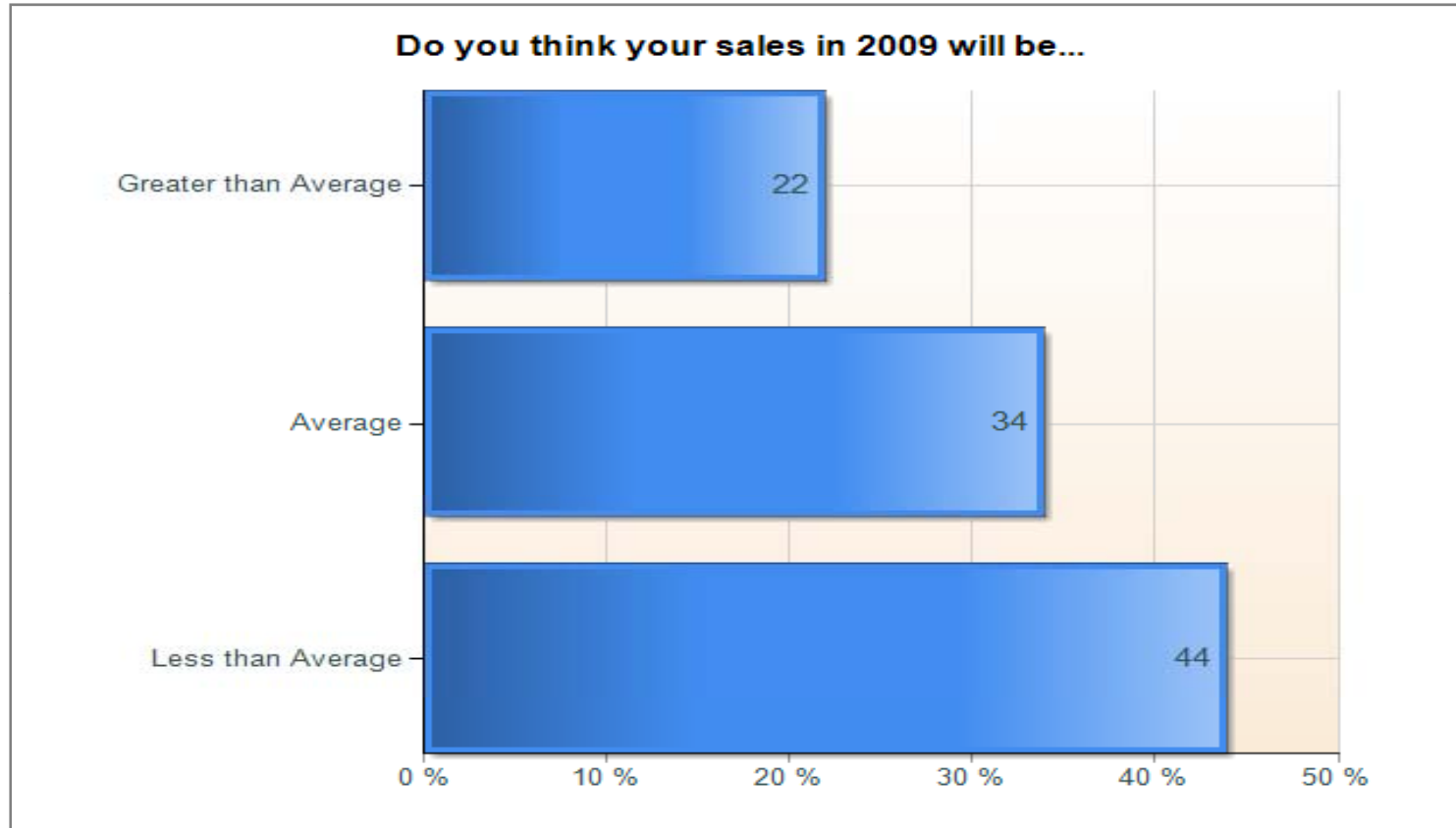


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# EXPECTED SALES IN 2009

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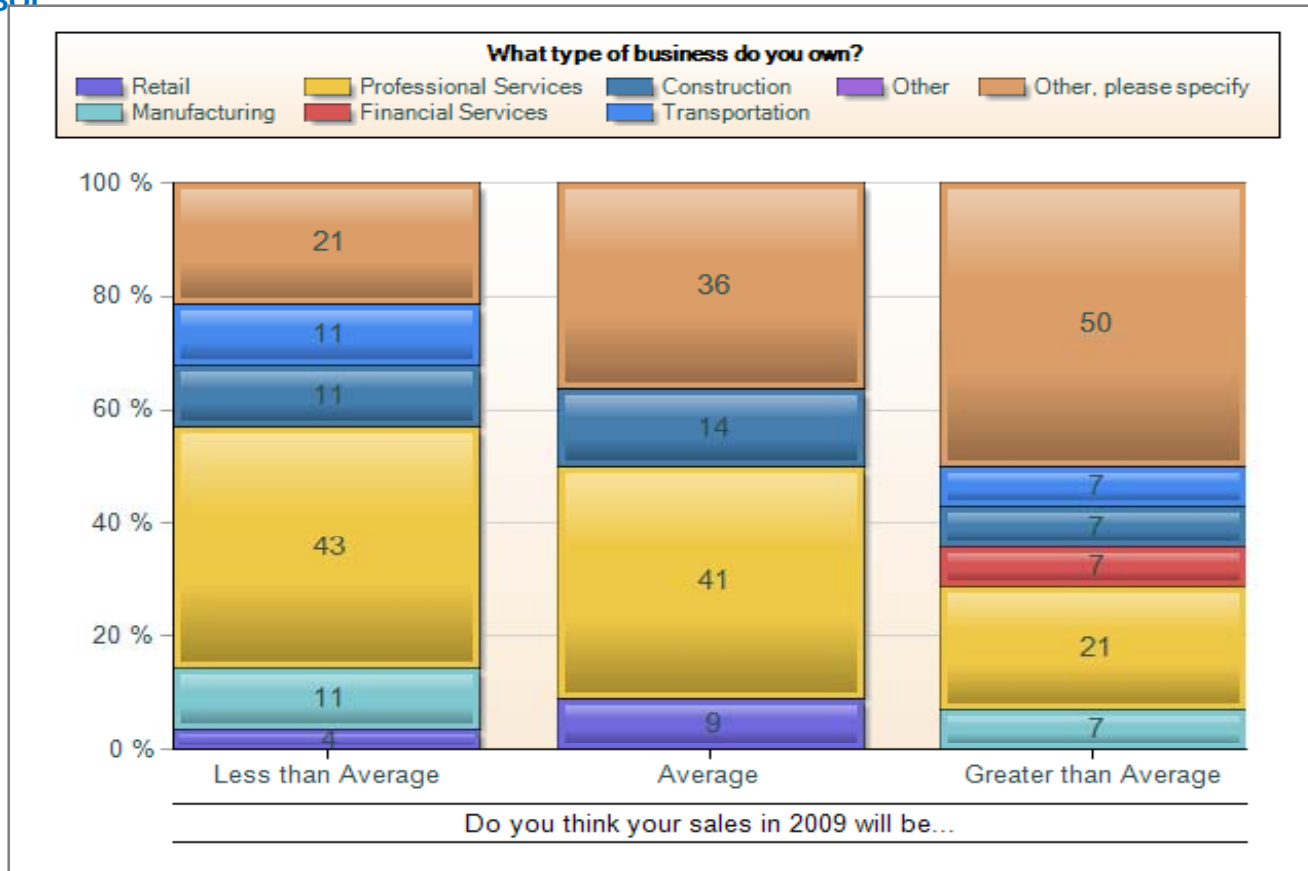


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# Type of Business and Expectations

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# 2008 EMPLOYMENT

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- 24 PERCENT REPORTED LAYING OFF EMPLOYEES

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# 2009 EMPLOYMENT

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- 40 PERCENT PLANNED ON HIRING NEW EMPLOYEES

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# STRATEGIES DURING THE DOWNTURN



## STRATEGIC BUSINESS INSIGHT

Publication featuring local business case studies on business insights...

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# STRATEGIES: Firms

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- Find a core stable financial base to weather the storm
- Increased networking for new sources of revenue
- Analyze the customer base to find important market segments.
- Analyze the product base to find out products whose demand increases during the downturn.
- Experiment with innovative ideas like the experience of Redbird Media and Design.

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# EXAMPLE



- REDBIRD MEDIA DESIGN AND STRATEGY
- NATIVE AMERICAN BUSINESS
- ECONOMIC DECLINE REDUCED REVENUE DRAMATICALLY
- DEVELOPED A NEW BUSINESS MODEL – FREE NEWSLETTERS FOR NON PROFITS
- EXPECTS REVENUE AND EMPLOYMENT TO INCREASE SIGNIFICANTLY

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# Strategies: Public

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- Recent research on minority business identify the following factors determining success:
  - Human capital
  - Financial capital
  - Relationship and mentoring capital

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# Strategies: Public

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- Public agencies and large companies can play an important role in growing ALANA businesses
  - Enforce statute 16c statewide and across jurisdictions as the minimum ( 25 percent for small businesses)
  - Support “capital leverage” programs

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# Strategies: Public

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- Develop mentoring/partnership programs like CPP
- Integrate ALANA firms into new areas – biotech and Green economy
- Universal certification process across all jurisdictions – Governor can do it by Executive Order.
- Unbundling of large contracts so that small businesses can compete

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# Strategies: Public

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- Ensure Stimulus funds reach ALANA businesses
- Leverage the SBA's resources – make it easier to help small businesses

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# THANK YOU

## THANK YOU SURVEY PARTICIPANTS.

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Report can be found at [www.ethnictrends.info](http://www.ethnictrends.info)

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