

NEVADA



EXPERTISE COSMETOLOGY INSTITUTE

North Las Vegas, NV (2018)

FINANCING

NMTC Financing: Clearinghouse CDFI:
\$4.5 million

Equity Investor: Chase

IMPACT

- 40 construction jobs
- 22 permanent full-time jobs, of which 50% are for low-income & local individuals
- 160 students generally from communities of color are served annually, approximately 50% of which graduate every year.

COMMUNITY

Median income: 46.92% of the AMI
Poverty rate: 44%
Unemployment rate: 11.2%

Expertise Cosmetology Institute (ECI) is the first African American owned and operated school of cosmetology in Las Vegas, Nevada. Its mission is to recruit, teach, and train students to master the arts and sciences in the cosmetology field. Located in a severely distressed area, ECI offers eligible, low-income students the opportunity to apply for Pell Grants and other federal aid through a program partnership with the U.S. Department of Education. Program graduates also receive job placement assistance from ECI to help them achieve long-term economic independence.

ECI first approached Clearinghouse CDFI in 2014 seeking financing for a salon in Las Vegas that would hire institute graduates and promote continued education in the

LAS VEGAS TRAINING INSTITUTE CONTINUES TO GROW THANKS TO ONGOING SUPPORT FROM CLEARINGHOUSE CDFI

cosmetology field. Clearinghouse CDFI previously provided a \$250,000 loan for ECI to establish its business. Development of that original salon, which continues to operate today as Expertise Beauty and Spa, created 5 construction jobs and 30 full-time jobs.

In 2018, ECI again approached Clearinghouse CDFI for the purpose of financing a new facility to add to their previous success. While ECI had originally requested a \$4 million loan from Clearinghouse CDFI, it could not meet underwriting requirements. Clearinghouse CDFI decided to provide a small New Markets Tax Credit allocation that would expand the impact of the project.

Development of the new school and daycare facility created 40 construction jobs and 22 full-time jobs, 50 percent of which were to low-income individuals and accessible to local residents. Located within the North Las Vegas redevelopment focus area—where area median income is only 46.92 percent, the poverty rate is at 44 percent, and the unemployment rate runs 1.37 times the national average—the expanded Expertise Cosmetology Institute now serves over an additional 160 students annually.

“The staff at Clearinghouse CDFI were just wonderful...You stood by me and you stood by Expertise. You believed in us and you supported and encouraged me. Thank you so very much!”

**Gwen Braimoh, Director/Owner,
Expertise Cosmetology Institute**