

# The Immigrant-Friendly City

Growing the Economy by  
Welcoming Immigrants!

**Richard Herman**  
Cleveland

Global Great Lakes Network  
Detroit, June 6, 2013

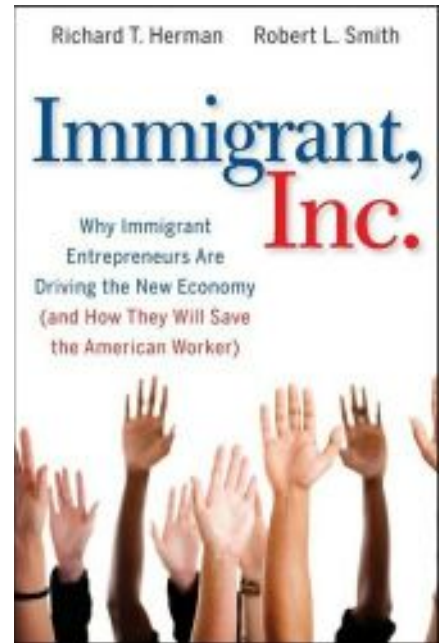
# The Rust Belt Pioneers



STEVE TOBOCMAN



JOHN AUSTIN



GLOBAL  
CLEVELAND

# Can Immigrants Help Rebuild the Rust Belt Economy?



# Rust Belt Is Hemorrhaging Jobs & People

## ▶ MICHIGAN

- Over last 10 years, lost 790,000 jobs
- Detroit: over last 60 years, lost 50% of population (1.8 million to 900,000)
- Percentage of immigrants dropped from 30% to 10%

## ▶ OHIO

- Over last 10 years, lost 525,000 jobs
- Cleveland: over last 60 years, lost 60% of population (950,000 to 396,000) (17% in 10 yrs)
- Percentage of immigrants dropped from 30% to 5%

# A New Urban Movement: Welcoming Immigrants to Spur Economic Growth

## Global Philly



## Baltimore



## Chicago Mayor's Office for New Americans



# The Immigrant Friendly City

- ▶ Improving the Lives of Immigrants While Promoting City's Growth and Cultural Vitality

# The Immigrant Friendly City

## ▶ Our Growth

- Immigrant-Owned Businesses
- Human Capital

## ▶ Our Youth

- Children of Immigrants
- Parents and Schools

## ▶ Our Communities

- Public Safety
  - Access to Services
  - Civic Engagement
- 



# MUTUAL RESPECT

» R-E-S-P-E-C-T

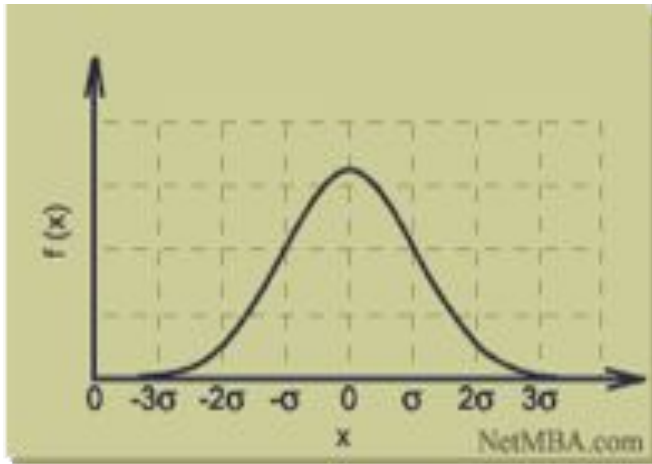
“The richest regions are those with the highest proportion of immigrants.”

President’s Commission on  
Immigration, 1953

# Millions of Unfilled Jobs in the Great Recession

- ▶ 3.6 million open jobs according to U.S. Dept. of Labor





Immigrants largely compliment, not displace, American-born workforce.



Immigrant workers usually work in high-skilled or lower skilled jobs, where U.S. has a shortage of workers.

# How About Undocumented Workers & Lower Skilled Jobs?

- Undocumented Workers Negatively Impact U.S. Worker Wages by 0.15 % ---less than 2/10 of 1%
- U.S. Federal Reserve Bank, Atlanta


\* Each Lower-Skilled, Non-Ag Worker in Shortage Occupation creates 4.6 American Jobs.

Partnership New American Economy

# Where do jobs come from?

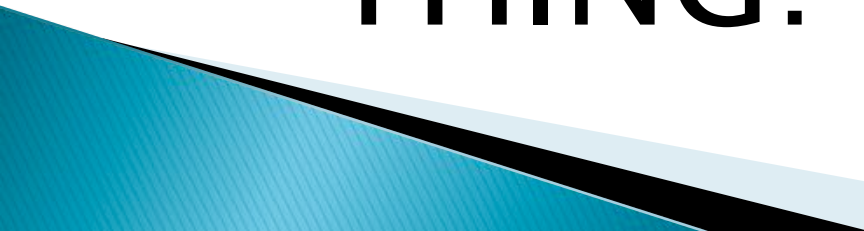


# STARTUPS: New employment paradigm

- ALL net job  creation in America over last 25 years comes from STARTUPS --- creating 40 million new jobs
- New Firms add an average of 3 million jobs in first year
- Older companies lost 1 million jobs annually
  - --- Kauffman Foundation

When it comes to job  
growth, **STARTUP**  
companies aren't  
everything.....

they're the **ONLY**  
**THING!**





**So WHO are  
behind the  
startups in  
America?**



we welcome the  
job-creators

# USA: Immigrants Driving the New Economy and Urban Revitalization

- \* Immigrants twice as likely as native-born to start a business;
- \* Immigrants founded more than 50% of the high-tech companies in Silicon Valley;
- \* Immigrants are more likely to earn an advanced degree, invent something, be awarded a U.S. patent;

**28%**

**OF U.S. SMALL BUSINESSES  
STARTED IN 2011 WERE  
FOUNDED BY IMMIGRANTS**

**[WWW.RENEWOURECONOMY.ORG](http://WWW.RENEWOURECONOMY.ORG)**

# Immigrants Start Companies & Create Jobs

- 40% of Fortune 500 companies were funded by an immigrant or child of an immigrant

These companies employ 10 million people worldwide, and generate \$4,200,000,000,000 in revenue per year

2011 study by Partnership for a New American  
Economy



# Immigrant-Founded Companies



# 7 of 10 most valuable brands in the world were created by U.S. immigrants or children of U.S. immigrants

- ▶ Ford
  - ▶ GE
  - ▶ AT&T
  - ▶ Boeing
  - ▶ Disney
  - ▶ Apple
  - ▶ Hertz
  - ▶ Pfizer
- |                  |              |
|------------------|--------------|
| Google           | Intel        |
| Budweiser        | Home Depot   |
| McDonald's       | U.S. Steel   |
| IBM              | Dow          |
| Kraft            | UPS          |
| Procter & Gamble | Estee Lauder |
| Levi's           | DuPont       |
| Bank of America  | Heinz        |

# 60% of Top 25 Tech Companies Founded By 1<sup>st</sup> & 2<sup>nd</sup> Generation Americans = 1.2MM Employees, 2012

## Founders / Co-Founders of Top 25 U.S. Public Tech Companies, Ranked by Market Capitalization

Rank	Company	MM Cap (\$MM)	17M Rev (\$MM)	Employees	1st or 2nd Gen Immigrant Founder / Co-Founder	Generation
1	Apple	518,632	184,388	75,308	Steve Jobs	2nd-Gen, Syria
2	Google	298,025	94,898	10,861	Sergio Brin	1st-Gen, Russia
3	IBM	205,536	84,337	404,246	Thomas J. Watson Jr.	2nd-Gen, Germany
4	Microsoft	204,938	73,254	94,000	--	--
5	Oracle	170,044	37,200	115,000	Larry Ellison / Bob Miner	2nd-Gen, Russia / 2nd-Gen, Iran
6	Amazon.com	149,011	81,085	80,000	Jeff Bezos	2nd-Gen, Cuba
7	Cisco	148,984	47,252	94,899	--	--
8	Intel	105,733	53,341	105,000	--	--
9	Dell	65,373	34,028	34,500	Markus D. H. Dell	1st-Gen, France
10	Facebook	60,673	1,080	4,429	Edward S. Zuckerman	1st-Gen, Israel
11	HP	56,547	21,754	80,000	Hughes Merrill	2nd-Gen, Italy
12	Hewlett-Packard	46,138	18,300	104,000	--	--
13	Texas Instruments	38,756	11,800	34,251	Carl Green / J. Eric Johnson	1st-Gen, UK / 2nd-Gen, Sweden
14	VMware	35,217	4,805	13,800	Edward Buglion	1st-Gen, Switzerland
15	Procter & Gamble	34,483	8,344	7,000	--	--
16	Automatic Data Processing	31,274	38,000	17,000	Henry Tuck	2nd-Gen, Poland
17	Yahoo! Inc.	25,846	3,000	9,800	--	--
18	Dell	25,083	56,982	111,300	--	--
19	Nvidia	24,108	4,987	11,700	Jimmy Yang	1st-Gen, Taiwan
20	Cognizant Technology	20,044	7,386	138,700	Ravindra D. Desai / Kumar Mahalingam	1st-Gen, India / 1st-Gen, Sri Lanka
21	Adobe Systems	20,546	4,379	11,344	--	--
22	Broadcom	19,711	8,006	11,300	Henry Samueli	2nd-Gen, Poland
23	Intel	19,283	4,152	8,500	--	--
24	LinkedIn	18,857	307	8,028	Erwanwan Guerin / Jean-Luc Guerin	2nd-Gen, Germany / 1st-Gen, France
25	Sony	16,934	8,800	20,300	--	--
<b>Total founded by 1st or 2nd Gen Immigrants</b>		<b>\$1,500,808</b>	<b>\$987,545</b>	<b>1,154,825</b>		

Note: Ted White, Andy Grove (from Hungary) is not a co-founder of Intel, he joined as CEO on the day it was incorporated.  
 \* Ravindra D. Desai is a person of Indian origin born in Kenya. Source: FastList as of 3/12, "The New American Fortune 500", report by the Partnership for a New American Economy, "American Made: The Impact of Immigrant Founders & Professionals on U.S. Competitiveness"

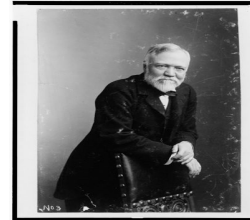
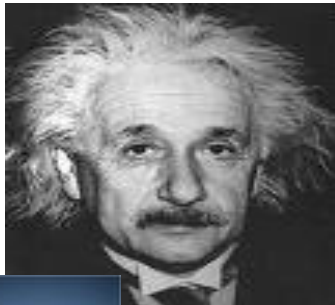




# Latino- Owned Business in USA

- 2.8 Million Businesses
- \$400 Billion in Annual Revenue
- \$65 Billion in Payroll
- 2.2 Million Employees





# Ohio Immigrant Entrepreneurs & Consumers: The Facts

- ▶
  - 13,740 Asian owned businesses had sales of \$5.1 billion, and employed 42,955 people
  - 7,109 Latino owned businesses had sales of \$1.3 billion and employed 11,348 people
  - 2009 purchasing power of Ohio's Latino's totaled \$6.6 billion (increasing 334% since 1990)
  - Asian buying power totaled \$6.9 billion (increase of 270% since 1990)



# Immigrants Are Driving U.S. Innovation

- ▶ \* Immigrants filing patents at twice rate of American-born.
- ▶ \* Immigrant patent filings: 72% Qualcomm, 65% Merck, 64% GE, 60% Cisco

**“To immigrate is  
an entrepreneurial  
act”**

**--Ed Roberts, Founder  
MIT Entrepreneurship Center**

# Immigrants Can Drive Exports

- ▶ Research in Sweden demonstrates that a 10 percent increase in immigrant population was linked to a 6 percent increase in bilateral trade with the immigrants' home country.

# 10% of Fortune 100 CEOs Are Immigrants

Despite coming from demographic that comprises 1.5% of U.S. population



## Foreign Students in Ohio, National Rank and Economic Impact

	Rank in US	Total
<b>FOREIGN STUDENTS IN OH</b>	<b>#8</b>	<b>24,709</b> <b>+10.5%</b>
<b>ESTIMATED FOREIGN STUDENTS EXPENDITURE IN OH (in millions of dollars)</b>		<b>\$662</b>

Percent of Foreign Student's in STEM Fields of Study: **36.1%**  
 Percent of U.S. Undergraduate Student's in STEM Fields of Study: **13.7%**

### OH Institutions with Foreign Students

Institution	City	Total
Ohio State University	Columbus	6082
CWRU	Cleveland	1559
CSU	Cleveland	1500
Tri-C	Cleveland	288



# Intl Students Who Stay = Jobs for U.S.

For every 100 international students who stay after earning U.S. advanced degrees in science, technology, engineering or math a CREATE 262 JOBS IN AMERICA



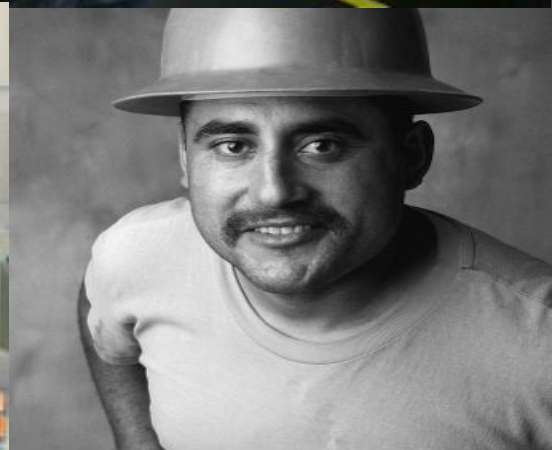
2011 Study by American Enterprise Institute & Partnership for New American Economy:

\$1.5 trillion added to GDP  
in next 10 years

....If we legalize the 11  
million undocumented  
persons in U.S.

UCLA, 2010

Immigrants have created millions of jobs for Americans, and will create millions more.... if we let them --- in advanced manufacturing, clean energy, biotech, advanced materials, exports....



.....Isn't "Immigrant"  
a *Dirty Word*?





**BLAME THEM FOR EVERYTHING**



**IMMIGRANTS**

**COMING TO TAKE YOUR JOBS AND WIVES  
TO DESTROY YOUR WAY OF LIFE AND SPOIL YOUR KIDS  
TO GIVE YOU DISEASES AND CREATE EVIL IN GENERAL  
THEY WILL DO IT AND EVERYTHING ELSE AS WELL  
DIRTY REFUGEES FROM**

**HELL**

PAWST IMMIGRANTS ARE WRECKING OUR ECONOMY WITH THEIR FERTILITY! WE MUST ERECT A WALL OF BRASS AROUND THE COUNTRY FOR THE EXCLUSION OF CATHOLICS!

1780



*(WALL OF BRASS - it comes from the fact that the first great barrier of the western world.)*

CHINESE IMMIGRANTS AREN'T ASSIMILATING... AND IF WE LET TOO MANY IN, THEY'LL UNDERMINE OUR ECONOMY!

1850



NOW I'VE GOT NOTHING AGAINST JEWS... BUT THE JEWS ARE COMING IN HUGE NUMBERS! THE ECONOMY CAN'T TAKE IT!

1920



WE'VE GOT NOTHING AGAINST MEXICANS, BUT THEY REFUSE TO ASSIMILATE! THEY'RE RUINING OUR ECONOMY!

NOW



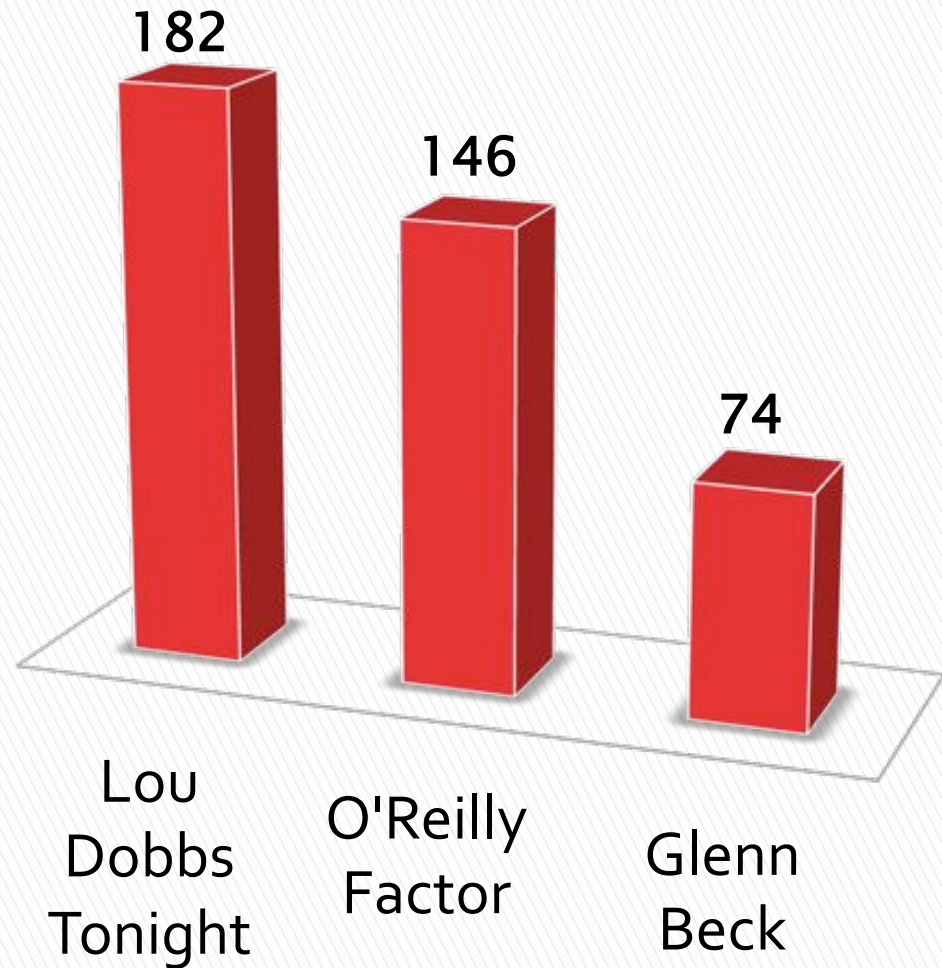
WE SHOULD ERECT A WALL.

**HISTORY MARCHES ON; NATIVISM MARCHES IN PLACE**

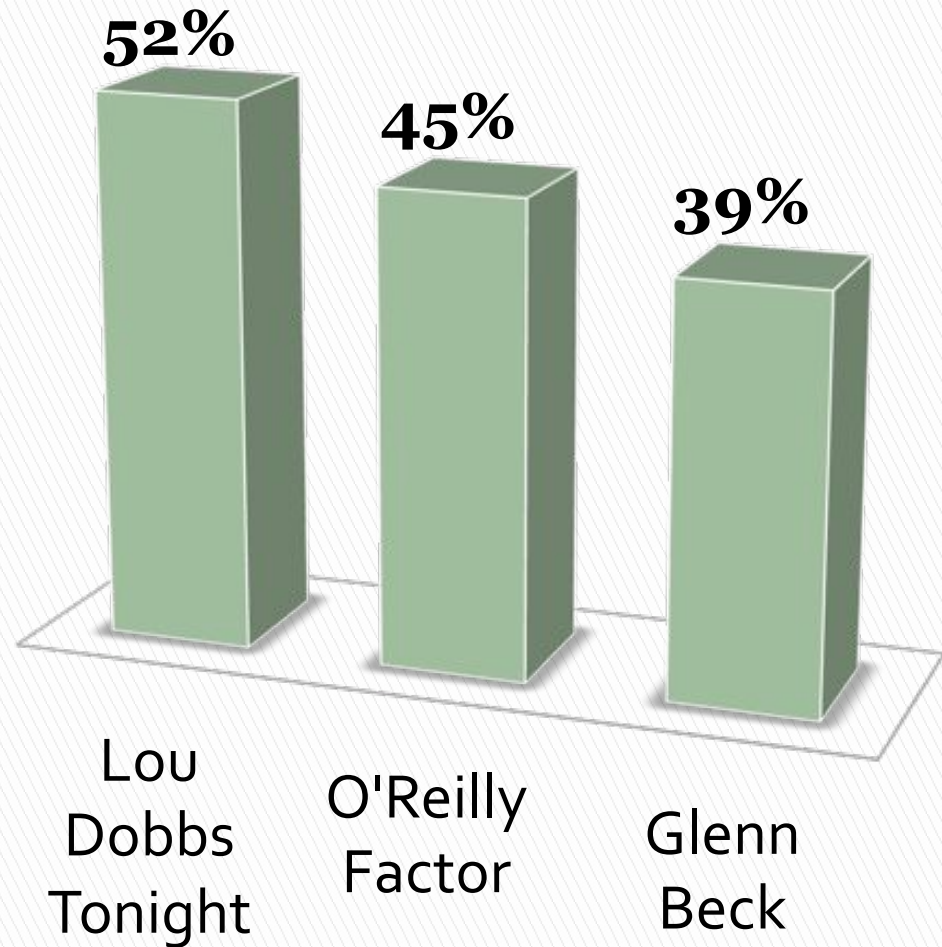




Number  
of Shows  
Including  
Discussion  
of Illegal  
Immigration  
in 2007



Proportions  
of Discussions  
on Illegal  
Immigration  
Mentioning  
Crime in 2007



# Immigration and Crime FACTS

- ▶ San Diego, Phoenix, El Paso, and Austin
- ▶ Immigrant Incarceration Rates are one-fifth the incarceration rates of people born in the U.S.

We don't talk about  
immigrants as the  
Dream-Keepers, the Job-  
Creators, the Bedrock of  
Family-Values, the  
**ENGINE** that makes  
America work!

# A New Urban Movement: Welcoming Immigrants to Spur Economic Growth

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## Chicago Mayor's Office for New Americans



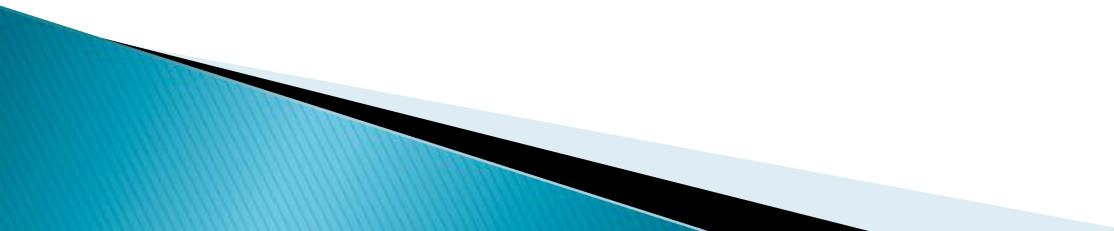
It's important that we understand WHY so many Americans fear and loathe the new immigrants

# America's Demographics Are A-Changin'

- \* Last decade, 85% of population increase from racial & ethnic minorities
- \* 1 out of 7 new marriages are interracial





- \* Young whites (under 18) are the minority in 10 states, including Arizona
  - \* By 2021, the majority of children 4 and under will be minority
  - \* By 2042, the majority of all Americans will be minority
- 







March 1, 2011, Rep. Emanuel Cleaver (D-MO), Congressional Black Caucus

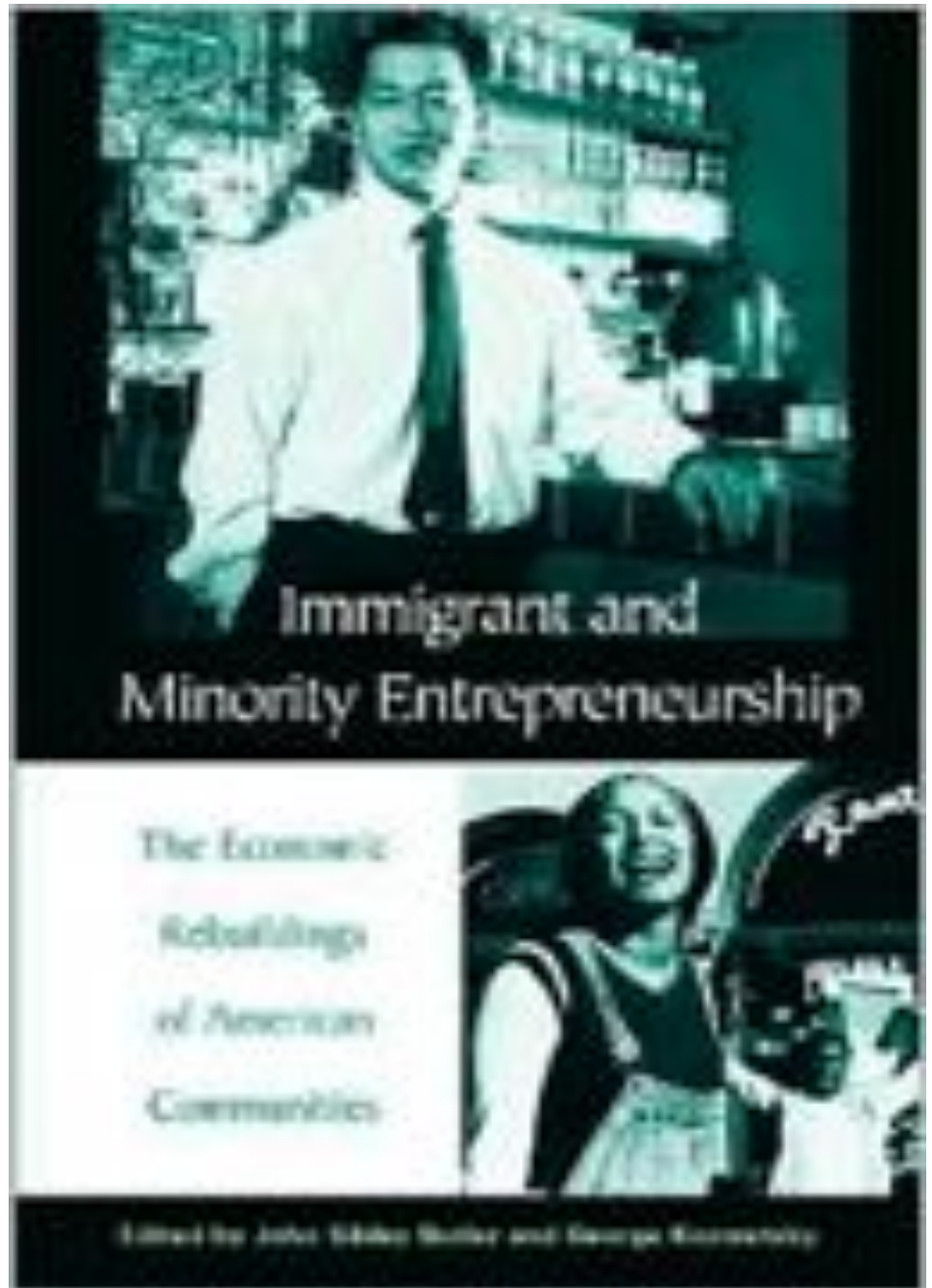
“I am concerned by the majority’s attempt to manufacture tension between African-Americans and immigrant communities. It seems as though they would like for our communities to think about immigration in terms of ‘us versus them,’ and I reject that notion.”

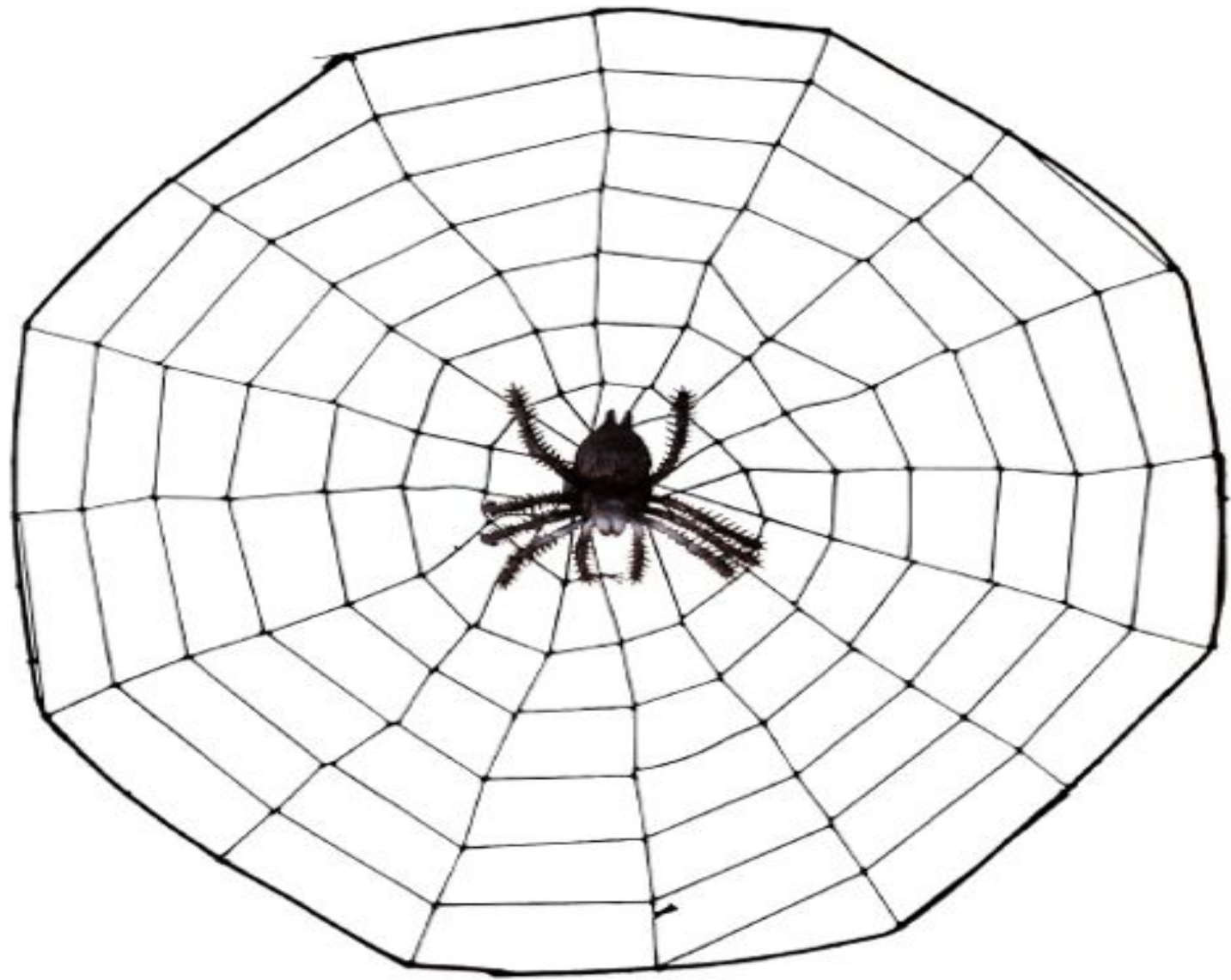
*Dive* **RSITY**

it's all connected



John Sibley Butler,  
Director of  
Entrepreneurship,  
University of Texas,  
Austin





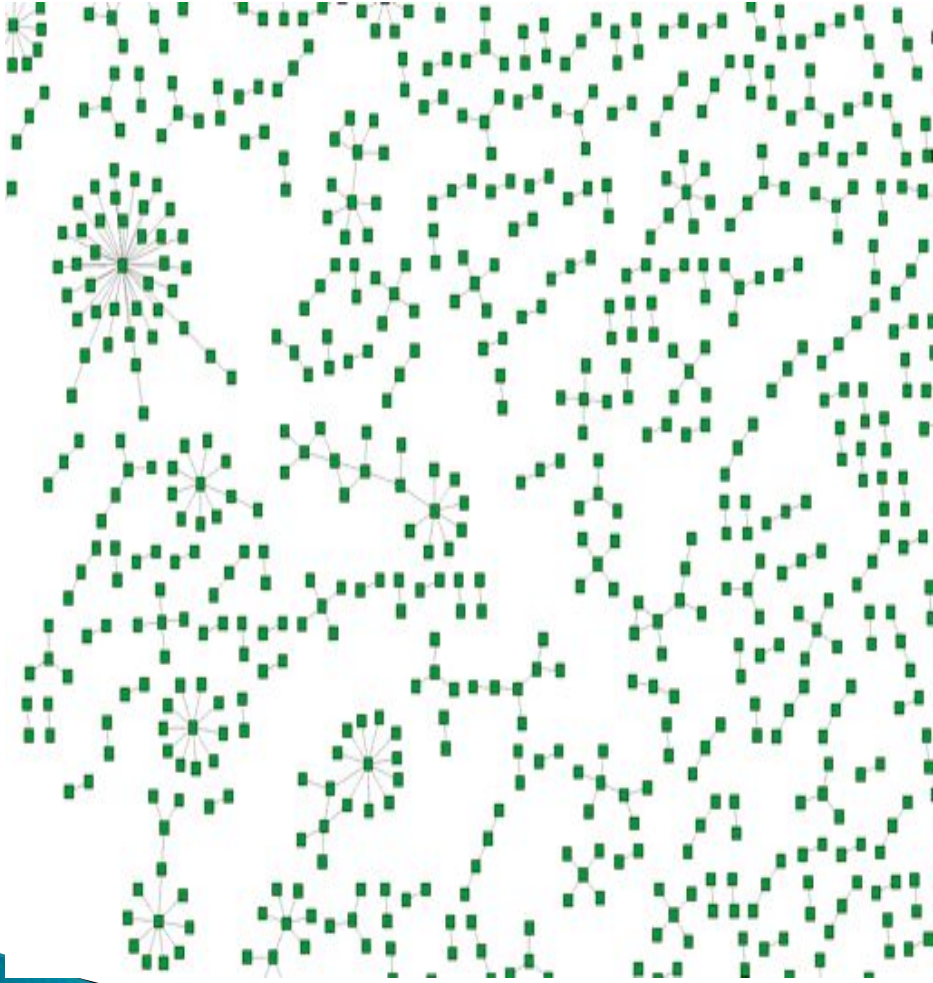


What Does the New  
Economy Crave?

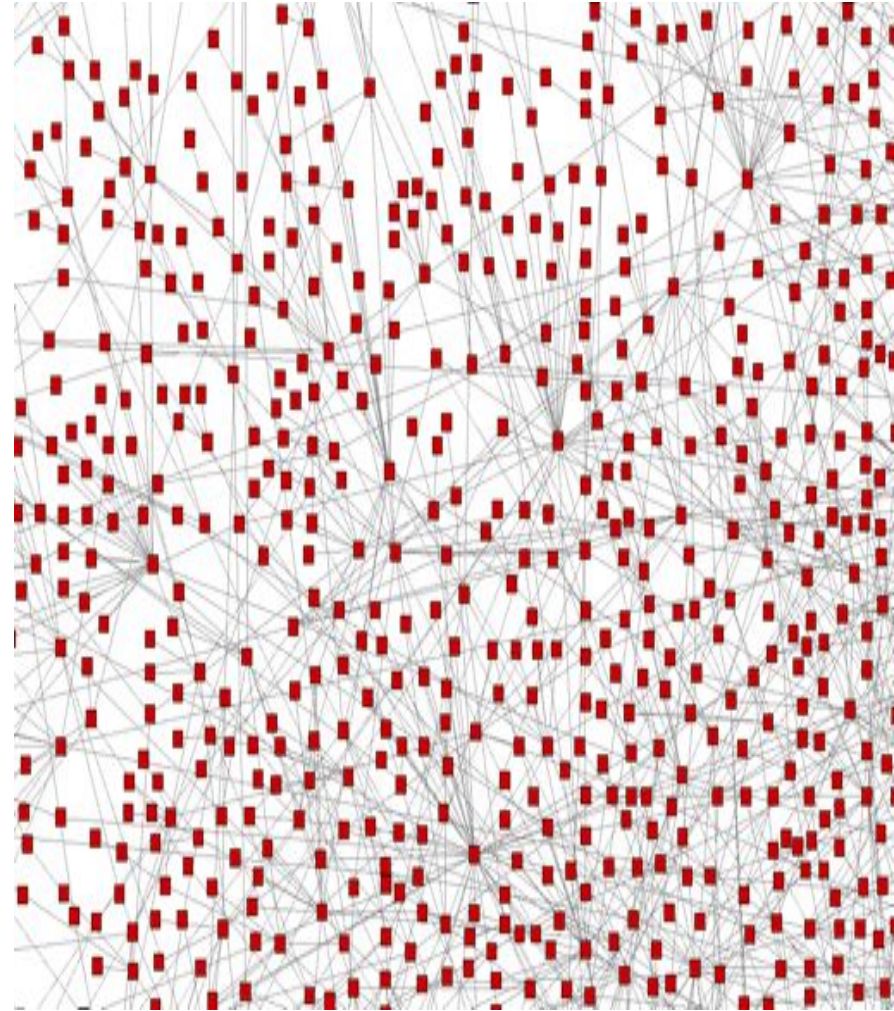


**HYPER-  
CONNECTIVITY**

# Cleveland



# Silicon Valley



# Putting Out the Welcome Mat

- Building the “Intercultural City”
- Abandoning practice of segregated diversity

Our Future Is in the “Mix”



# We Are All Immigrants





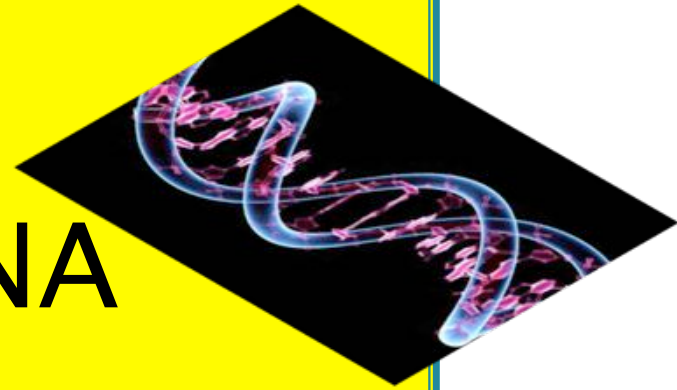
Nearly 2/3 of  
America is an  
immigrant, a child or  
grandchild of an  
immigrant, or  
married to an  
immigrant



some came to these  
shores  
voluntarily.....some did  
not

**It's in our DNA**

**we are strivers and survivors**





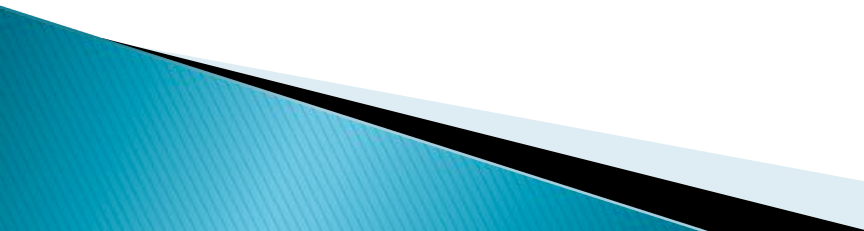


# Key to Success:

“think like an  
immigrant”

Omid  
Kordestani ➤

# “IMMIGRANT, INC” ---- A CULTURE

- ▶ Family
  - ▶ Education
  - ▶ Entrepreneurship
    - ▶ Self-Reliance
    - ▶ Thrift
  - ▶ Love of Country & the Dream
- 

After decades  
of out-  
migration,  
Philly shows  
population  
increase for  
first time in 60  
years --- in  
large part due  
to influx of  
immigrants  
between 2000  
and 2010

Welcoming  
Center *for*  
NEW PENNSYLVANIANS

Philly enjoys an ecosystem that  
welcomes & connects immigrants,  
revitalizing neighborhoods

.....

WELCOMING  
AMERICA

.....



🏠 *Building a Nation of Neighbors*

WELCOMING  
AMERICA



▲ *Building a Nation of Neighbors*

•**PLANS:** All relevant sectors, such as government, business, non-profit, and others are engaged to work together to create a welcoming community climate that supports long-term inclusion and intercultural collaboration.

•**COMMITTS:** Commitments are made to institutionalize strategies that ensure the ongoing inclusion and long-term economic and social integration of African Americans, Latinos, and Immigrants.

•**BUILDS COMMUNITY:** American-born minorities and Immigrants are engaged to find common ground and shared leadership.

•**COMMUNICATES:** Messages of unity and shared values permeate the community through the media, through the voice of leaders, and among residents.

•**SUSTAINS:** Policies and practices are considered in order to ensure that interactions between Immigrants and U.S. born minorities remain positive ones and the community's economic vitality remains strong.

福

Good Luck

