

## 1. Background

The Sonoma County Economic Development Collaborative (EDC) seeks an updated report on BIPOC (Black, Indigenous, and People of Color), women-owned, and other traditionally underserved businesses in Sonoma County. The 2017 Hispanic Demographic Trends report covered demographic and workforce statistics using third-party local, state and national data: <https://sonomaedc.org/Microsites/Economic%20Development%20Board/Documents/Archive/Documents/Reports/2017/2017-Hispanic-Demographic-Trends-Report.pdf>. This report will provide an updated account of the demographics, industry distribution, and economic contributions of BIPOC businesses, enabling the EDC to better support these entrepreneurs and foster inclusive economic growth.

## 2. Objectives

The primary objectives of this project are to:

- Provide a breakdown of BIPOC business owners in Sonoma County.
- Analyze industry distribution, business size, employee numbers, annual revenue, and years in business.
- Forecast trends for the next 5-10 years.
- Compare BIPOC business data with other demographic groups.
- Identify barriers, challenges, and opportunities for BIPOC business owners.

## 3. Project Scope and Deliverables

### Data Collection

- Gather data from existing U.S. Census reports and business owner surveys.
- Gather data from up to 1,000 Sonoma County BIPOC business owner surveys, similar to the work undertaken by Stanford State of the Latino Entrepreneurship Report: <https://www.gsb.stanford.edu/faculty-research/labs-initiatives/slei/state-latino-entrepreneurship-report>

### Research and Analysis

- Quantitative analysis of collected data to identify trends and patterns.
- Qualitative research to support the quantitative findings.

### Key Deliverables

- A detailed report on BIPOC business ownership in Sonoma County.
- Forecasting trends and expected changes in the business landscape.
- Presentation of findings at stakeholder event/meeting.