



## POPULATION

**635K**



## RACE/ETHNICITY

**62%** White

**12%** Black or African American

**7%** Asian

**5%** Two or More Races

**33%** Hispanic or Latino

## WEALTH AND ACCESS TO CREDIT

**\$26K** Median Debt

**74%** Residents with Debt

**19%** Residents with Student-Loan Debt

## SBCS DATA WERE NOT AVAILABLE FOR NEVADA

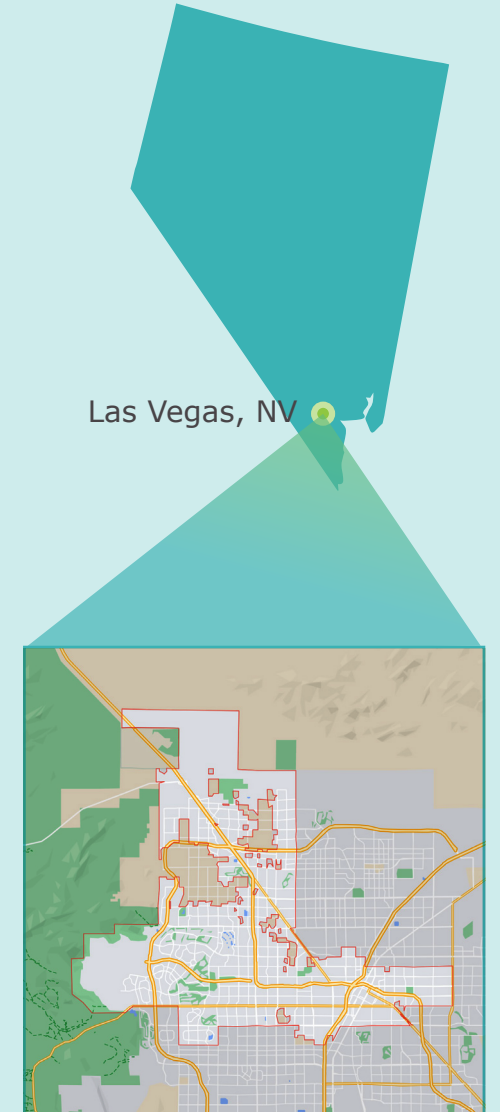
“When we talk about entrepreneurship and driving lasting change in our communities, we must examine the policies and nuances that have allowed systemic discrimination. There is incredible resilience and determination in communities that have been historically discriminated against. We must tap into that individual and collective resilience, take action, and drive change that is lasting. Ultimately, we seek to create a small business infrastructure and an entrepreneurial ecosystem that ensures access to resources and opportunities for everyone, regardless of their socioeconomic background.”

**Ken Evans**  
Urban Chamber of Commerce

“Our team is dedicated to establishing equitable access to capital and funding, openly addressing social justice issues, and modifying systems and policies, all while developing support networks for entrepreneurs who have long been marginalized.”

**Kathi Thomas**  
City of Las Vegas

## MAP





## COMMUNITY NARRATIVE

Las Vegas is the largest city in Nevada, with a full-time population of 670,000. Residents largely work in the sales and services sectors, which account for 50 percent of jobs, while management and professional services make up 30 percent of the workforce. The city is best known for its expansive gaming and hospitality offerings, but small businesses are also a popular attraction, as several popular districts — downtown Las Vegas, the Fremont East Entertainment District in Container Park, and Symphony Park — also offer an eclectic mix of art, food and beverage, and unique retail spaces. Despite this progress, discriminatory practices of the past against Black business owners have perpetuated disparities in access to prime business locations, funding, and resources, which limits opportunities and their success.

## COMMUNITY GOALS

### Support and Access

Establish opportunities for equitable access to capital and funding

### Building Relationships

Establish mentorship opportunities that can provide guidance and foster a supportive network

### Systems Change

Modify systems and policies to support investment in entrepreneurs from traditionally disinvested groups

## PARTNERS

### Nalani Aki

City of Las Vegas - Neighborhood Revitalization and Community Engagement

### Elias Benjelloun

Homie

### Scott Carter

City of Las Vegas - Office of Community Services

### Kenneth Evans

Urban Chamber of Commerce

### Ela Garcia

Nevada Partners

### Darren Harris

City of Las Vegas - Youth Development and Social Innovation

### Nic Steele

Access Community Capital

### Dalisa Steward

Urban Chamber of Commerce

### Angelica Villarta

Blucat Group

Learn more about the Reinventing Our Communities (ROC) Cohort Program  
[www.philadelphiafed.org/roc-cohort-program](http://www.philadelphiafed.org/roc-cohort-program)

