



Asian Pacific Islander Small Business Program (API SBP) 2017 Performance Report FY 10/1/16-9/30/17

The Asian Pacific Islander Small Business Program (API SBP) is a collaborative of five API community-based organizations in Los Angeles. API SBP was founded in 1999 to assist small and micro businesses in LA County with a focus on providing culturally and linguistically appropriate assistance in the Chinese, Filipino, Japanese, Korean and Thai business communities. Our business counseling and workshop trainings are offered in English, Cantonese, Mandarin, Korean, Japanese, Tagalog, Thai and Spanish.

In the most recent fiscal year, 10/1/16-9/30/17, API SBP accomplished the following milestones:

Milestones	Actual	Description
New Businesses Started	29	
New Jobs Created	162	
Jobs Preserved	137	
Client Counseling	464	Individual business counseling
Counseling Hours	1,932	Total hours of business counseling provided
Entrepreneur Training Program (ETP)	10 series	Long-term training series consisting of a minimum of 24 hours of classroom instruction covering the basics of business planning and operations. The program is conducted in five neighborhoods in English, Thai, Mandarin, Korean, Japanese and Tagalog. ETPs are scheduled at times that are most convenient for the target audience. In some communities Saturday mornings are best whereas others prefer weekday evenings.
ETP Attendees	161	
Access to Capital Workshops	10	Speakers are invited from the financial industry to talk about the various resources, products and services available to small business owners.
Access to Capital Attendees	248	
Internet Training Workshops	16	Attendees learned how to build their own webpage by using Weebly, a user-friendly free webpage creation site; how to install the PayPal button on their websites for online transactions; and how to use Google Analytics & search engine optimization (SEO) as well the various social media platforms available. Google Analytics is a free service offered by Google that generates detailed statistics about the visitors to a particular website. SEO is used to improve the volume and quality of traffic to a website from search engines.
Internet Training Attendees	344	
Women's Network for Entrepreneur Training (WNET)	26	WNET trainings are often held in conjunction with the ETP. Successful entrepreneurs come to class as guest speakers to talk about their experiences and

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		answer questions that attendees might have regarding their businesses.
WNET Attendees	569	
Additional Workshops	17	Additional workshops on various business topics are offered throughout the year. Some topics include: <ul style="list-style-type: none"> - Business Tax Audits - New FSMA Regulations for Importers - Subcontracting Strategy & Opportunities - Labor Law Updates: Minimum Wage & Sick Leave Calculations - Business Insurance - Franchise Law Workshop - Café Ownership Training - Emergency Preparedness for Your Business - Protecting the Future of Your Business - Lease Negotiations - Import/Export Opportunities - Restaurant Startup Planning
Additional Workshop Attendees	513	

API SBP focuses on the communities of Chinatown, Little Tokyo, Koreatown, Thai Town and Historic Filipinotown, where collaborative partners are based. All targeted neighborhoods are located in the low/moderate-income core of urban Los Angeles. We also serve large segments of the San Gabriel Valley and the rest of Los Angeles County.

In these target communities, the U.S. Census Bureau (2007 and 2010) reports the following:

- 79% of the Asians and 84% of the total population are of low and moderate-income.
- The unemployment rate in our target areas is 10.24% vs. 8.70% for LA County. Unemployment among Asians in our target areas is 9.79% vs. 6.70% for LA County.
- 25% of populations in our target areas are below the poverty level vs. 16% for LA County. Among Asians in our target areas, 18% are below the poverty level vs. 11% for all Asians in LA County.
- Of total households in our target areas, 65% are of Low, Very Low or Extremely Low Income vs. 41% for LA County. Of Asian Households in our target areas, 63% are of Low, Very Low or Extremely Low Income vs. 36% for LA County (as defined by the Community Reinvestment Act).

Per our client income surveys, 82.54% of our clients are low- and moderate income.

According to the US Census, APIs represent the fastest growing segment of the US population at 46% since 2000. According to the latest Survey of Business Owners, the number of API-owned businesses grew over 40%, the largest growth rate of any major race group. Much of this business growth is driven by immigrants whose challenges are most acute, with businesses often located in API communities that are impoverished and constantly in flux.

APIs constitute 39.5% of the minority entrepreneur population in Los Angeles County and own 24% of all retail stores in the County. However, these stores account for only 9% of retail sales, or an under-performance of 56% compared with their non-API counterparts.¹ The presence of such a large API entrepreneurial population producing well below the average revenue indicates a need for business assistance services. It also, however, shows tremendous potential for growth as entrepreneurial skills are honed.

¹ U.S. Census Survey of Business Owners: Asian Owned Businesses: 2007