

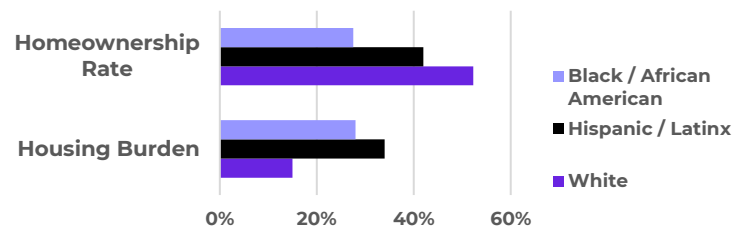
CEO Action for Racial Equity's Dallas Place-based team is focused on bridging the wealth gap for the Black Dallas community by amplifying the efforts of established and trusted community-based organizations through dedicated and sustained corporate engagement.

Dallas, renowned for its robust economy, has long celebrated the American Dream through home and business ownership. These pillars can symbolize financial freedom and stability for many, shaping the trajectory of wealth accumulation for generations.

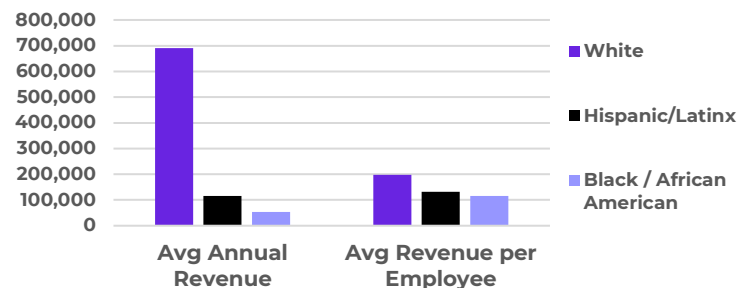
However, for Black communities, these pathways remain fraught with obstacles due to societal systemic racism, including redlining, lack of access to financial services for diverse-owned businesses, and historical disinvestment in South Dallas.

As the city grapples with a racial wealth gap perpetuated by past and present-day challenges, sustainable engagement is needed to help dismantle obstacles, promote equitable opportunities, and uplift underserved communities.

Dallas Homeownership¹



Business Value by Ownership²



On average, the majority of white-owned businesses in Dallas (~35%) earn over \$1m in annual revenue, in comparison to Black-owned businesses (~19%), Hispanic/Latino-owned businesses (34%) and Asian-owned businesses (29%).³

>> Insights we heard from the community

- Make housing and homeownership resources more available throughout the city
- Foster innovation and economic empowerment with minority-owned businesses
- Support mission-driven organizations, such as Community Development Financial Institutions (CDFIs) and other Community Development Organizations (CDOs)

>> Opportunities for sustained engagement

- Build relationships with Community Development Organizations (CDOs) to make a sustained impact
- Support CDFIs in their role of providing financial literacy skills, home loans, and business loans to the underbanked
- Create capacity through skills-based volunteering or board seats
- Collaborate with Black-owned businesses via mentorship and/or mutually beneficial relationships



Contact us to become a CEOARE signatory and help advance our work in Dallas.

DallasPlaceBased@ceoactionracialequity.com

<https://ceoactionracialequity.com/>

1. City of Dallas. Dallas Housing Policy 2033. <https://dallascityhall.com/departments/housing-neighborhood-revitalization/Documents/DHP33%20Documents/03.30.2023%20Dallas%20Housing%20Policy%202033%20-%20English%20-%20Final.pdf>
 2. Dallas' Small Business Ecosystem Assessment. Next Street, 2019. <https://nextstreet.com/research-and-publication/dallas-ecosystem-report/>
 3. National Center for Science and Engineering Statistics within the National Science Foundation, and U.S. Census Bureau, "Annual Business Survey: Receipts Size of Firm Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2021," 2021. Economic Surveys, ECNSVY Annual Business Survey Company Summary, <https://data.census.gov/table/ABSCS2021.AB2100CSA03?t=Owner Race and Ethnicity&g=310XX00US19100&y=2021>