

# **Market Analysis: A Community Snapshot**

*Prepared for:*

**Ho-Chunk Community Development Corporation  
and  
Ho-Chunk Community Capital, Inc**

September 15, 2021

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## Preface

This is the final report of a financial market analysis conducted by Oweesta Corporation on behalf of Ho-Chunk Community Development Corporation (HCCDC) and Ho-Chunk Community Capital, Inc (HCCC). A market analysis is a comprehensive assessment of a target market. HCCDC and HCCC are conducting an analysis to view the current landscape of available financial resources, community economic need, and viability of creating additional financial assets within the Ho-Chunk Nation of Nebraska membership.

A Community Development Financial Institution (CDFI) is a specialized financial institution that works with people or in communities that are underserved by traditional financial institutions. CDFIs provide loan products and related financial education or other training programs that may not be easily accessible in some communities. CDFIs can be structured in many ways and include for-profit and nonprofit entities. They include regulated institutions like community development banks and community development credit unions, and unregulated institutions such as loan funds and venture capital funds. CDFIs are found all over the United States in all 50 states and the District of Columbia. They serve all sorts of communities—urban to rural populations, as well as those on and off Native lands.

Since their December 2000 inception, HCCDC has served as a centralized resource in the Winnebago Tribal community for planning, engaging community stakeholders, and pursuing funding opportunities to enhance their community. HCCDC's mission is to enhance economic, educational, and social opportunity for the tribal members in Thurston County, Nebraska. HCCC supports financial literacy, entrepreneurship, and economic development on the Winnebago Tribe of Nebraska reservation in the northeastern Nebraska. They accomplish this through building personal and community assets while honoring tribal traditions as they build for the future.

*Oweesta Corporation ([www.oweesta.org](http://www.oweesta.org)) is a national Native nonprofit that helps to establish strong institutions and programs that support asset development opportunities and wealth creation for Native people.*

## Introduction

From April to August 2021, Oweesta Corporation (“Oweesta”) worked with HCCDC and HCCC to conduct the market analysis to glean information about the financial product and service demands of the target market. This target market consists of Winnebago Tribal members living in Nebraska on the Winnebago Tribe reservation.

Oweesta researchers, with HCCDC and HCCC staff, conducted a preliminary scan of existing market information, specified key market assessment research goals, and cooperatively determined an appropriate research strategy. Key research questions are shown below.

The market analysis examined primary data in the form of a survey distributed to the target market, a community lender survey, a lender survey, and interviews with six key community members. We also used secondary data to complement the primary data. From these data sources, aggregate findings and recommendations were formed.

The interviews with the key opinion leaders occurred in June and July 2021. The questions that were posed to these leaders were based on the key research questions. The Community Survey was disseminated in August 2021. The survey remained open for just over four weeks as the number of respondents quickly rose to 136 fully completed surveys. Once the survey was closed, Oweesta collected secondary data. The analysis of the primary and secondary data was conducted in July 2021. A final market analysis for HCCDC and HCCC was completed and delivered in September 2021.

## Key Research Questions

The Community Survey, Key Opinion Leader Interviews (KOLIs), and secondary data were all designed, collected, and analyzed through the perspective of key research questions identified by HCCDC and HCCC and Oweesta. They are shown below:

- 1) What is the current state of the target market economy?
- 2) Are there gaps in the current array of products and services offered to the target market?
  - a. If so, what are they?
  - b. How can these gaps be addressed?
- 3) What barriers exist to economic development in the Winnebago Tribe of Nebraska communities?
  - a. What barriers do borrowers face?
  - b. What are the barriers to homeownership?
  - c. What are the barriers to small business development and entrepreneurship?

## Methodology

The project team employed qualitative and quantitative methods to gather primary data.

### ***Primary data was gathered via one survey and one set of interviews:***

- HCCDC and HCCC distributed the Community Survey using convenience sampling. Distribution lists and several forms of social media were used. These efforts resulted in collection of 136 usable surveys. Every respondent did not answer every question, but most did. Each question analyzed in the analysis sections of this report show how many people answered each specific question.
  - Since convenience sampling was used rather than random sampling, extrapolating the findings of this report to all Winnebago Tribe of Nebraska members should be done with caution. Convenience sampling is usually the easiest sampling method for a project like a market study, so this is common.
  - For example, in comparison to the secondary data, a survey respondent is **15%** more likely to be female and older than the average Winnebago Tribal Member.
- HCCDC and HCCC gave Oweesta researchers a list of key community leaders which consisted of Tribal members working in the health, education, private, and government sectors.
- HCCDC and HCCC distributed and collected data from financial institutions on and around the Winnebago Tribe of Nebraska reservation.

### **Secondary data:**

- Oweesta researchers used the American Community Survey, Federal Reserve Bank of Minneapolis' Reservation Profiles, US Bureau of Economic Analysis, and FRED at the Federal Reserve Bank of St. Louis' search engine to gather most of the secondary data. This search engine organizes the American Community Survey's most recent 5-Year Estimates.
  - The most recent set of 5-Year Estimates are for the years 2015-2019.
  - Other than the decennial census, 5-Year Estimates are the most reliable datasets offered by the Census Bureau as they are built on the largest sample sizes. 1-Year and 3-Year estimates are also available but were not used.

# Key Findings & Observations

## Target Market Economy

### 1) There is mixed responses on access to financial products and services.

- “There are banks everywhere. There is the issue with conventional banks, they don’t have a credit score or a bank account, or they don’t have a job, that creates issues getting a loan.”
- 13% indicated “Strongly Agree” and 35% “Agree” that they can access affordable financial products in their community.
- 17% indicated “Strongly Agree” and 35% “Agree” that they can access credit from a local lender.
- Of the survey respondents, 92% indicated that they or someone in their household currently has a checking or savings account.

### 2) Predatory lending is a concern.

- “Rent-to-own is used a lot in the city. The fees and returns are ridiculous on those things. They do offer a payday advance deal- not predatory, but an opportunity for tribal members. I don’t like it because you are just playing catchup.”
- 72.2% of respondents had either used “Money Orders,” “Check-cashing services,” “Remittance services (international money transfer),” or “pre-paid debit card,” in the past 12 months, and 52% of survey respondents had used these services within the past 30 days.
- 38.6% stated that they had used “Payday loan,” “Rent-to-own,” “Pawn shop,” or “Tax Refund Anticipation Loan (RAL),” in the past 12 months, and 21.9% of survey respondents had used these services in the past 30 days.

### 3) There is a need for housing stock.

- “I think housing is needed. There is more housing for ownership than there used to be, but there are still multiple families living in housing. There are long waiting lists for housing available.”
- 51% “Disagree” or “Strongly Disagree” that there is affordable housing available in my community.
- Respondents are looking for predominately single-family housing with 4+ bedrooms and 2 bathrooms.
- “Bottom line, we need more housing. As we are doing a strategic plan, even if we build 20 new homes every year, looking at where we are at with overcrowding, we will never catch up. The lack of housing = homeownership, apartments, condos,



elder housing, we are so lacking in efficient housing units. Even as people become adults, there is no place to rent or buy.”

- 62.8% of respondents identified that there is not an adequate selection of housing available for purchase.
- “I think the biggest need is trying to secure stable housing. We have housing, but we don’t have enough. Trying to encourage people to buy a house and not to rely on low-income housing. I think the barrier is trying to build our members up to the financial fitness for these areas.”

#### **4) The community seeks the entrepreneurial spirit.**

- 31.5% of survey respondents are interested in starting their own business.
- The survey indicated a variety of types of businesses individuals would like to start.
- “On the economic development side, we are similar to a lot of small rural areas and tribal communities in general. Is there a need to tease people out on the notion of entrepreneurship and microenterprise. If you have a sound idea, how to put that business plan together.”
- “Small businesses. I mean, there is only 2 places in town to be able to purchase food or to go to a restaurant.”
- 18 of respondents currently own a business.

### **Target Market Demand for Financial Products**

#### **5) There is a strong need to promote credit builder loans and debt consolidation loans.**

- Only 62% of survey respondents know their credit score and 50% are concerned about their credit.
- “Credit scores, lack of knowledge of debt to income. I am glad we have 1<sup>st</sup> Tribal because they will lend to 41% DTI. With our loans, most of the time, they are 40/50/60% DTI. You talk about owning a house, you won’t get financing at that level.”
- 70% of survey respondents would like help with their credit and paying off debt.
- “I think we need to start from the ground up. If you are thinking down the road of purchasing a house, these are the steps first - you need to check your credit score and report. If you have creditors, you need to resolve how to clean it up. I think it is also savings. If you aren’t going to college, you need to have these in place to purchase a car - do you have a job? We turned people away for lack of income. There goes the importance of consistency - paying things on time.”

**6) Survey respondents indicate that they plan to be active borrowers over the next 12 months.**

- In the next 12 months, respondents are “Very likely” or “Somewhat likely” to apply for a personal loan (47%), mortgage (41%), and business loan (18%).
- There is approximately \$2,501,000 in business financing currently needed for the target market; \$25,000 for existing businesses.

**7) Along with housing stock, there is an interest in access to housing loan products.**

- 73% of respondents are interested in becoming homeowners.
- The top concerns with becoming a homeowner are “Can’t afford/do not have down payment” (57), “Qualifying for a mortgage” (51), “Poor Credit History” (50), and “Land or site location issues” (47).

**Target Market Demand for Development Services<sup>1</sup>**

**8) Need for basic financial education.**

- 54.5% would like assistance in saving to develop a business, buying a home, or paying for college/vocational training.
- 26.5% of respondents indicated they would feel able to cover a few months of expenses if they were to encounter an unexpected financial need.
- In the next 12 months, 70% of respondents are “Extremely interested” or “Somewhat interested” in attending classes, training, or seeking professional advice regarding personal or business financial issues.
- “We are needing to prep people. They are skipping ahead from the norm and that is taxing on the community members that you start with building a house. That makes it more challenging than it would be otherwise. HCCDC has developed a few spec homes for people to view before building a home. It is helpful for community members and to address the community needs.”
- “I think there is a general knowledge for people looking for that type of assistance. I would hope that they would know that HCCDC and HCCC are available. We are seeing people take advantage of the programs and HCCDC providing outreach.”
- “I think their role would be robust financial literacy that survives - an institution in our community. They have the technical capacity to do that. I have all the confidence they can do it. It is raising the level of awareness and engaging with the stakeholders

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<sup>1</sup> Development service is training or technical assistance delivered to a client or borrower of a CDFI. Development services are usually designed to prepare borrowers for one of the financial products of the CDFI. Common development services include financial education, entrepreneurship training, credit counseling or other similar services.

could be better. I think doing what making tribal members feel welcome is how to do that. Breaking down that barrier even within our own community could go a long way.”

#### **9) There is a need to start young and teach financial education in schools.**

- “Financial literacy is still applicable to the community. I don’t think we are going to change any adults. I think having it in the high school and elementary - how do you save and use banking institutions. The understanding of at the higher level - how you leverage and how that works - how to strategically use loans and the different types of financial tools out there.”
- “I would put financial education toward youth because you aren’t going to change the opinions of people carrying cash all their lives. Starting with the next generation is going to change it.”
- “I think we need to identify stakeholders and the various age groups. We need to teach youth on student loan issues, and nontraditional college students as well. The next demographic are families starting to establish homeownership.”
- 40% of the population on the Winnebago Reservation is under 18 years old.

### **General**

#### **10) Building self-sufficiency and opportunities in the community is an integral role of HCCDC and HCCC.**

- “I appreciate our nonprofit team and their knowledge of the grant world and how they have gone to find opportunities to make our infrastructure a reality. Where we could do more is on the individual tribal member - one success story at a time. Growing success stories and use someone else’s money to do that! Really trying to capture that for the individual tribal members. It will pay it forward.”
- “I think they should focus it on the most challenges, poorest and the greatest barriers. Focus on the tribal member that has every barrier stacked against them and be attentive to that. Always in the breath of self-sufficiency, how can we bring the tools and realistic expectations for success - starting from the bottom.”
- “From my perspective, they play a key role in homeownership and first-time homebuyer things. They also address a gap that we have in sufficient number of housing, especially young folks. They play a key role in able for young folks to access housing. They are limited in the number of homes available to rent, that is a role that HCCDC has taken on to add additional low to moderate income housing options to the community.”

### **11) Marketing and outreach need to be a priority.**

- “I don’t think the community members are very informed. You can see signs hanging up around, but there isn’t one place you can go for financial assistance and knowledge.”
- “I would say going around to the community and having them give presentations within the community on what they have to offer.”
- “I would say that my knowledge of HCCDC and HCCC is limited. I am familiar with HCCDC and I am a board member and tribal council member, have been a board member for 3 years now. I am familiar with the products as a board member, the outreach and services are not widely known by tribal members. I have seen efforts on social media, but by and large people don’t know about them.”
- “I guess that nobody knows about them - individuals with homeownership go to private home loans. People know the DPA.”
- Respondents seek out HCCDC, HCCC, or Ho-Chunk Inc 5.3% (7) for a personal loan, 15% (20) for a business loan or business development services, and 21.2% (28) for housing loans or housing assistance.

## Recommendations

### For Your Financial Products

#### Marketing What You Have

There is a need for all loan services in the Winnebago community. On HCCC's website, it appears that there is currently small consumer loan of \$1,000, a small business loan, and substantial down payment assistance program. It was also noted that the marketing and outreach might not be efficient in the interviews and became increasingly apparent in reviewing the survey results. When asked where to access these products locally, survey respondents only identified HCCDC, HCCC, or Ho-Chunk Inc for 5.3% (7) for a personal loan, 15% (20) for a business loan or business development services, and 21.2% (28) for housing loans or housing assistance. Given the results of both the survey and interviews, the marketing of available products are not as successful as they could be. The community members need to know that there are services available that meet their current needs within their own community. In addition, there should be regular trainings held within the community to facilitate the preparation of community members for these loan products.

#### Housing and Home Loans

Housing is a concern on the Winnebago Tribal reservation. The interviews indicated that there is a detrimental lack of adequate housing available. Though there is a Native CDFI providing housing services, the lack of housing stock makes it almost impossible to lend. That being said, there are housing products that can be developed to meet the specific needs within the Winnebago reservation. At this point in time, housing rehab loans are needed for repairing the current housing. Even though there is a need for housing loans and mortgages, the recommendation would be to promote and expand the credit builder loan product to prepare future homeowners to become financially fit for the responsibility of a long-term mortgage. It was mentioned in an interview that HCCC currently partners with 1<sup>st</sup> Tribal Lending<sup>2</sup> in serving HUD184 loans for Winnebago tribal members seeking home loans for qualifying home purchases.

The survey respondents interested in home purchases were looking, on average, for a 4+ bedroom and 2 bathroom house. The majority of the respondents did not know what their financing needs would be for a house.

#### Developing a Depository

Though this is an extensive endeavor, there is a need for a local depository institution on the Winnebago reservation, specifically in Winnebago, Nebraska. It was mentioned in an interview that Native American Bank has branches, and it might be a consideration to reach

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<sup>2</sup> <https://www.1tribal.com/>

out and see if it might be a possibility for Native American Bank to open a branch in Winnebago. Another recommendation would be to replicate a service similar to *Native Cash*<sup>3</sup> that operates on the Blackfeet Reservation in Browning, Montana. *Native Cash* is a Native CDFI developed alternative to immediate cash services, or predatory lending. Though this is not a depository, it does address the inconvenience of the banking hours and the need for immediate financing.

Another example of an option would be Lakota Funds Federal Credit Union<sup>4</sup> on the Pine Ridge Reservation. Lakota Federal Credit Union was sponsored by Lakota Funds, a Native CDFI loan fund. The process is not easy to create a depository from scratch, but it was identified as a need for the community in the survey and the interviews.

### For Your Development Services

#### Support Community Members from the Basics

From the survey and the key leader interviews, it is apparent that the Winnebago community is in need of credit building education and basic financial education. With the ease of access to predatory lending, community members are swept in the cycle of debt. A training and one-on-one technical assistance addressing this topic could go a long way for a tribal member struggling with crippling debt. With the development of each individual loan product, Native CDFIs need to provide technical assistance and training specific to these loan products and have the appropriately trained staff to deliver these services. A recommendation is to have a certified trainer in the *Building Native Communities: Financial Skills for Families*<sup>5</sup> curriculum, a Native-specific financial education curriculum, to deliver training to the prospective loan clients. Once your clients have passed training, your staff trained in the *Building Native Communities: Financial Coaching for Families*<sup>6</sup> curriculum can offer one-on-one financial coaching to prepare them for the credit builder loan or to provide coaching throughout the life of the loan. The program could also take the program one step further and offer *Credit As An Asset*<sup>7</sup> training, developed by Credit Builders Alliance, to explore credit building techniques even deeper.

Once clients have successfully rebuilt or established good credit and money management habits, they will be prepared for larger credit endeavors, such as mortgage or business loans. In providing a combination of financial education, credit coaching, credit counseling,

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<sup>3</sup> <http://nacdcfinancialservices.com/native-cash.html>

<sup>4</sup> <https://lakotafcu.org/about/about-lfcu/>

<sup>5</sup> <https://www.oweesta.org/native-cdfi-resources/building-native-communities-toolkit/financial-skills-for-families/>

<sup>6</sup> <https://www.oweesta.org/native-cdfi-resources/building-native-communities-toolkit/financial-coaching-for-families/>

<sup>7</sup> <https://cbatraininginstitute.org/credit-as-asset/>

financial coaching, or other consumer-oriented services, including business development and homeownership services, HCCDC and HCCC will ensure the sustainability for their loan clientele.

### Homeownership Financial Education and Post-Purchase Training

Because HCCC is managing the down payment assistance program for the Winnebago Tribe of Nebraska and the current large grant program for homebuyers, it is critical to provide homeownership education regularly for future homeowners. *Pathways Home: A Native Homeownership Guide*<sup>8</sup> by the National American Indian Housing Council is an in-depth Native homeownership training option. Survey respondents noted that they are willing and interested in attending courses. The programming needs to be advertised efficiently for potential participants to learn about the opportunities available.

Once a client has successfully received their mortgage, HCCC might consider providing a post-purchase training for new homeowners. These types of trainings can help ensure: the financial and physical maintenance of the home, that new homeowners avoid predatory lending and other attractive traps of available credit as a homeowner, an understanding of common credit problems that can lead to delinquencies and foreclosure, and an understanding insurance.

### Basic Financial Education

The interviews and surveys showed a strong need in the community for basic financial education. Several interviewees noted that financial education is nonexistent in the community and survey respondents in the community are interested in participating in courses if they were offered. An option for HCCDC and HCCC to consider is to implement a training program, such as *Building Native Communities: Financial Skills for Families*<sup>9</sup>, a Native-based adult group financial education curriculum. Native CDFIs are built on the foundation of a combination of education and capital resources for community members. Offering financial education trainings that are flexible and meet the community scheduling needs will ensure participation and increase the community members ability to qualify for loan programs available to Winnebago community members.

### Youth Financial Education

In the interview process, several leaders in the community mentioned that financial education needs to be implemented at the high school and college levels for Winnebago tribal members. They also noted that there had been a Junior Achievement program in the past, but there has not been any financial education programming recently. A resource that

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<sup>8</sup> <http://naihc.net/pathways-home/>

<sup>9</sup> <https://www.oweesta.org/native-cdfi-resources/building-native-communities-toolkit/financial-skills-for-families/>

might assist in delivering a comprehensive financial education program that is tailored to Native American youth is the *Building Native Communities: Financial Empowerment for Teens & Young Adults*<sup>10</sup> training. Driven by the knowledge that youth need financial skills to help bridge the gap from surviving to thriving, the curriculum focuses on crucial financial skills such as developing a spending plan, money management, saving for an education or emergencies, and buying a home. These financial skills build a foundation for youth that will allow them to experience financial freedom and self-sufficiency as adults. This curriculum pairs well with First Nations Development Institute's *Spending Frenzy*<sup>11</sup>, a financial reality fair to offer youth an opportunity to practice handling money and spending it wisely. In the simulation, teens are given \$40,000 in fake money and are required to make informed spending decisions to purchase a car, a house, groceries, and other items. Students can practice visiting a bank to cash their check and deposit a share of their money into savings and are given the opportunity to learn about investing a portion of their money. The demographic data indicates that 41% of the Winnebago reservation is under the age of 18. By leaning into educating the youth demographic, HCCDC and HCCC can create a positive foundation of knowledge for the next generation of Winnebago community members.

### Elder Financial Education

Elder financial education is important for older adults to learn elder financial exploitation prevention and encourages advanced planning and informed financial decision-making. Leaders identified the need to educate the elder population in the community to help with managing finances on a fixed income, managing retirement finances, planning for unexpected life events, and preventing elder financial abuse. HCCDC and HCCC could consider creating community events to provide these training opportunities.

### Building Sustainable and Maintaining Businesses

An opportunity HCCDC and HCCC might consider is expanding into small business lending and development services. Though there is a stronger need for housing, small business is interwoven with housing demands in a holistic approach to community economic development. In addition, small business development was a topic covered in depth in the key leader interviews and there is a \$2,501,000 unmet need for interested entrepreneurs in the community survey. The Winnebago reservation is in need of cultivating the entrepreneurship spirit. It was noted that the current job positions existing on the reservation are with the tribe, the hospital, the college, Ho-Chunk Inc., HCCDC, or HCCC.

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<sup>10</sup> <https://www.oweesta.org/native-cdfi-resources/building-native-communities-toolkit/financial-empowering-for-teens-young-adults/>

<sup>11</sup> <https://www.firstnations.org/projects/pending-frenzy-kits-have-arrived/>



With limited housing and limited job security, community members are left with moving to the border towns to survive.

Though banking institutions offer the financial resources, they are not tailored to provide the training and one-on-one technical assistance to entrepreneurs through their business ownership journey. HCCDC and HCCC could ensure that Winnebago tribal member-owned businesses thrived on the Winnebago reservation, affording clients financial capital and business-building expertise. Providing a training such as *Indianpreneurship* would benefit the small business clientele. *Indianpreneurship*<sup>12</sup> by ONABEN, or parts of *Indianpreneurship* in combination with pieces of other curricula, is an excellent, Native-specific training curriculum for Native entrepreneurs. Another Native-specific training to consider would be First People's Fund's *Native Artist Professional Development*<sup>13</sup> training if there are several Winnebago entrepreneurs in the arts. However, from the survey, there were few who indicated that they would start a business in the arts industry. Similarly, there was not a need indicated from the interviews for arts-related businesses in the community.

## General Recommendations

### Community Outreach and Marketing

In each of the leader interviews, it became apparent that the current community outreach and marketing efforts were not efficient in reaching community members. Many leaders, even ones who sat on the board, were unaware of the current products and services offered by HCCDC and HCCC. Others noted that there was a social media presence and website, but that these were not reaching community members. The Key Leader Interview section of the Market Analysis starts with the "Perception of HCCDC and HCCC in the community" to showcase the various responses from leaders and their knowledge of HCCDC and HCCC.

A marketing plan might best assist in reaching a target market that is spread throughout the Winnebago tribal community. This would involve creating a presence at community events, regular posts to the tribal employee directory mailing list, the tribal newsletter, flyers in the community college and tribal departments, and continuing the online presence with an up-to-date website and social media page to spread the information on current loan products and upcoming trainings to community members.

### Building a Robust Team

Currently, HCCC has one staff member coordinating three loan programs. As a Native CDFI, it is recommended to provide training and technical assistance specific to each loan product offered. Though an emerging CDFI might need to run lean and mean for a few

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<sup>12</sup> <https://onaben.org/indianpreneurship/>

<sup>13</sup> <https://www.firstpeoplesfund.org/community-workshops>

years, hiring qualified staff to manage the lending endeavors and provide customized technical assistance and training is essential to the survival of a growing entity as well as the success of their loan clients.

Before investing in new staff positions, HCCC could consider partnering on delivering trainings within the community and financial coaching. HCCDC and HCCC could also consider developing a capitalization plan to support the organizations in adding these additional staff position.

### Laying the Foundation for Lasting Partnerships

Partnering with other financial institutions, regardless of the type of partnership, is a process that requires significant work. HCCDC and HCCC should continually develop relationships with banks, nonprofits, and businesses in the surrounding communities of the Winnebago reservation. By continuously developing relationships, HCCDC and HCCC will already have a foundation on which to propose partnership opportunities. HCCC should also ensure the integrity of their loan and financial policies and that they are being maintained. Other institutions will be much more likely to want to partner with an organization with up-to-date policies and practices.

In appendix one, there is a list of banking institutions near the Winnebago reservation and CDFIs in Nebraska. There are seven certified CDFIs (appendix one) in the state of Nebraska that would be excellent thought partners in expanding your Native CDFI. Within these seven Nebraska-based CDFIs is another Native CDFI serving the Nebraska, Iowa, and southeastern South Dakota region, Native360.

Outreach to these potential partners takes time and patience. By developing marketing materials on HCCC's loan products and development services, partnering banks and organizations can readily provide referrals.

### Potential Partner: Oklahoma Native Assets Coalition (ONAC)

Oklahoma Native Assets Coalition (ONAC) is a nonprofit Native coalition that works with tribes and partners interested in establishing asset-building initiatives and programs in Native communities for the purpose of creating greater opportunities for economic self-sufficiency of Native families. While ONAC started its work in Oklahoma in 2001, it now serves in a national capacity.<sup>14</sup> ONAC has seven distinct programs to fulfill its mission:

- 1) Children's Savings Accounts: funding 1,011 accounts to date for Native youth to help them build a nest egg of savings for college and trade school.

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<sup>14</sup> [https://oknativeassets.org/about\\_us](https://oknativeassets.org/about_us)

- 2) Grants for Native asset builders: mini and larger grants to fund various asset building programs.
- 3) Professional development for Native asset builders and program building: annual conference; offering free technical assistance to constituents designing and implementing asset-building programs; submitting administrative policy guidance requests; evaluating asset-building programs; administering the national Native EITC/VITA network; promoting Bank On accounts through the Native-led Bank On Coalition; creating resources for those teaching Native financial education; generating resources for Native women entrepreneurs.
- 4) Emergency Savings Accounts: providing ESAs for 656 Native families.
- 5) Emergency Cash Assistance: providing 1,059 emergency cash assistance grants to Native families during the COVID-19 pandemic.
- 6) One-on-one credit counseling, homebuyer education and other financial coaching: free one-on-one services, by appointment via phone or teleconference, for Native families.
- 7) Down Payment Assistance: \$5,000 available to 125 families over a 48-month period beginning 2021.<sup>15</sup>

HCCC and HCCDC has the opportunity to partner with ONAC on these programs to supplement asset-building efforts of a Native CDFI. A recommendation would be to partner on the available one-on-one credit counseling for loan clients, as well as the Children's Savings Accounts if HCCC starts providing financial education in the schools.

**Potential Partner: Native360<sup>16</sup>**

Native360 Loan Fund is a Native CDFI located in Grand Island, Nebraska (2.5 hours from Winnebago, Nebraska) with a mission to provide affordable credit, capital, technical assistance and related programs to help build strong and self-sufficient Native American business owners. They serve members of all tribes in Nebraska, Iowa, and southeast South Dakota. Native360 offers the following products:

- 1) Consumer Loans
- 2) Business Loans
- 3) Commercial Loans
- 4) Entrepreneurship Training

Native360 could be a strategic partner thought partner in providing and developing a comprehensive training and technical assistance program.

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<sup>15</sup> <https://oknativeassets.org/resources/Documents/ONAC's%20Seven%20Programs.pdf>

<sup>16</sup> <https://native360.org/>

## Loan Demand

In the Community Survey, there was a total of 69 questions. 136 survey respondents completed the survey, but not all answered each question. 132 survey respondents fully completed the survey. These results should be interpreted with appropriate caution given the convenience sampling used for survey collection.

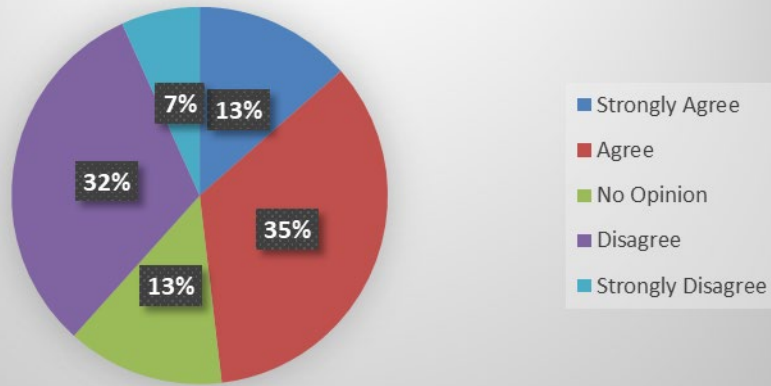
### Key Findings

- 13% indicated “Strongly Agree” and 35% “Agree” that they can access affordable financial products in their community.
- 17% indicated “Strongly Agree” and 35% “Agree” that they can access credit from a local lender.
- Of the survey respondents, 92% indicated that they or someone in their household currently has a checking or savings account.
- 72.2% of respondents had either used “Money Orders,” “Check-cashing services,” “Remittance services (international money transfer),” or “pre-paid debit card,” and 52% had used them within the past 30 days.
- 38.6% stated that they had used “Payday loan,” “Rent-to-own,” “Pawn shop,” or “Tax Refund Anticipation Loan (RAL),” and 21.9% in the past 30 days.
- In the next 12 months, respondents are “Very likely” or “Somewhat likely” to apply for a personal loan (47%), mortgage (41%), and business loan (18%).
- Respondents seek out HCCDC, HCCC, or Ho-Chunk Inc 5.3% (7) for a personal loan, 15% (20) for a business loan or business development services, and 21.2% (28) for housing loans or housing assistance.
- There is approximately \$2,501,000 in business financing currently needed for the target market; \$25,000 for existing businesses.

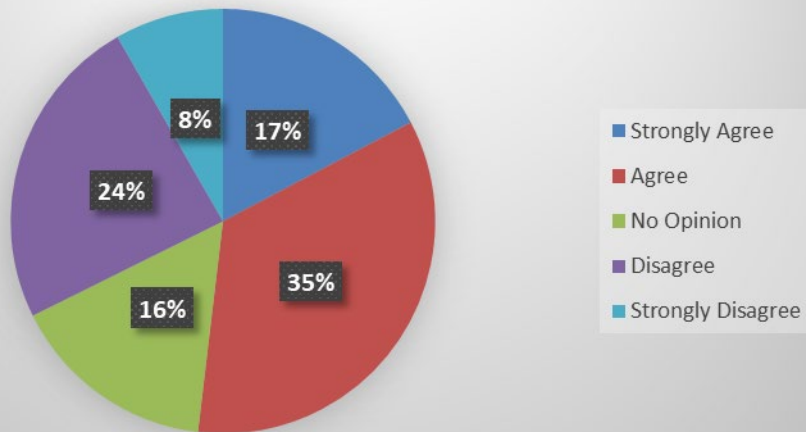
### Analysis

In one of the first questions in the Community Survey of Winnebago Nation community members, “I am able to access reliable and affordable financial services in my community”, 13% indicated “Strongly Agree” and 35% “Agree.” Similarly, when asked “If I were to need a loan, I am able to access reliable and affordable credit from a lender,” 17% “Strongly Agree” and 35% “Agree.” In Appendix One, there is a comprehensive list of the available banking institutions in and around Thurston County, Nebraska. There is, however, only one banking institution on the Winnebago Reservation in Emerson, Nebraska right on the top eastern border, about 16 miles from Winnebago, Nebraska.

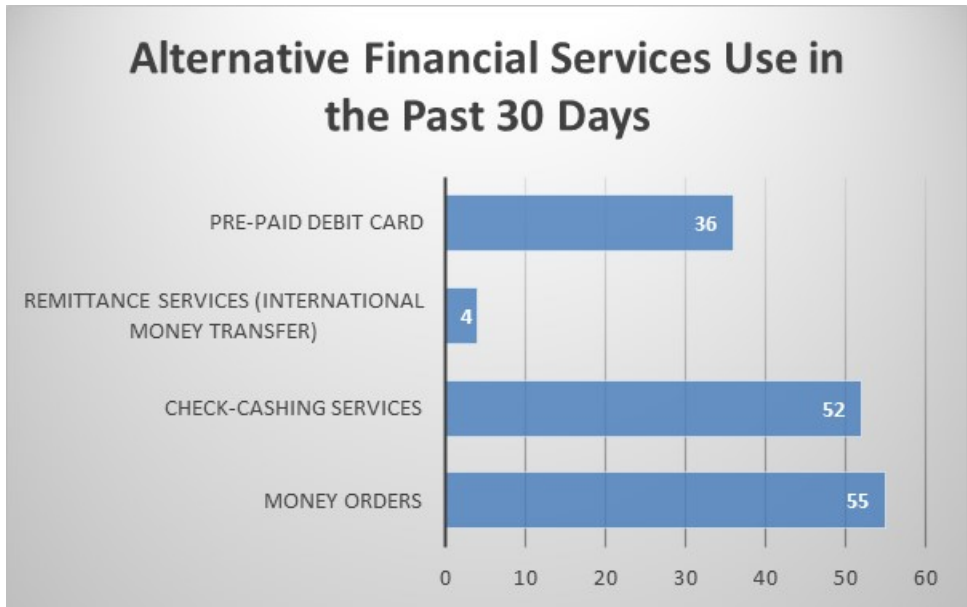
### I can access reliable and affordable financial services in my community.



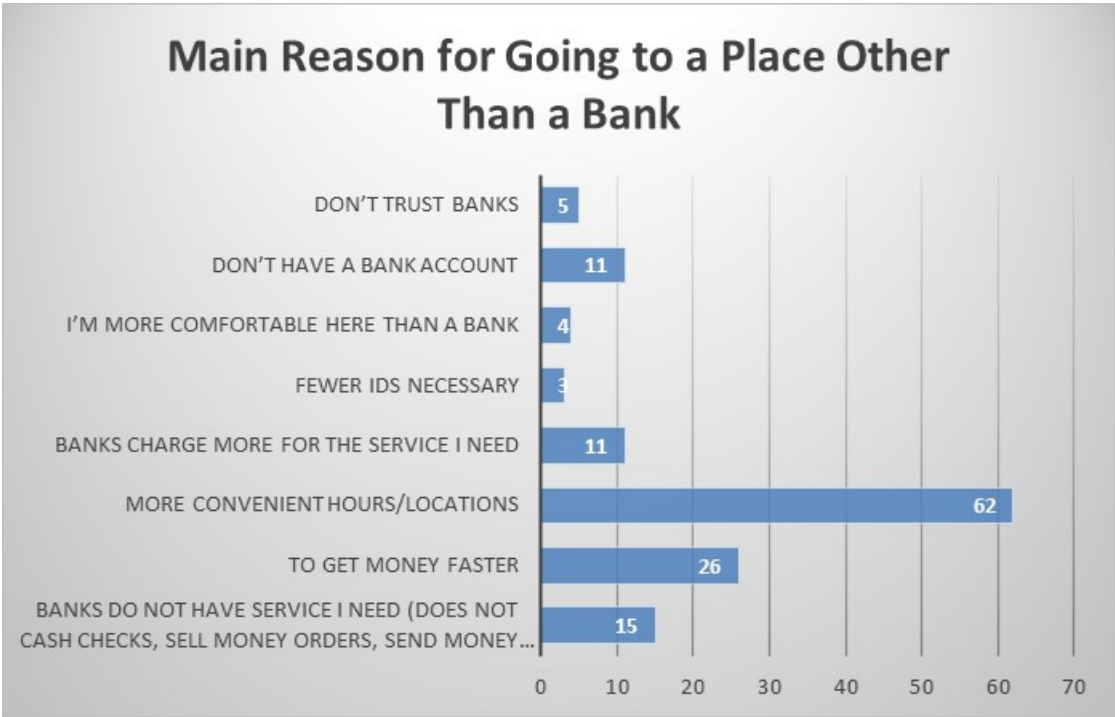
### I am able to access reliable and affordable credit from a local lender



Of the survey respondents, 92% indicated that they or someone in their household currently has a checking or savings account, demonstrating that there is a relationship with banking institutions. However, in the question "In the past 12 months, have you or a member of your household ever gone to a place other than a bank for any of the following financial services? (The term "bank" here means banks, savings and loans, credit unions, and brokerage firms)," 72.7% of respondents had either used "Money Orders," "Check-cashing services," "Remittance services (international money transfer)," or "Pre-paid debit card" and 52% had used them within the past 30 days.

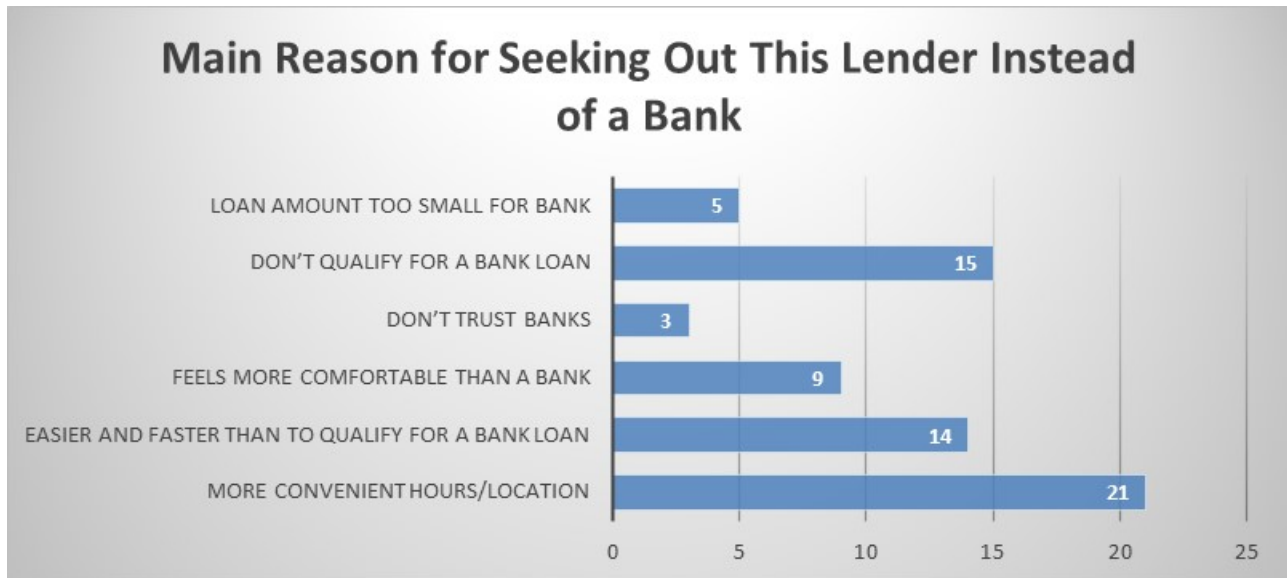


The reasons for choosing these services were because they had “More convenient hours/locations” (62) and “To get money faster” (26).



In terms of predatory loans, there is less of a need. In response to the question “In the past 12 months, have you or a member of your household gone somewhere other than a bank to get any of the following types of loans/credit?,” 51 respondents (38.6%) stated that they had used “Payday loan,” “Rent-to-own,” “Pawn shop,” or “Tax Refund Anticipation Loan (RAL),” and 29 respondents had in the past 30 days.

The top reasons for pursuing these alternative options were “More Convenient Hours/Location” (21), “Don’t Qualify for a Bank Loan” (15), and “Easier and Faster Than to Qualify for a Bank Loan” (14).



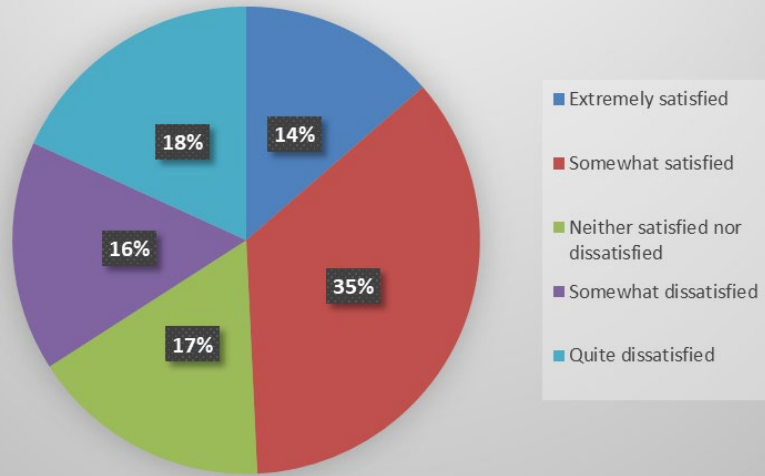
In the past 12 months, 47 of respondents had applied for a personal loan from a bank and 42 had received that loan. Of the 5 that were denied, the main reason was “Insufficient Credit History” and “Credit Rating Too Low.”

### Satisfaction with Current Financial Options

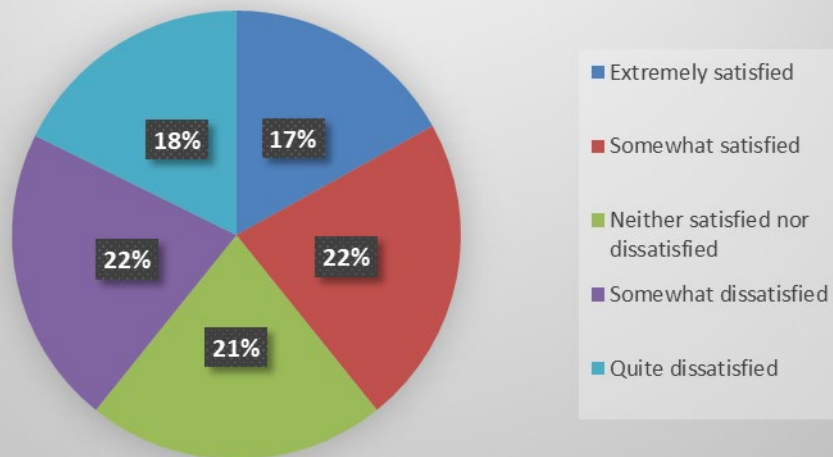
Below are the charts for current satisfaction with the local financial offerings. As we can see 49% are “Extremely satisfied” or “Somewhat satisfied” with the variety and affordability of banking and financial services accessible in the community. For a personal loan, it drops to 39% “Extremely satisfied or “Somewhat satisfied”. When it comes to home loans, respondents were again 49% “Extremely satisfied” and “Somewhat satisfied” with the accessibility in the community. However, when it comes to business loans, 36% were “Extremely satisfied” or “Somewhat satisfied” with the accessibility of loan products and services.



**Overall, are you satisfied with the variety and affordability of banking and financial services you can access in your community?  
(Checking/savings accounts, check cashing, money transfers, etc):**

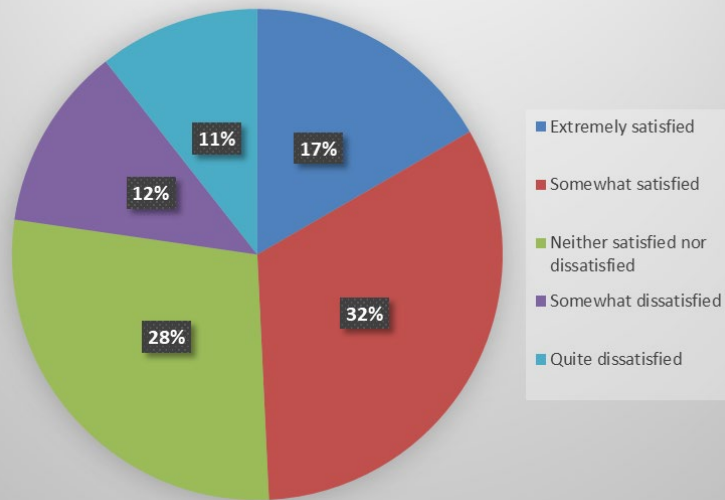


**When it comes to seeking a personal loan or other types of credit, overall, are you satisfied with the quality and affordability of loan products you can access in your community?**

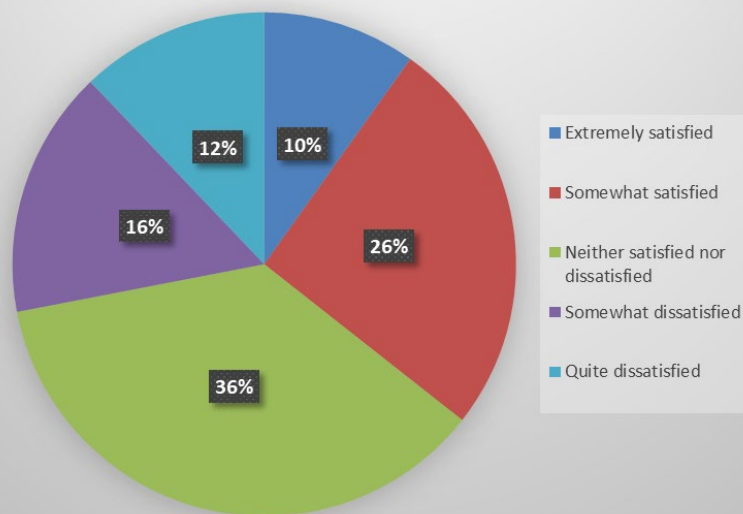




**When it comes to choosing a home, are you satisfied with the housing loans and related homeowner education available to you in your community?**



**Say you wanted to open or expand a business; overall, are you satisfied with the business loans and related business development resources available to you in your community?**



### Identified Lending Institutions

Below is a breakdown of the places that people identified as local resources for personal loans, business loans or business development services, and housing loan or housing assistance. In the charts, we can see that respondents seek out HCCDC, HCCC, or Ho-Chunk Inc 5.3% (7) for a personal loan, 15% (20) for a business loan or business development services, and 21.2% (28) for housing loans or housing assistance.

<b>Please name a specific local resource where you could go to get a personal loan:</b>		
Ho Chunk Community Capital (4)	First Community Bank Homer. NE	Centris Federal Credit Union (2)
HCCDC (3)	Siouxland federal Credit Union (3)	Credit Union (4)
Winnebago tribal credit department (20)	Wells Fargo (4)	Bank (10)
Nowhere in Winnebago (4)	US Bank (2)	Liberty National Bank
Payday loan	Walthill Bank	Bank of America
None	Government (6)	Genisys Credit Union
Check into cash	One Main Financial (at a high interest rate)	First Nebraska Bank
Citi Bank	BankFirst	First Beemer
Charter West Bank (3)	Family (2)	Denison State Bank

<b>Please name a specific local place you could get a business loan or business development services:</b>		
Ho Chunk Community Capital (3)	Bank of America	Centris Federal Credit Union (2)
HCCDC (13)	Downtown (6)	Credit Union (1)
Ho-Chunk Inc (4)	One Main Financial (at a high interest rate)	Bank (3)
None (10)	First Nebraska Bank	Denison State Bank

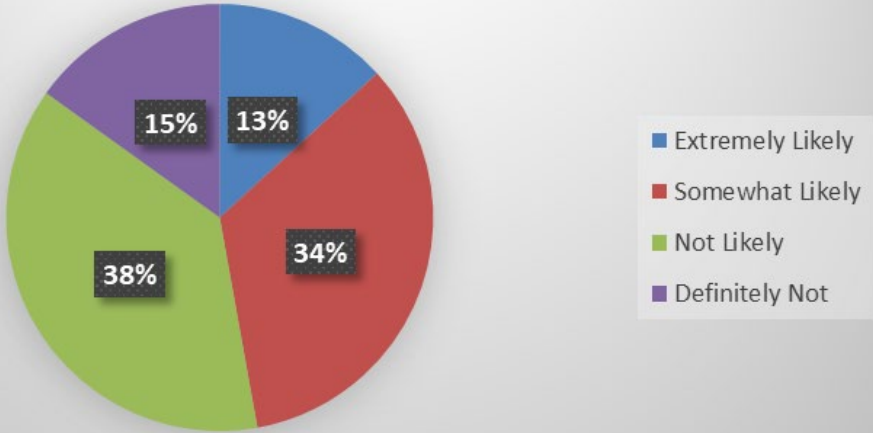
Siouxland Federal Credit Union	F&M	Wells Fargo
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<b>Please name a specific local resource where you can get a housing loan or housing assistance training:</b>		
Ho Chunk Community Capital (11)	Mortgage lender	Centris Federal Credit Union (2)
HCCDC (6)	Tribe	Credit Union (1)
Ho-Chunk Inc (11)	Government (6)	Bank (3)
None (10)	First Nebraska Bank	Genisys credit union
Siouxland Federal Credit Union (2)	Wells Fargo	American Express
Charterwest	Section 184	BankFirst

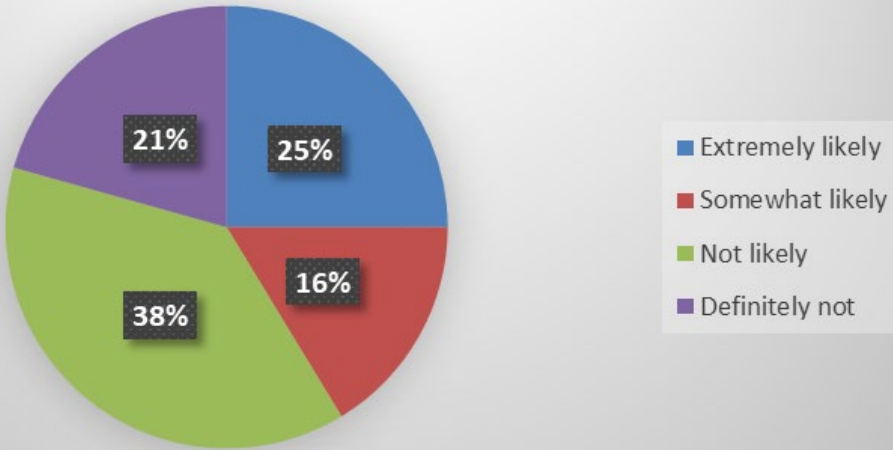
### **Likelihood of Applying for Loans**

The Community Survey respondents are likely to be taking out loans in the future. 47% (50) are “Extremely likely” or “Somewhat likely” to apply for a personal loan in the next 12 months. Similarly, there are 41% (48) respondents who are “Extremely likely” or “Somewhat likely” to apply for a mortgage in the next 12 months. And 18% (23) of respondents are “Extremely likely” or “Somewhat likely” to apply for a business loan in the next 12 months.

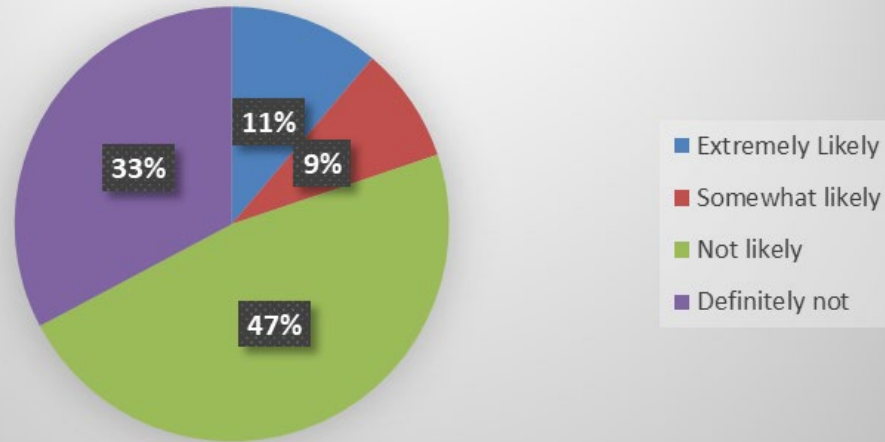
### In the next 12 months, how likely are you to apply for a personal loan?



### In the next 12 months, how likely are you to apply for home mortgage?



## In the next 12 months, how likely are you to apply for a business loan?



### Financing Needs

Details on the financing needs for business and housing can be found in the business section further in the market analysis, however, the charts below show the immediate need for business financing. There is approximately \$2,501,000 in business financing need, \$25,000 of that is for existing businesses.

Below is the chart for housing financing needs, however, 78 respondents interested in purchasing a home did not know how much financing they would need.

Survey Respondents Individual Answers for Projected Financing Needs for Home Purchase			
\$35,000	\$200,000	\$250,000	\$350,000
\$60,000	\$200,000	\$280,000	
\$150,000	\$200,000	\$280,000	
\$175,000	\$250,000	\$300,000	

## Demand for Development and Financial Services

In the Community Survey, there was a total of 69 questions. 132 survey respondents completed the survey. These results should be interpreted with appropriate caution given the convenience sampling used for survey collection.

### Key Findings

- The main reason for personal loan denial from a bank was “Credit Rating too low” and “Insufficient Credit History.”
- Only 62% of survey respondents know their credit score and 50% are concerned about their credit.
- 70% of survey respondents would like help with their credit and paying off debt.
- 26.5% of respondents indicated they would feel able to cover a few months of expenses if they were to encounter an unexpected financial need.
- 35.6% have a monthly savings plan or make regular deposits toward savings goals.
- 54.5% would like assistance in saving to develop a business, buying a home, or paying for college/vocational training.
- Top training topics included “How to Save and Invest,” “Develop a Personal Budget and Financial Plan,” and “How to Repair/Build My Credit.” In the “Other (please specify),” there is interest in “Investments” and “Retirement Planning.”
- In the next 12 months, 70% of respondents are “Extremely interested” or “Somewhat interested” in attending classes, training, or seeking professional advice regarding personal or business financial issues.
- Meeting one-on-one with an expert trainer, attending a course with multiple classes, or accessing an online training that allows the respondent to ask questions and interact with others were the most appealing to survey respondents.

### Analysis

We asked survey respondents several questions relating to personal finance and development services.

### Credit and Credit Building

When we asked questions regarding personal loans, in the past 12 months 47 of respondents had applied for a personal loan from a bank and 42 had received that loan. Of the 5 who were denied, the main reason was “Credit Rating too low” and “Insufficient Credit History,” which is a fundamental issue addressed by Community Development Financial Institution lending, training, and technical assistance. Those 5 applicants would

have worked with a CDFI lender to develop their credit rating and credit history to eventually qualify for a loan.

When asked “Do you know your credit score?”, only 62% of respondents said “Yes.” The following question “Are you concerned with your credit rating?” solicited a 50% “Yes” and 50% “No” response.

Surprisingly, 93 respondents (70%) responded “Yes” to “Would you like help to pay off debt or improve your credit history?”. In the question:

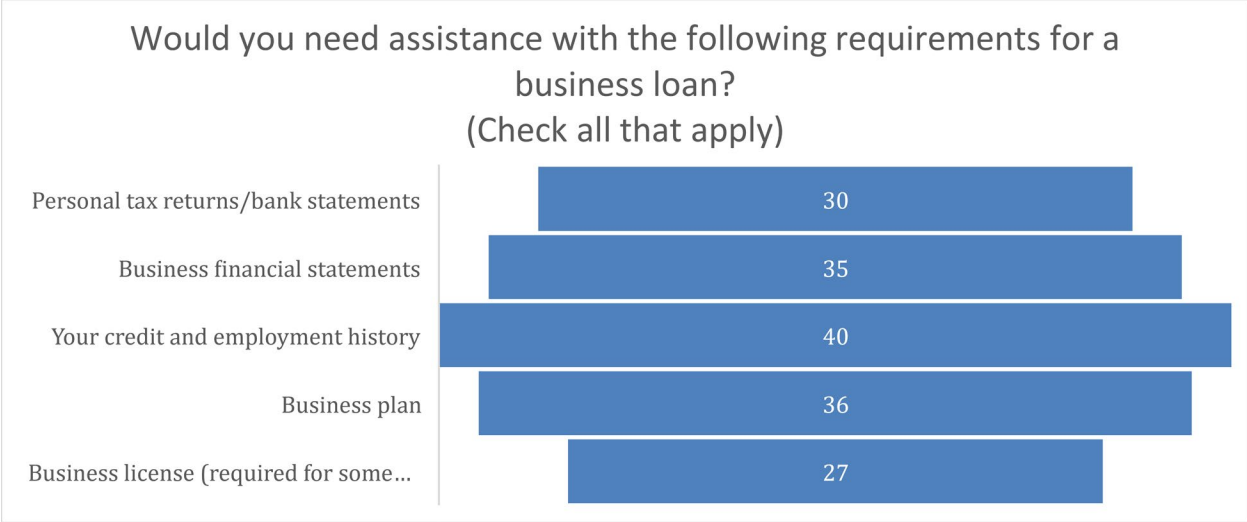
“A Credit Builder Loan can help pay off debt and improve your credit. This type of loan generally REQUIRES: Completion of multiple financial education courses and sticking to a personal budget and credit building plan. Would you be interested in applying for a loan like this if it were available from a local lender?”

70% of respondents chose “Yes.”

Only 26.5% of respondents (35) indicated that they would feel able to cover a few months of expenses if they were to encounter an unexpected financial need or problem like losing a job. Of the responses, 35.6% have a monthly savings plan or make regular deposits towards set savings goals. Similarly, 72 respondents (54.5%) would like assistance in saving to develop a business, buying a home, or paying for college/vocational training.

### **Housing and Business Needs**

In analyzing the developmental service needs around housing, “Lack of knowledge about the homebuying process” was one of the top concerns. In the developmental service needs around business, “Lack of knowledge about running a business” was also a top concern around starting a business. As a Native CDFI, this is a programmatic area needed for community members to become future homeowners and entrepreneurs.



**Program Development**

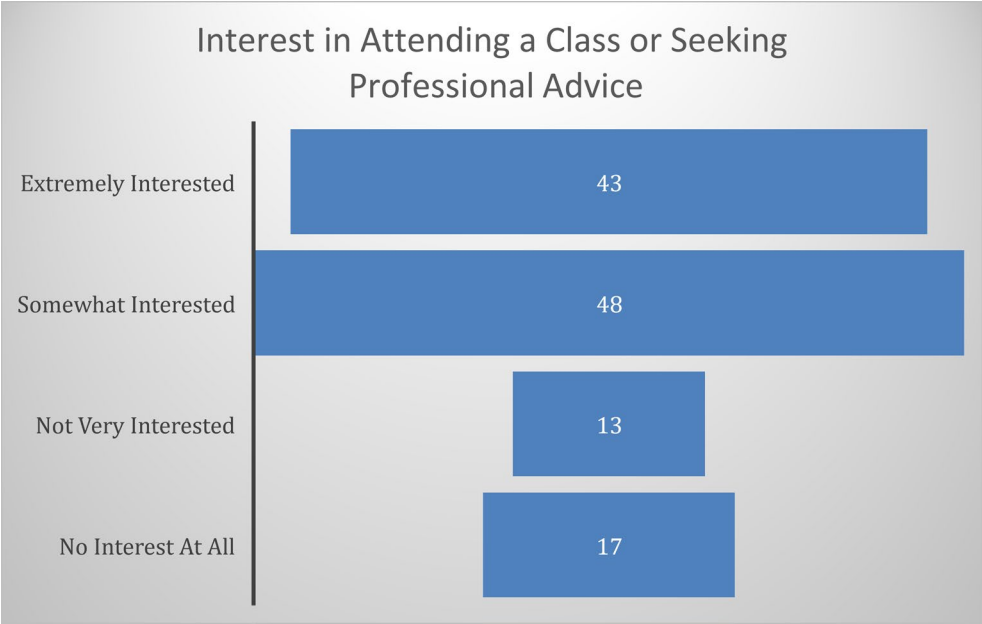
To gather information on interest regarding personal or business financial assistance, the survey posed several questions. There is significant interest (53%) in attending classes, training, or seeking professional advice regarding personal or business financial issues in the next 12 months.

In the bar chart below, we see that most topics are of significant interest with the top being “How to Save and Invest,” “Develop a Personal Budget and Financial Plan,” and “How to Repair/Build My Credit.” In the “Other (please specify),” there is interest in “Investments” and “Retirement Planning.”

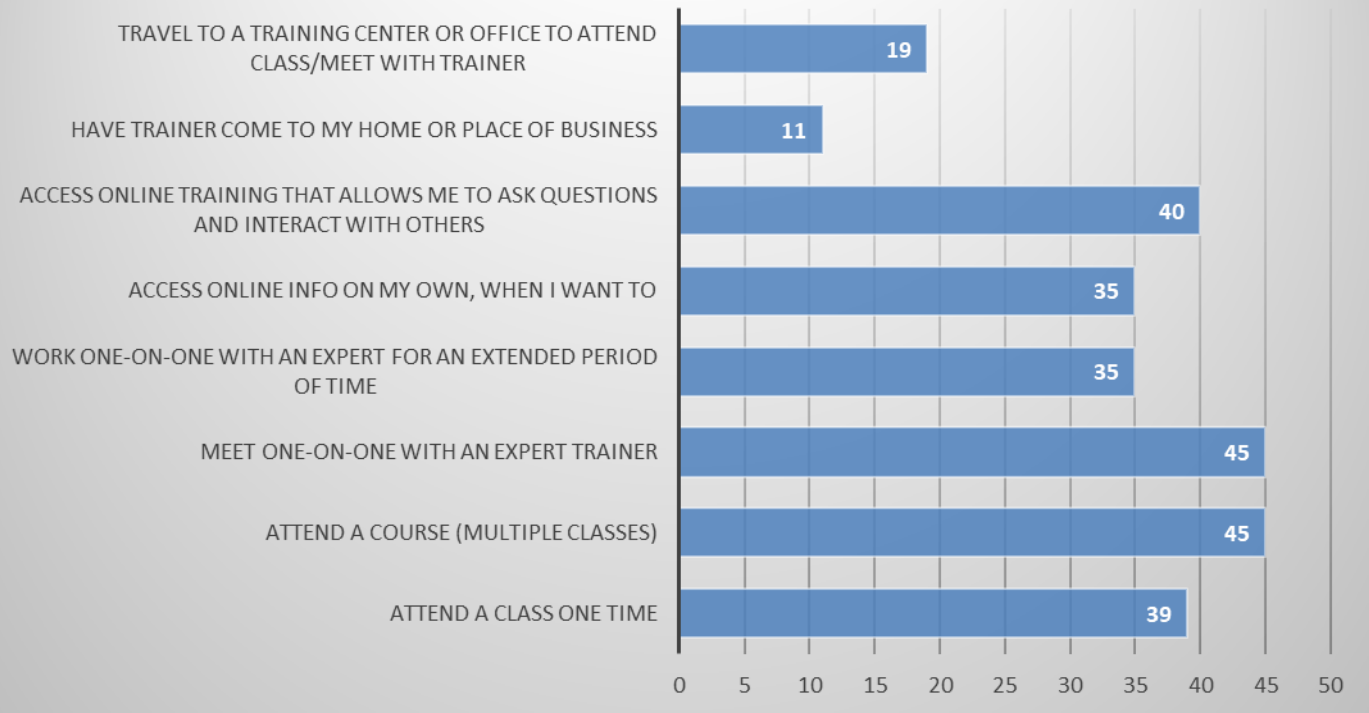




In the next 12 months, 70% of respondents are “Extremely interested” or “Somewhat interested” in attending classes, training, or seeking professional advice regarding personal or business financial issues.



## What types of learning opportunities are most appealing to you? (Check all that apply)



Those interested in seeking professional assistance or training would be most interested in meeting one-on-one with an expert trainer, attending a course with multiple classes, or accessing an online training that allows the respondent to ask questions and interact with others.

# Demographic Analysis

## Methodology

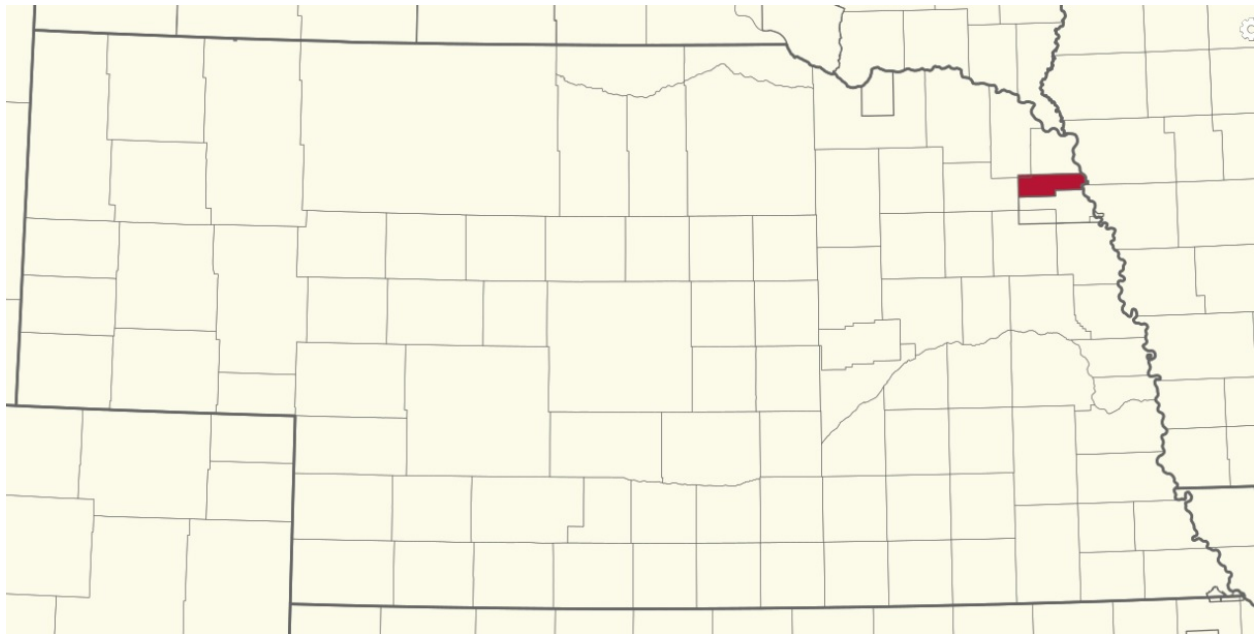
The demographic analysis looks at the Native peoples who identify as Winnebago Tribal members in the American Community Survey 2015-2019 Estimates, as well as the Community Survey conducted by HCCDC and HCCC. The specifics of the place and population are discussed below.

## Key Findings

- Winnebago's population is 90% Native American, where Emerson, Nebraska's population is 96% White.
- Of survey respondents, 93.9% identified as Native American or American Indian; 85.6% were Winnebago Tribal Members.
- 68.1% of the population on the Winnebago reservation identify as Native American.
- 41% percent of the population is under 18 years old.
- The survey respondents were 32% male and 67% female, and 1% non-binary where the census data indicates the Winnebago Reservation is 48% male and 52% female.
- The median income for general population on the Winnebago Reservation is \$50,400 and the median income for the American Indian population in the Winnebago Reservation is \$38,750.
- The poverty rate is 36.7% for American Indian families on the Winnebago Reservation, compared to 22.2% of the general population of Winnebago Reservation, 9.9% of the general population of Nebraska.
- Survey respondents were 14.39% unemployed and the unemployment for American Indians on the Winnebago reservation is 36.7%.

## Place

The Winnebago Reservation of the Winnebago Tribe of Nebraska lies in northeastern Nebraska located in Thurston, County, as well as southeastern Dixon County, Nebraska and Woodbury County, Iowa and a small plot off-reservation in Burt County, Nebraska.



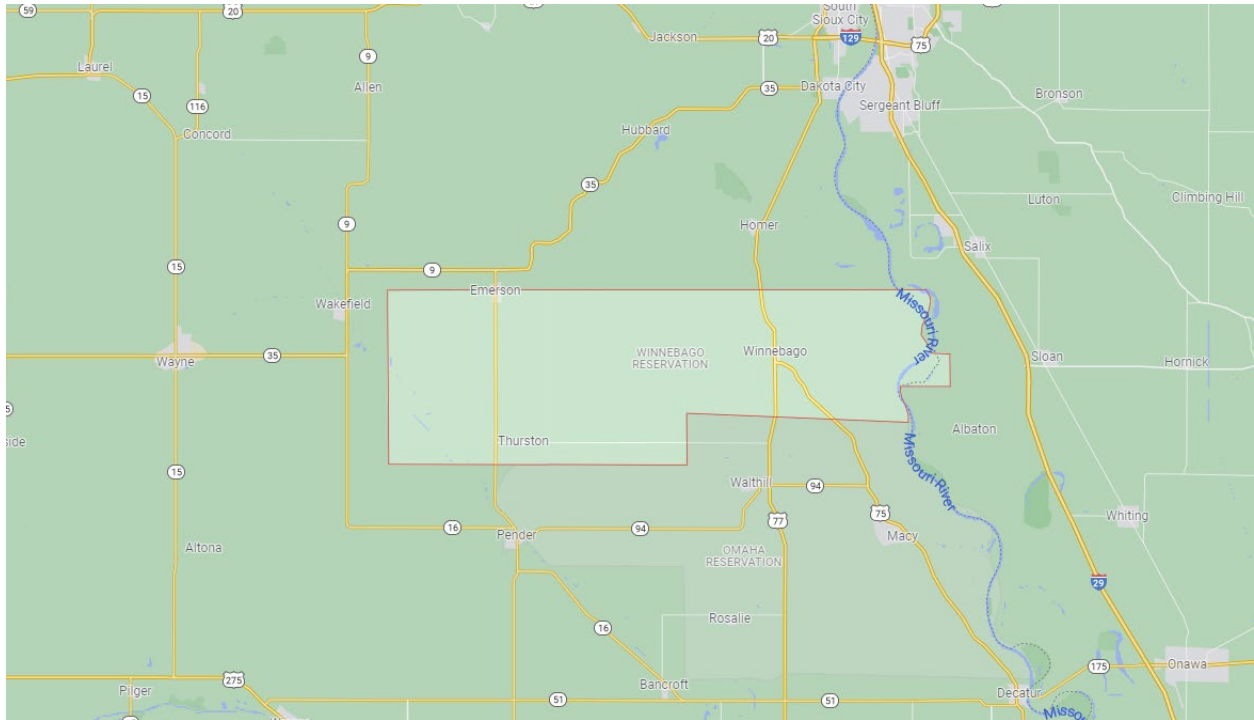
17

There are two and a half towns located within the reservation. Winnebago, located in Thurston County, is the largest city with 774 residents, of which 90% identified as Native American, 4.4% were White and 4.8% were two or more races, in the 2010 census. This is the headquarters for the Winnebago Tribe, and home to the Twelve Clans Hospital, Native Star Casino, Little Priest Tribal College, and much more. Thurston, Nebraska is a village located in Thurston County with a population of 132 in the 2010 US Census. An interesting note is that according to the census data, 100% of the village identifies as White. The third location is the village Emerson, Nebraska, which is split in half between 2<sup>nd</sup> and 3<sup>rd</sup> Streets, north being off-reservation and the southern on-reservation. Emerson is located within both Dixon and Thurston Counties. The population of Emerson was 840 in the 2010 US

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<sup>17</sup>[https://en.wikipedia.org/wiki/Winnebago\\_Reservation#/media/File:4625R\\_Winnebago\\_Reservation\\_Locator\\_Map.svg](https://en.wikipedia.org/wiki/Winnebago_Reservation#/media/File:4625R_Winnebago_Reservation_Locator_Map.svg)

Census, with 96% identified as White, 1.8% Native American, and 1.2% from two or more races.



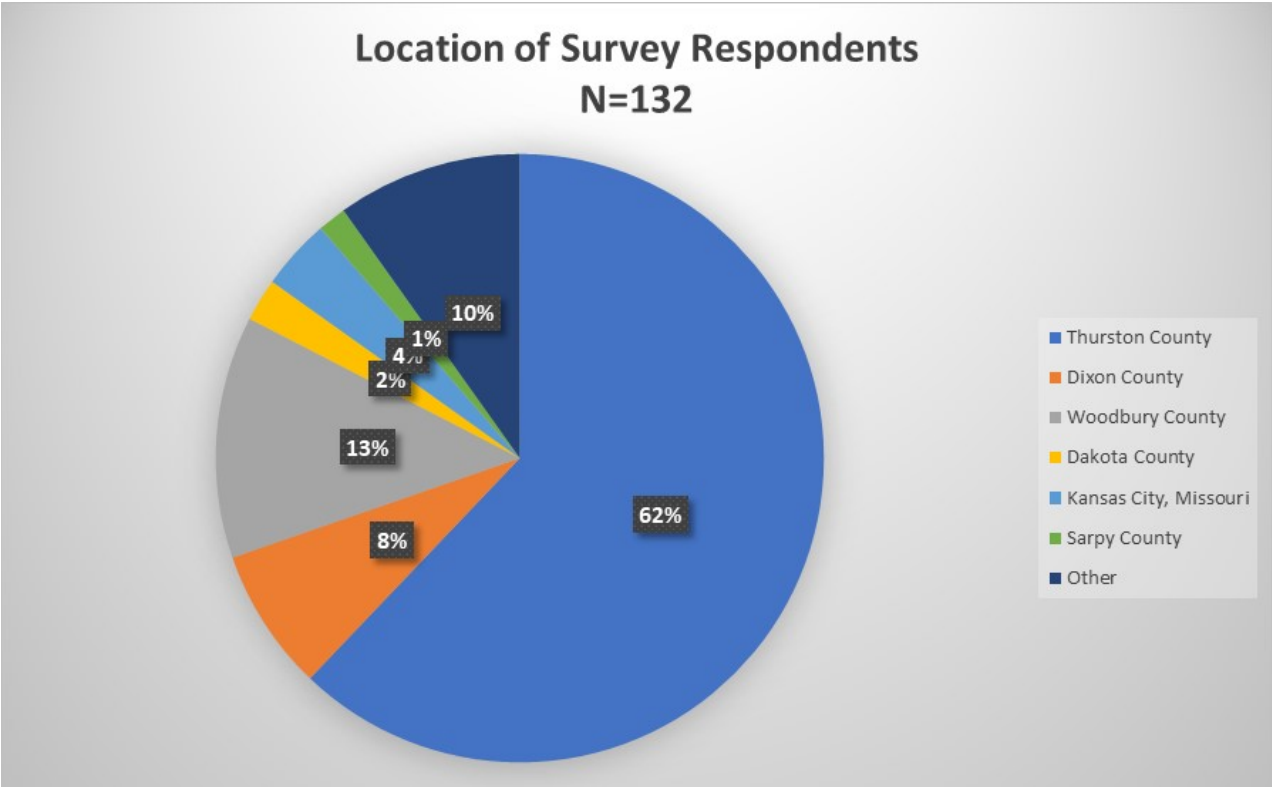
18

The land was deeded from the Omaha Tribe on July 31, 1873, which included 106,040.84 acres of land allotted to 1,200 tribal members, 480 acres reserved for the agency, and 1,710.8 acres unallotted.

Based on the response rate, 85.6% (113) of respondents to the Community Survey identified as Winnebago Tribal Members, 8.3% (11) were Native American from Other Tribes, and 6.1% (8) were not Native American. Of the 132 survey respondents, 81 reside in Thurston County, 17 in Woodbury County, 10 in Dixon County, 5 in Kansas City, Missouri, 3 in Dakota County, 2 in Sarpy County, and 13 in Other.

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<sup>18</sup> <https://www.google.com/maps/place/Winnebago+Reservation,+Merry,+NE/@42.1676289,-96.873744,9.75z/data=!4m5!3m4!1s0x8791fab74bca8b8d:0x3a814b05cb40ae77!8m2!3d42.2333287!4d-96.5669803>

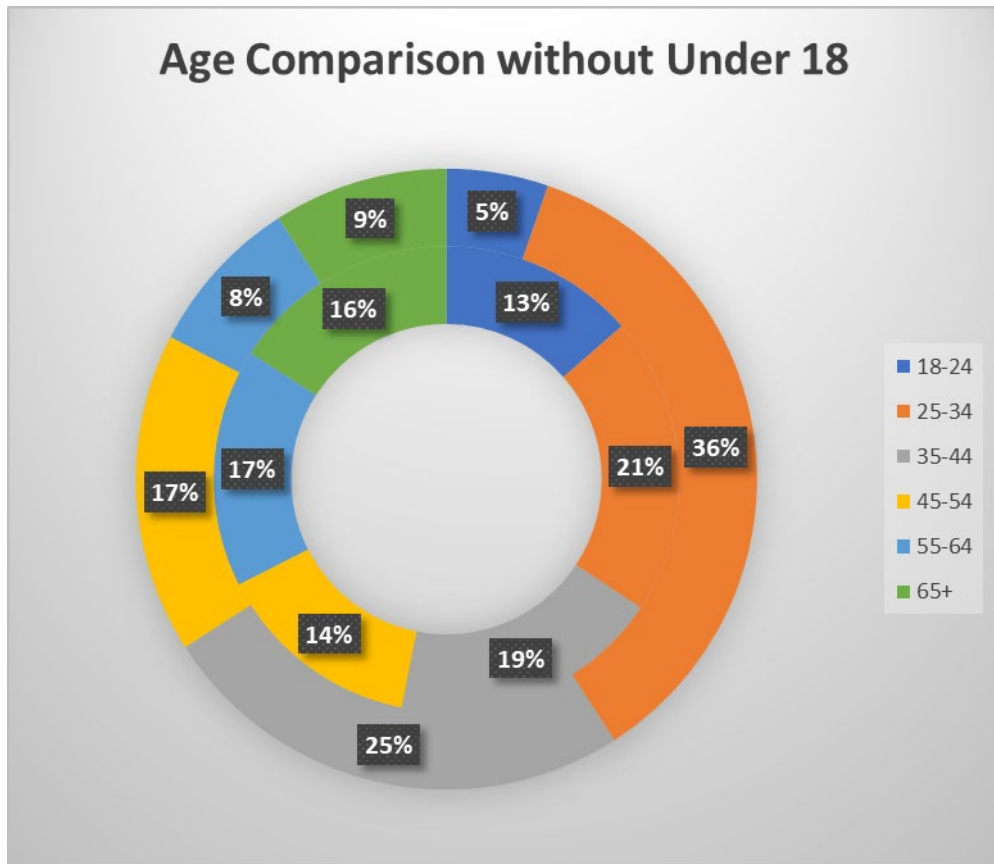


According to the Federal Reserve of Minneapolis' Center for Indian Country Development Winnebago Reservation profile, 68.1% of the population living on the reservation identifies as Native American, or Native American in combination with another race. From this data, there were 1,971 individuals.<sup>19</sup> From the Bureau of Indian Affairs, the tribe has a service population of 1,637, and 4,192 tribally enrolled members.<sup>20</sup>

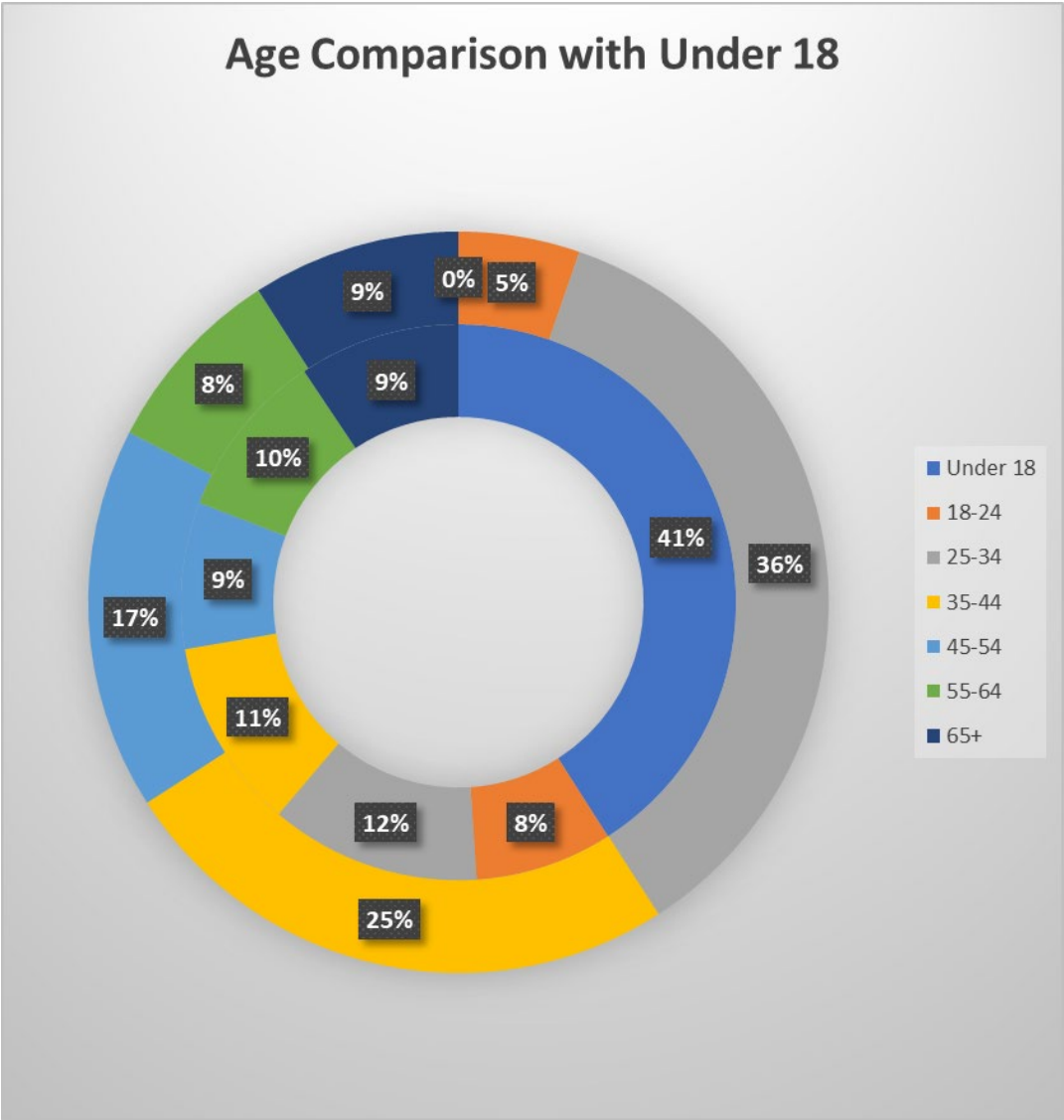
**Sex and Age**

As the chart below shows, 78% of respondents (shown in the outer ring) were between the ages of 25 and 54. This is a vast comparison to the census data of the Winnebago Reservation (shown in the inner ring) with 54% between the ages of 25 and 54. The single age group with the highest percentage of respondents was 25 to 34 with 36% of respondents selecting that range.

<sup>19</sup> <https://www.minneapolisfed.org/indiancountry/resources/reservation-profiles/winnebago-reservation>  
<sup>20</sup> <https://www.bia.gov/regional-offices/great-plains/nebraska/winnebago-agency>

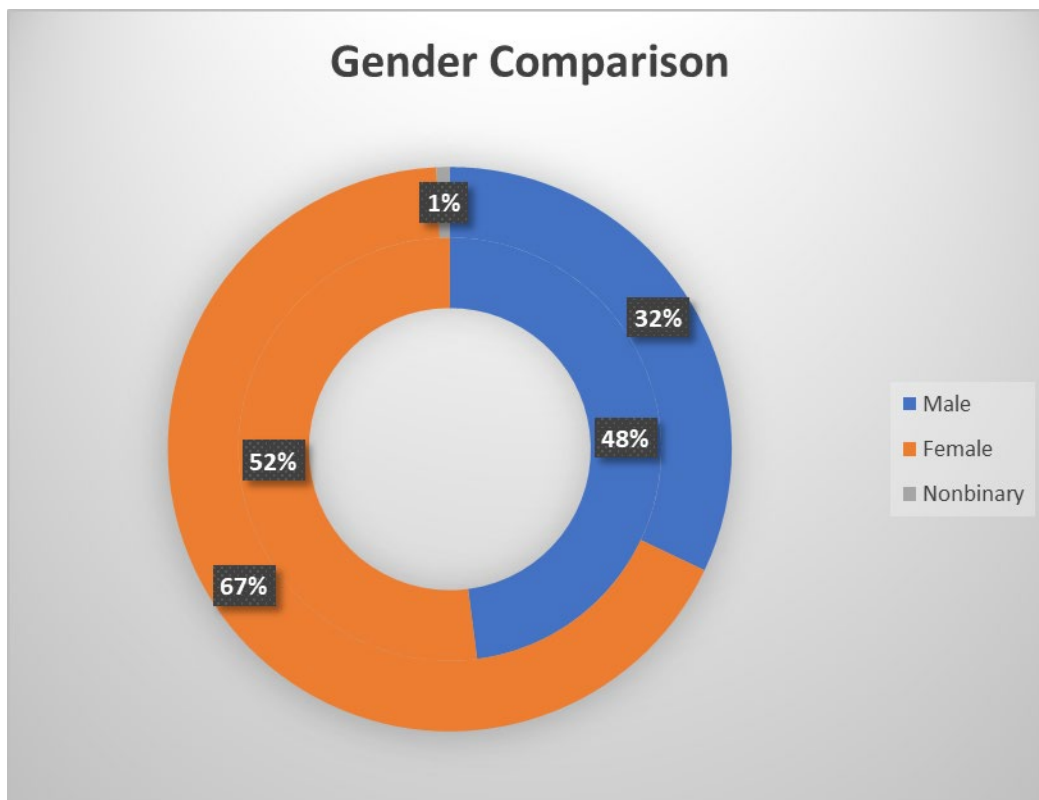


The Winnebago Reservation’s median age, according to the Census Bureau and 2015-2019 5-Year American Community Survey estimates, is 25.5 years old. The chart below outlines the age comparison of the Census Data including those under 18 (represented by the inner circle) and the Community Survey respondents (represented by the outer circle). Interestingly, the larger age groups represented in the community were not a part of the Community Survey. This is where we can see that the 41% percent of the population is under 18 years old, which was not shown in the survey responses, and which lowers the median age of the reservation.



In the Community Survey, the respondents were 32% male and 67% female, and 1% non-binary. According to the Census Bureau, the Winnebago Reservation is 48% male and 52% female. Many more females participated in the survey than males in comparison to the demographics of the reservation.





### Educational Attainment

The chart below shows the educational attainment data for the population 25 years of age and older from secondary sources.

	<b>American Indian on Winnebago Reservation</b>	<b>Winnebago Reservation</b>	<b>Nebraska</b>	<b>United States</b>
<b>Less than high school diploma</b>	17.6%	13.3%	8.6%	12.0%
<b>High school graduate, GED or higher</b>	82.4%	86.7%	91.4%	88.0%
<b>Bachelor's degree or higher</b>	5.3%	14.1%	31.9%	32.1%

Source: 2015-2019 American Community Survey 5-Year Estimates

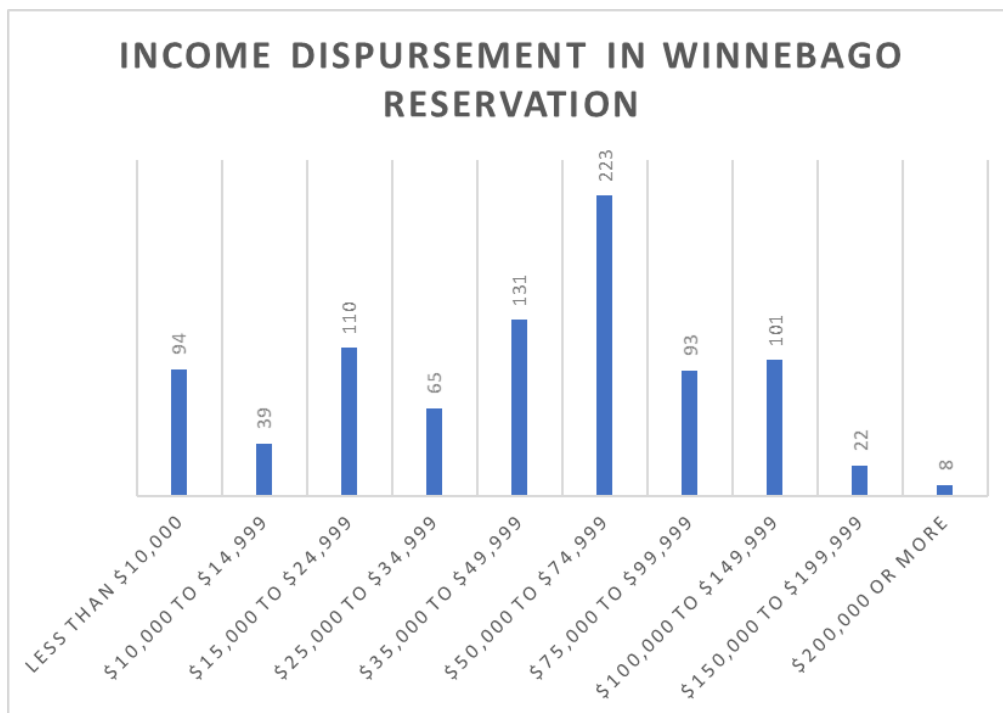
According to the American Community Survey 5-Year Estimates, American Indian and Alaska Native individuals on the Winnebago reservation have significantly lower education attainment rates compared to the general population in the Winnebago Reservation, in Nebraska, and the United States. As the chart above indicates, the general population residing on the Winnebago Reservation are 4.3% more likely to graduate high school and

8.8% more likely to obtain a bachelor’s degree or higher. This shows that once a high school diploma or GED is attained, there is only a 5.3% rate of attaining a bachelor’s degree or higher. There is one Native American college on the Winnebago Reservation, Little Priest Tribal College in Winnebago, Nebraska, and one in the neighboring Omaha Reservation, Nebraska Indian Community College in Macy, Nebraska. For advanced degrees, there are three university-level schools in Sioux City, Nebraska: Rushmore University, Briar Cliff University, and Morningside University. There is also the University of South Dakota in Vermillion, South Dakota, about an hour away from the Winnebago Reservation. In addition, there are online college opportunities available for remote learning if higher education is desired.

**Individual Income**

The median income for a household of the general population in the Winnebago Reservation is \$50,400 and the median income for the American Indian population in the Winnebago Reservation is \$38,750. Though the income is slightly higher, it is still lower than the income for a household in Nebraska and the United States.

	American Indian on Reservation	Winnebago Reservation	Nebraska	United States
Media Household Income	\$38,750	\$50,400	\$61,439	\$62,843



MIT has created a living wage calculator which estimates the wage needed to support families of different sizes based on the county in which that family lives. This data is shown in the chart below.

<b>Thurston County</b>				
<b>Hourly Wages</b>	<b>1 Adult</b>	<b>1 Adult, 2 Children</b>	<b>2 Adults (1 Working), 2 Children</b>	<b>2 Adults (1 Working), 3 Children</b>
Living Wage	\$13.40	<b>\$35.00</b>	<b>\$30.91</b>	<b>\$32.35</b>
Poverty Wage	\$6.13	<b>\$10.44</b>	<b>\$12.60</b>	\$7.38
Minimum Wage	\$9.00	\$9.00	\$9.00	\$9.00

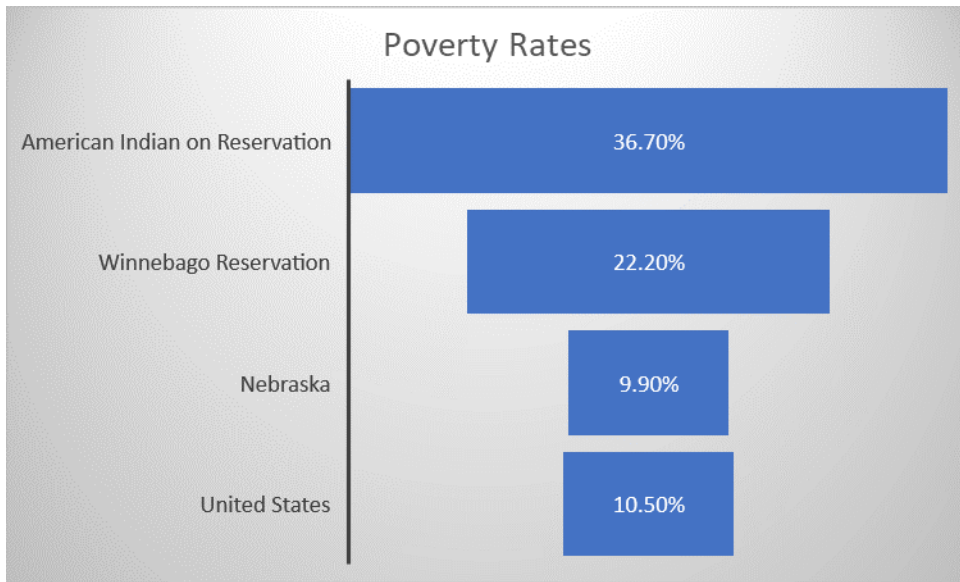
Source: MIT's Living Wage Calculator

If we divide the median household income of \$38,750 by 2,080, we get \$18.63, which is the average hourly wage based on the American Indian population median income on the Winnebago Reservation. We can compare this to the general population wage for the Winnebago Reservation by dividing the median income of \$50,400 by 2,080 to get a median hourly wage of \$24.23, which is \$5.60 more per hour than a Native American living on the Winnebago Reservation.

This also means, according to MIT's Living Wage Calculator for Thurston County, a Native American single adult with two children is making \$16.37 less per hour than the living wage for a single adult with two children in Thurston County. In the two rightmost columns, the Living Wage Calculator gives living wages for two adults (one working) and two children, and two adults (one working) and three children. The median household income wage for a Native American residing on the Winnebago Reservation is \$12.28 and \$13.72 less than the living wage for Thurston County. The American Community Survey Data does not ask survey respondents how many members made up their family, so we are unable to make comparisons to specific subsets.

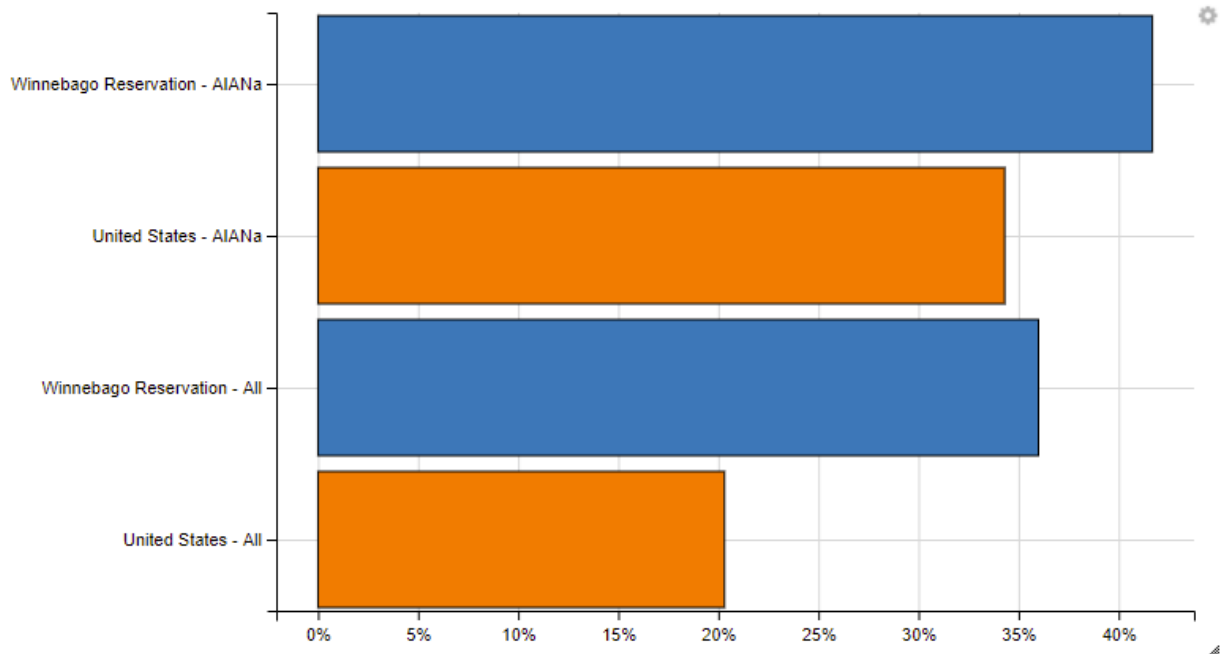
### Poverty Rates

Below is secondary data which estimates the number of individuals and families living in poverty of the Winnebago Reservation. These figures are also from the American Community Survey 2015 to 2019 5-Year Estimates. The poverty rate is 36.7% for American Indian families on the Winnebago Reservation.



The youth poverty rate for Winnebago Reservation American Indians, according to the reservation profile by Center for Indian Country Development data from 2013-2017, is much higher than the American Indian youth population across the US and the general youth population on the Winnebago Reservation.<sup>21</sup> Similarly, the American Census data estimates of 2019 stated that youth in poverty for the reservation youth Native and non-Native is 32.5%.

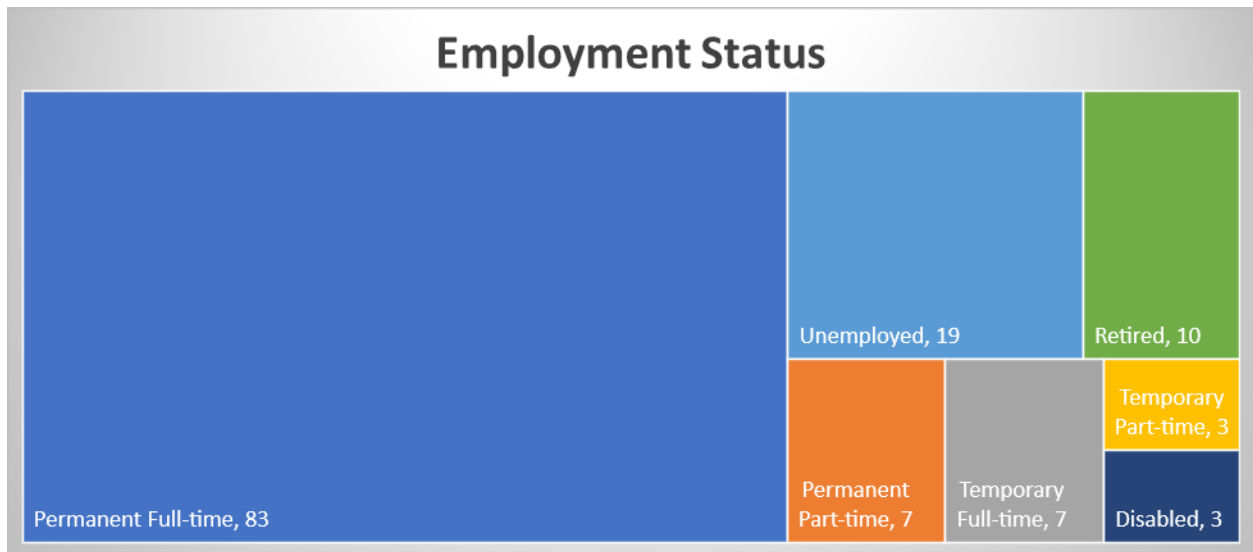
**Youth Poverty Rate**



<sup>21</sup> <https://www.minneapolisfed.org/indiancountry/resources/reservation-profiles/winnebago-reservation>

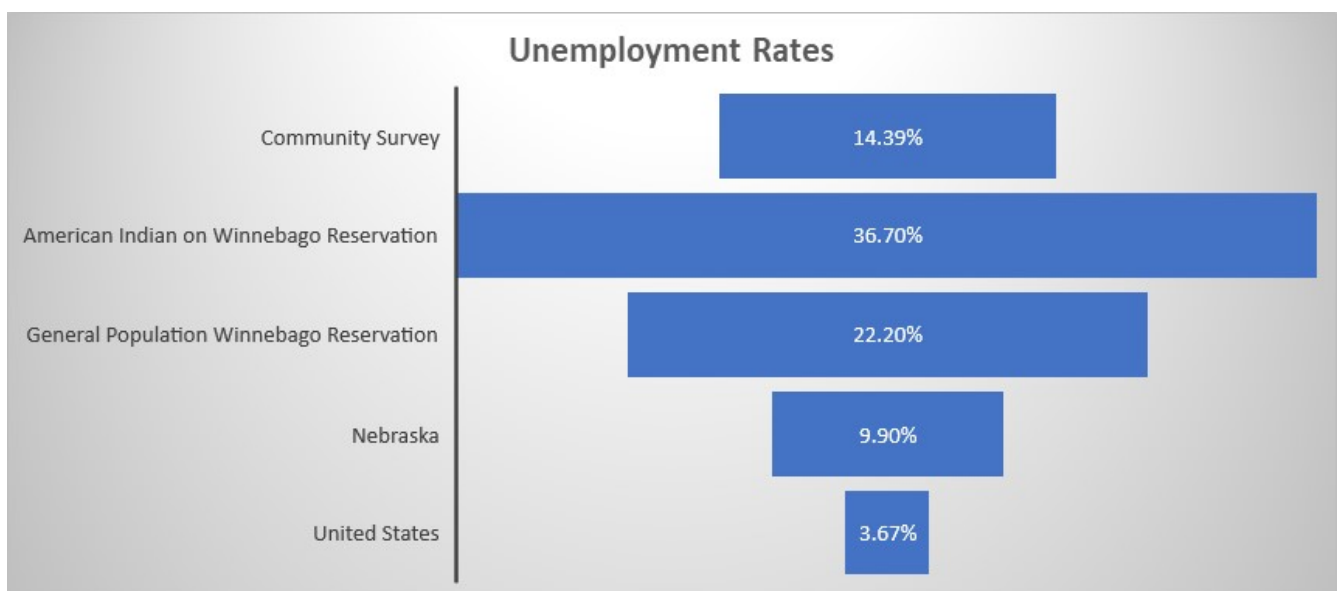
## Employment

The employment status of the Community Survey respondents shows that 62.88% have permanent full-time employment, 14.39% are unemployed, 7.57% are retired, 5.3% have permanent part-time employment, 5.3% have temporary full-time, 2.27% have temporary part-time employment, and 2.27% are disabled.



## Unemployment

The unemployment rate for individuals identified as American Indian on the Winnebago Reservation is 36.7%, much higher than the 22.2% rate for the general population of the Winnebago Reservation, 9.9% in Nebraska, and 3.67% in the United States according to American Community Survey 5-Year Estimates.



# Housing Analysis

In the Community Survey, there was a total of 66 questions. 435 survey respondents completed the survey, and all answered each question. These results should be interpreted with appropriate caution given the convenience sampling used for survey collection.

## Key Findings

- The median cost of rent for an American Indian on the Winnebago Reservation is \$613 per month, compared to \$833 per month for the general population of Nebraska.
- 62.8% of respondents identified that there is not an adequate selection of housing available for purchase.
- 51% “Disagree” or “Strongly Disagree” that there is affordable housing available in my community.
- 40% of survey respondents own their own home, 32% used financing from a local bank and 24% used housing authority.
- 73% of respondents are interested in becoming homeowners.
- The top concerns with becoming a homeowner are “Can’t afford/do not have down payment” (57), “Qualifying for a mortgage” (51), “Poor Credit History” (50), and “Land or site location issues” (47).
- Respondents are looking for predominately single-family housing with 4+ bedrooms and 2 bathrooms.

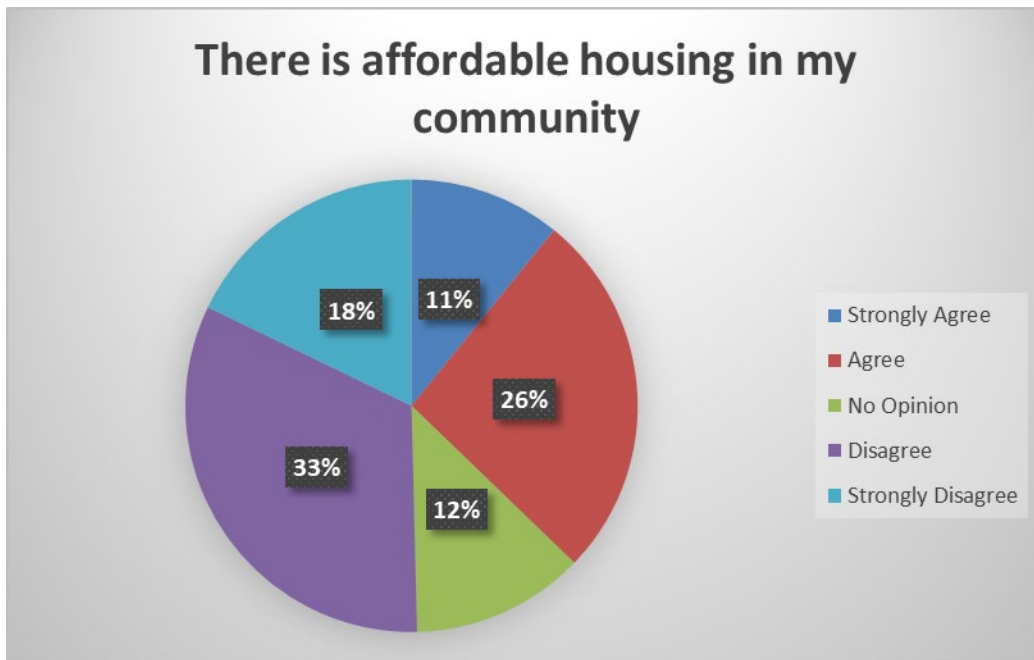
## Analysis

In determining the current housing market, we looked at primary and secondary data sets. According to the American Community Survey 2015-2019 Estimates, the median cost of rent for the general population living on the Winnebago Reservation is \$613, much lower than that of the general population of Nebraska and the United States.

	<b>Winnebago Reservation</b>	<b>Thurston County</b>	<b>Nebraska</b>	<b>United States</b>
<b>Monthly Rental Cost</b>	\$613	\$611	\$833	\$1,062
<b>Owner-occupied Housing Rate</b>	53.4%	60.8%	66.1%	64%
<b>Monthly Owner Cost</b>	\$1,081	\$1,008	\$1,386	\$1,595
<b>Owner-occupied units</b>	\$82,100	\$79,800	\$155,800	\$217,500

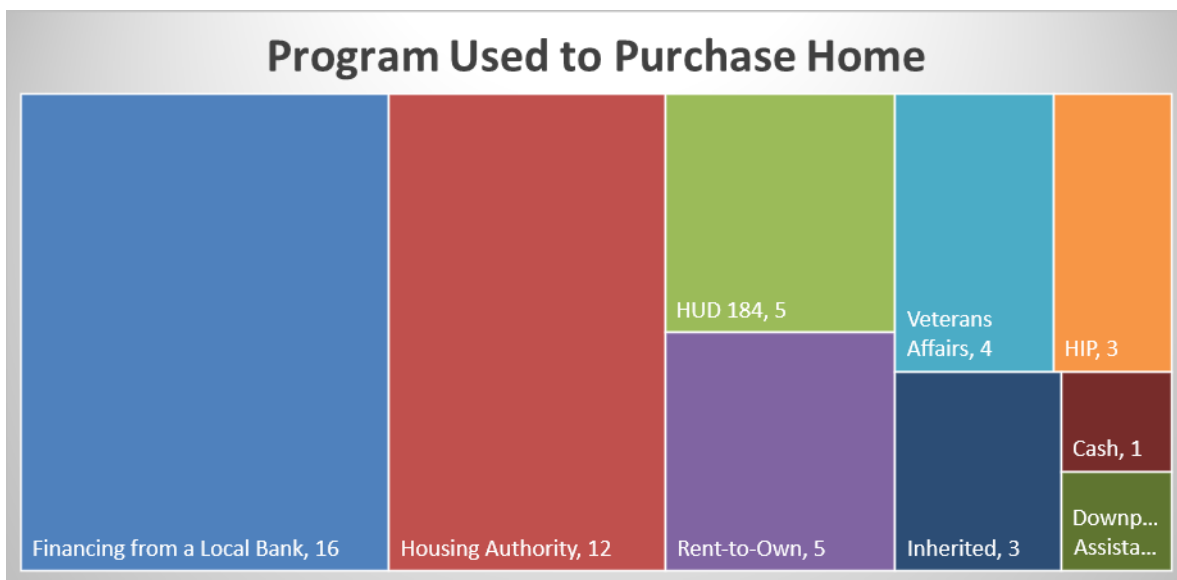
One of the questions in the housing section of the Community Survey asks, “If you are looking for housing, is there an adequate selection available to purchase?”, of which 62.8% responded “No.” Similarly, when asked to agree or disagree with the statement “There is

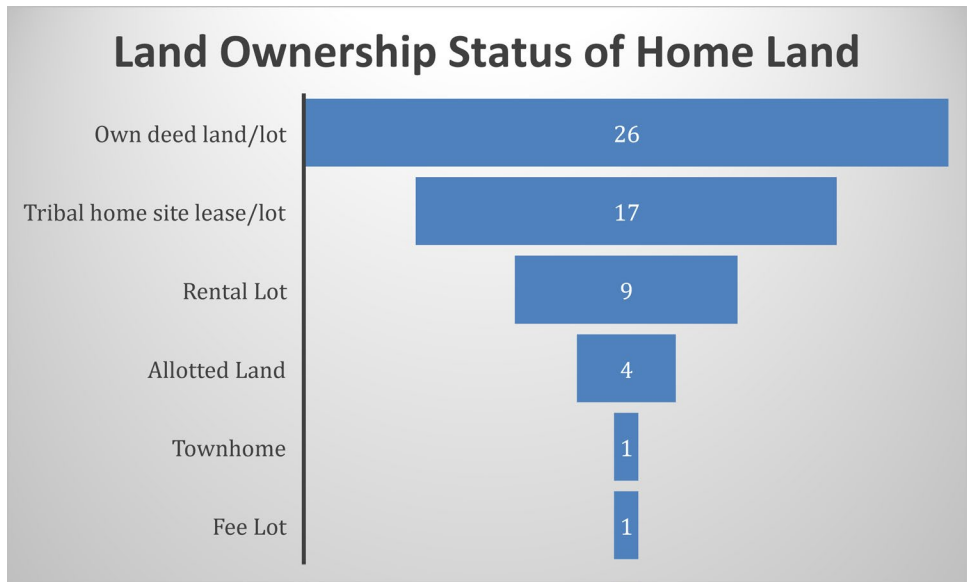
affordable housing available in my community,” only 11% “Strongly Agree” and 26% “Agree,” where 33% “Disagree” and 18% “Strongly Disagree.”



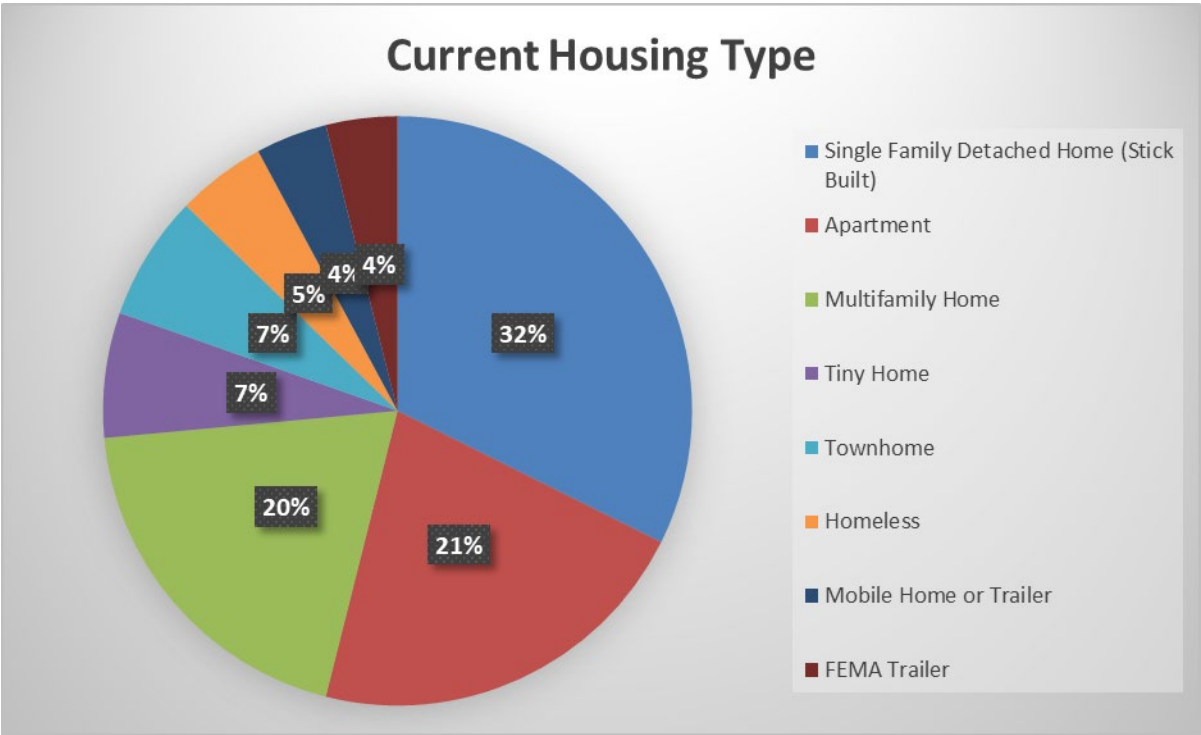
#### Current Homeownership

In the Community Survey, 40% of survey respondents own their own home. Of these homeowners, 32% used financing from a local bank, 24% used housing authority, 10% used HUD 184 loan, 10% used Veterans Affairs, 8% used rent-to-own, and 6% used the HIP program. Of these homes, 44.8% are on own deed land/lot, 29% are on tribal home site lease/lot, 15.5% is rental lot, 6.9% is allotted land, 1.7% is townhome, and 1.7% is fee lot.





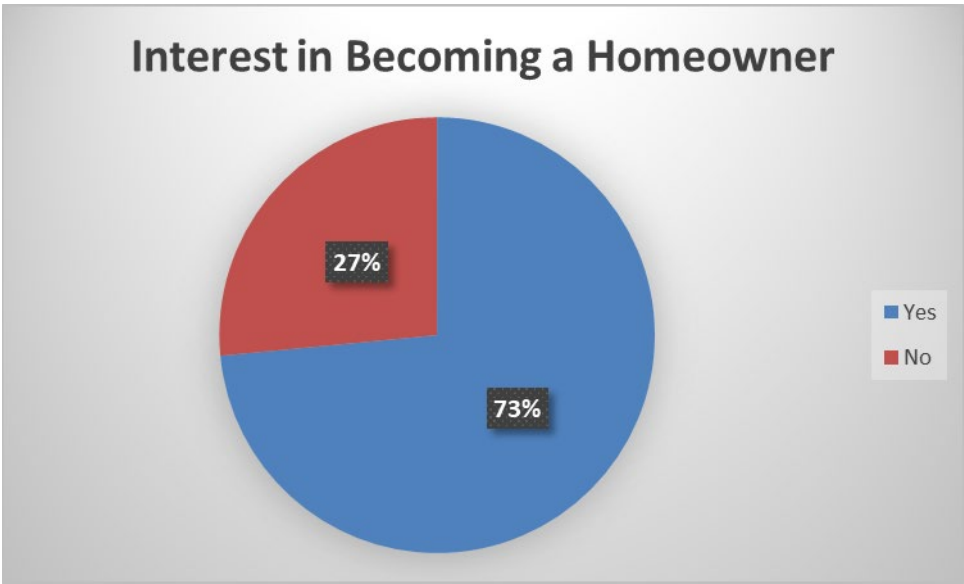
The chart representing current housing type shows responses from all respondents, those that own homes and rent.



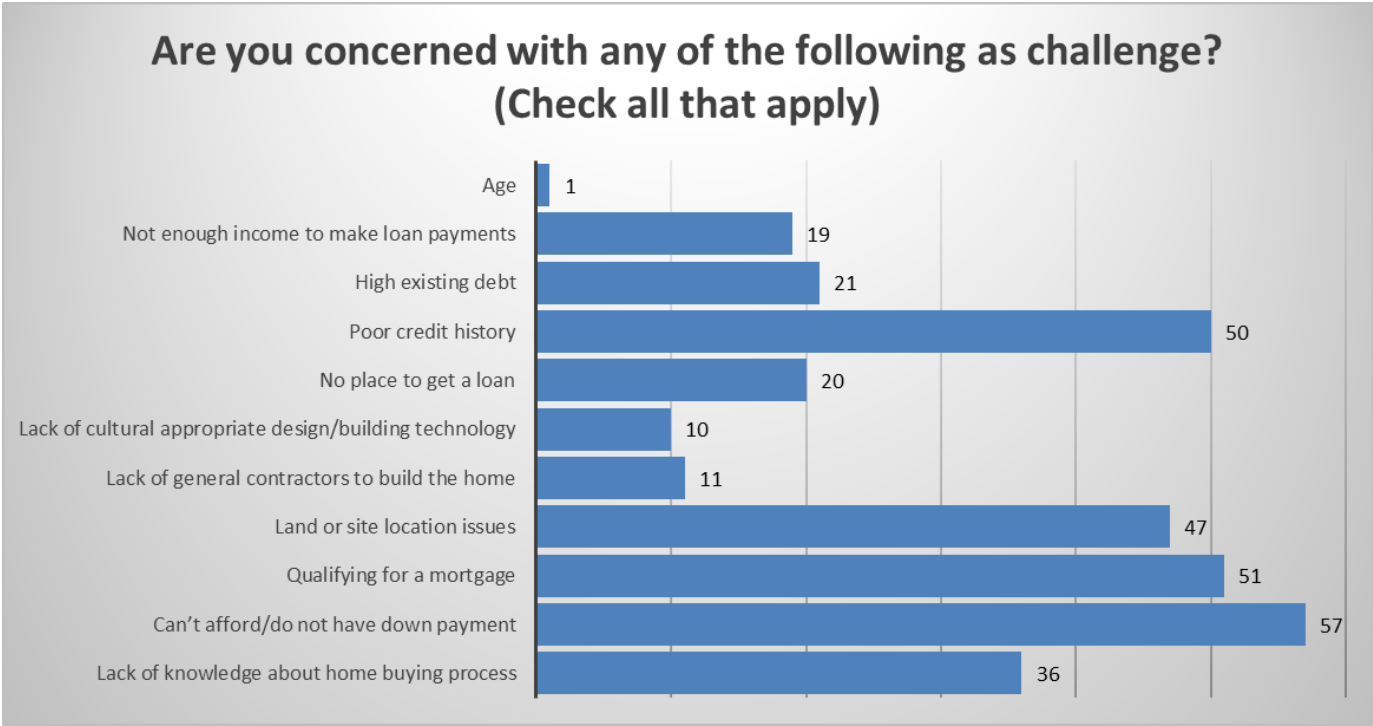
**Future Homeownership**

Surprisingly, 97 respondents are interested in becoming homeowners and 35 were not, though 52 had responded that they own their own home.



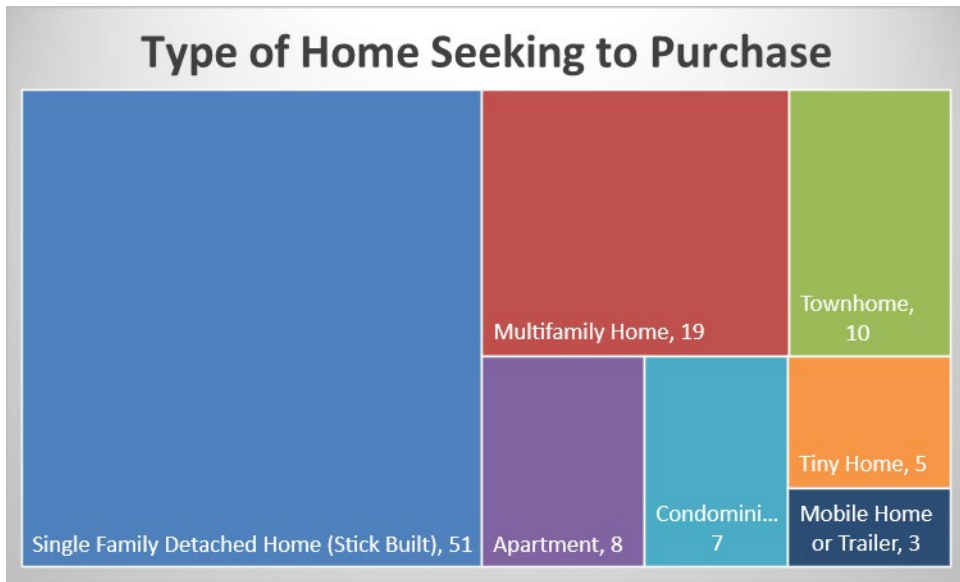


In the Community Survey, 73% of respondents are interested in becoming a homeowner. Potential homeowners are concerned with the challenges listed below.

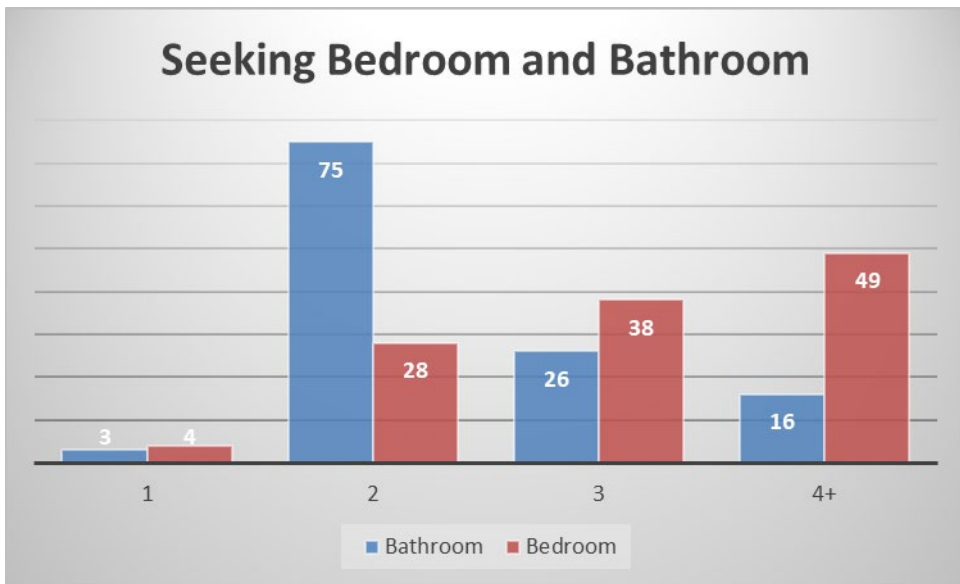


The top concerns with becoming a homeowner are “Can’t afford/do not have down payment” (57), “Qualifying for a mortgage” (51), “Poor Credit History” (50), and “Land or site location issues” (47).

The Community Survey respondents are looking for predominately single-family housing. Below shows the need for a variety of housing types respondents are seeking to purchase.



Of these homes, respondents are looking for 3-4+ bedrooms with 2 bathrooms.



Below is a chart of prospective financing for the homes respondents are seeking. Unfortunately, 78 respondents did not know the amount of financing needed for their home purchase.

Survey Respondents Individual Answers for Projected Financing Needs for Home Purchase			
\$35,000	\$200,000	\$250,000	\$350,000
\$60,000	\$200,000	\$280,000	

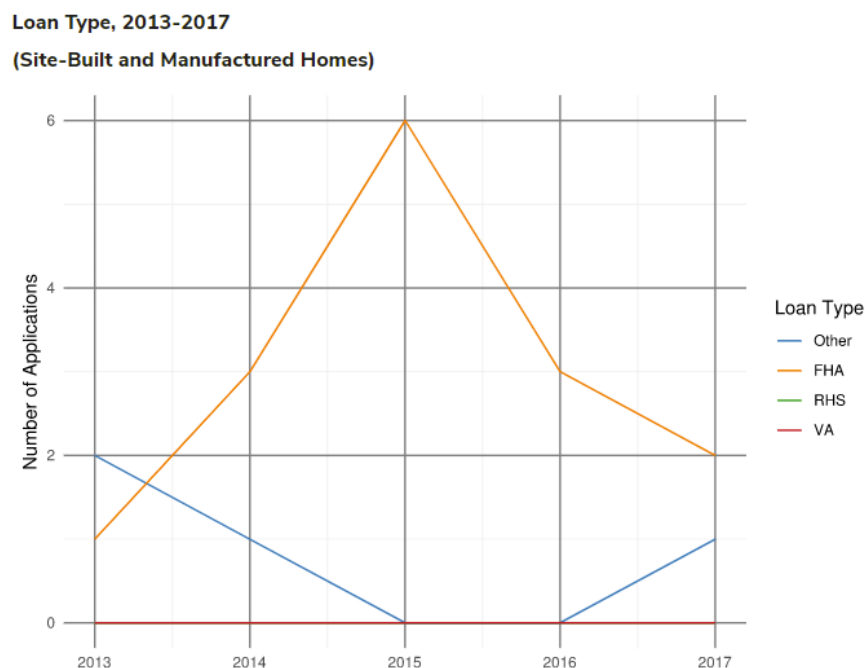
\$150,000	\$200,000	\$280,000	
\$175,000	\$250,000	\$300,000	

### Home Lending

In the past 12 months, 28 survey respondents had indicated that they applied for home financing and 20 had been approved for their financing. The reasons for being denied financing include the following: “Bad credit,” “Over income,” “Poor credit,” “Employment status,” “Low credit, existing debt,” “Credit score”.

According to the Winnebago Reservation Profile from the Center for Indian Country Development, there were 18 loans reported from 2013-2017 for Native American Applications for Site-Built Homes and 1 for Manufactured Homes. Of these 19 loans, 5 were denied and 14 loans were originated from Wells Fargo, Bank2, Liberty National Bank, Bank of Dixon County, and Liberty First Credit Union. <sup>22</sup>

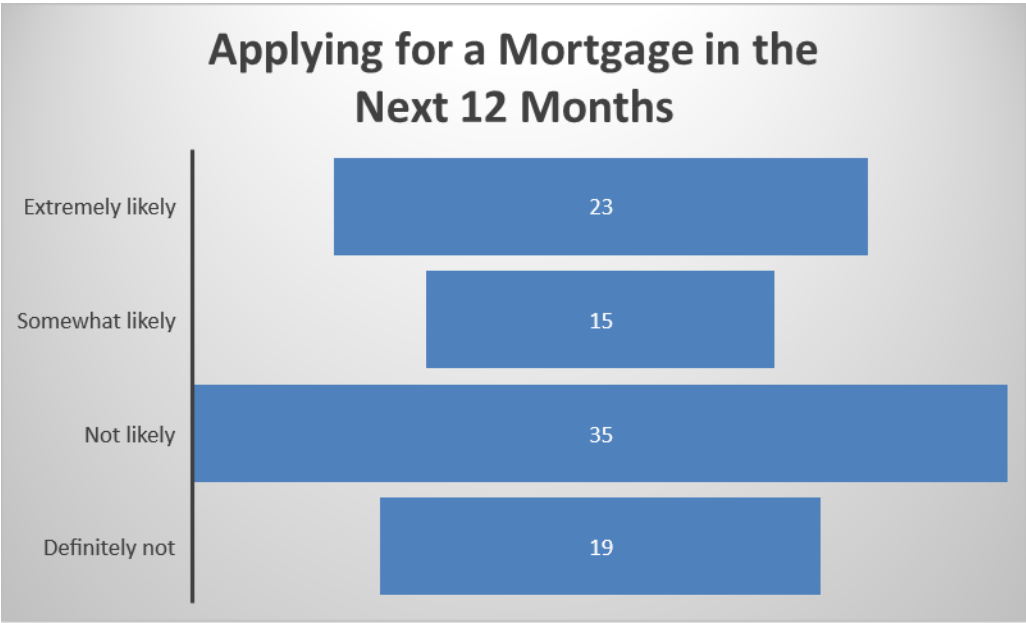
In the graph below, we can see a breakdown of loan types for site-built and manufactured homes. By 2017, there is a significant increase in the use of “Other” loan types for mortgages, which includes conventional and HUD 184 loan types.



In Appendix Two, there is a detailed breakdown of the mortgages generated in Thurston County, Nebraska in 2019. Though Thurston County spans the Winnebago and Omaha

<sup>22</sup> <https://www.minneapolisfed.org/indiancountry/resources/reservation-profiles/winnebago-reservation>

Tribal Reservations, there were only 11 generated to Native American identified applicants with an average mortgage amount of \$125,000.



In the next 12 months, 38 respondents are “Extremely likely” or “Somewhat likely” to apply for home financing.

# Industry Analysis

## Methodology

This section of the market study contains both secondary data and primary data. With both types of data, we can get a more complete picture of industry and business needs for Winnebago Tribal Members in Nebraska.

As a Native CDFI continuing to develop to meet the needs of the target market, one important consideration is to understand what types of industries are currently present in the target market, what industry can be expanded, where there is opportunity for growth, and what types of industry are lacking. This section can be used to understand these pieces.

## Key Findings

Below are the key findings of the industry analysis.

- The top industries on the Winnebago reservation is Education, Healthcare, and Social Assistance.
- The top salary is in Management on the Winnebago reservation.
- 31.5% of survey respondents are interested in starting their own business.
- There is a \$2,501,000 unmet need for the business market for the Winnebago community.
- The survey indicated a variety of types of businesses individuals would like to start.
- The top current or anticipated reasons respondents would seek business financing are for “Purchasing Inventory/Materials” (34), “Finance Receivables” (28), and “Purchasing Equipment” (20).
- 18 of respondents currently own a business.

## Industry of Work

To understand the current employment landscape, we looked at the industries of employment for the population living on the Winnebago Reservation.

Occupational Area	Typical Annual Salary
Management	\$90,898
Business & Financial Operations	\$62,600
Computer & Mathematical	\$78,273
Architecture & Engineering	\$73,864
Life, Physical, & Social Science	\$58,662
Community & Social Service	\$41,198

Legal	\$70,754
Education, Training, & Library	\$51,940
Arts, Design, Entertainment, Sports, & Media	\$40,687
Healthcare Practitioners & Technical	\$64,074
Healthcare Support	\$29,720
Protective Service	\$43,009
Food Preparation & Serving Related	\$23,837
Building & Grounds Cleaning & Maintenance	\$28,390
Personal Care & Service	\$24,471
Sales & Related	\$29,372
Office & Administrative Support	\$36,400
Farming, Fishing, & Forestry	\$35,510
Construction & Extraction	\$42,937
Installation, Maintenance, & Repair	\$46,671
Production	\$37,710
Transportation & Material Moving	\$36,277

# Industry Map



### Interest in Entrepreneurship

When respondents were asked if they were interested in starting a new business or expanding their current business, 31.5% indicated “yes” and 69.5% indicated “no.” That is roughly 1 in 3 survey respondents interested in owning or expanding their own business. When asked “Do you currently own a business?” 18 responded “Yes.”

### Types of Businesses Entrepreneurs Want to Start or Expand

When we asked respondents which type of business they were interested in starting or expanding, there was a wide variety of businesses respondents listed. Respondents were able to type in an open-ended response, which is in the chart below.

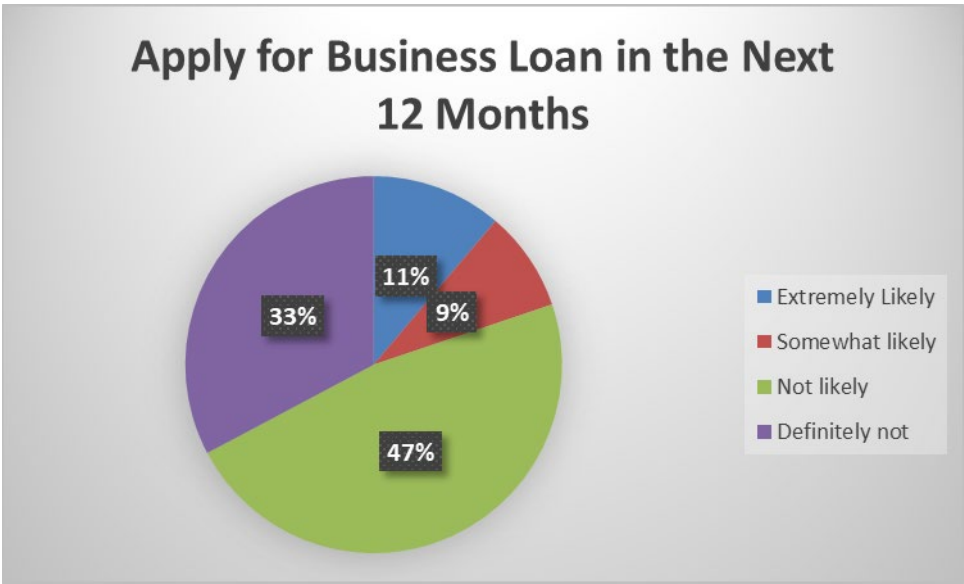
Survey Respondents Type of Business	
Specialty second hand and vintage clothing	Multiple Ideas
Photography	Laundromat in Walthill
Personal care and fitness facility	Native-themed gift shop
IT Support and consulting services	Hardware
Cleaning and organizing	Quilts and Regalia
Financial (6)	Sewing business
Mechanic shop	Craft supply, beadwork, Native art, Native foods, trading cards
Clothing	Car wash
Hobby farm	Studio and health shop
Hotshot Driving	Child Care
Food Truck	HGJ
Moving company	Custom décor, cups and shirts
Fashion business	Customized t-shirts

### Business Request Amount

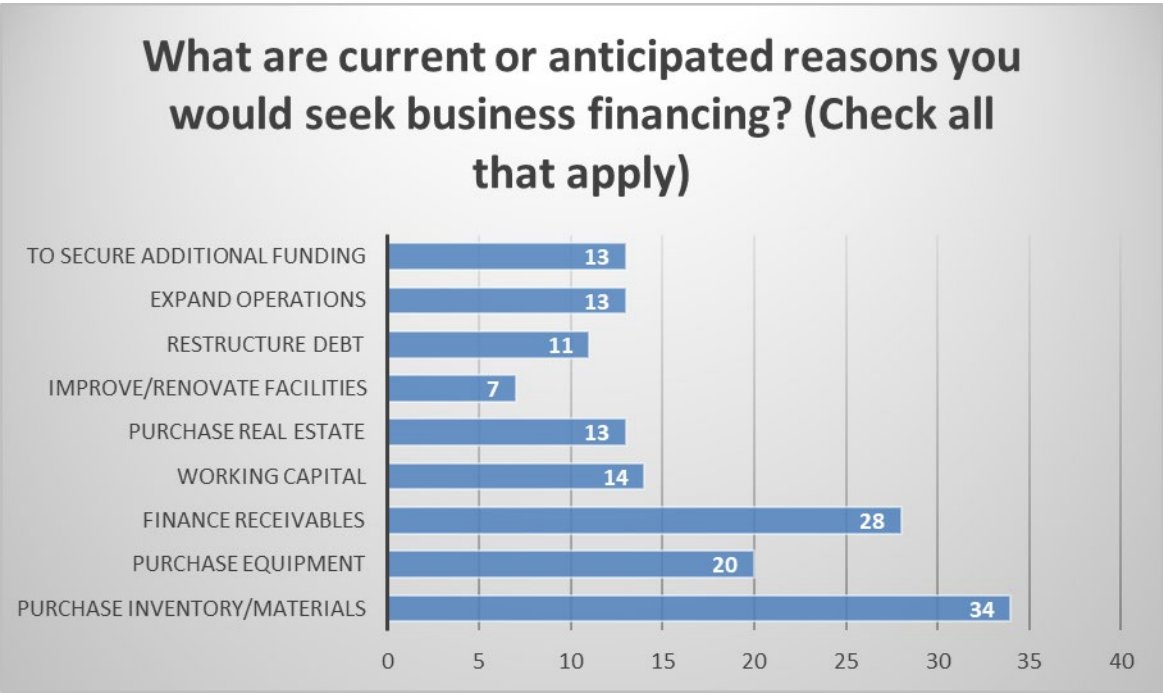
In the survey, we asked of the individuals interested in starting or expanding a business what their monetary needs would be. In total, there is a \$2,501,000 unmet need for the business market for the Winnebago Nation community, according to the Spring 2021 Community Survey. Of this, \$25,000 is for expanding one business and \$2,476,000 is for new business.

The answers to the question “In the next 12 months, how likely are you to apply for business financing if sufficient funding was available with affordable rates and terms from a local lender?” indicated that 23 respondents are “Very Likely” or “Somewhat Likely” to apply in the next 12 months. In the past 12 months, 22 respondents had applied for a business loan or other financing to assist with their business and 18 were able to access the funding that they needed.



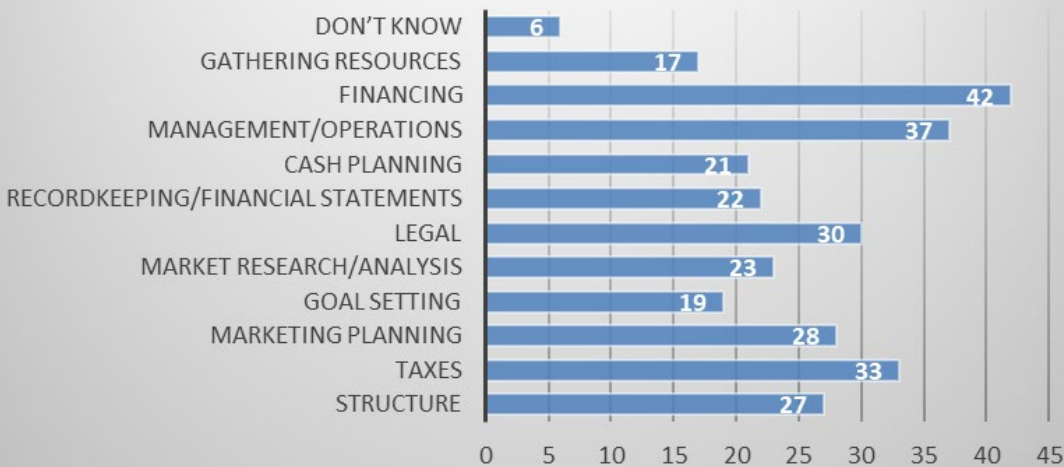


The top current or anticipated reasons respondents would seek business financing are for “Purchasing Inventory/Materials” (34), “Finance Receivables” (28), and “Purchasing Equipment” (20).



Below are the topics that are of most interest to the potential applicants in preparing for their small business development.

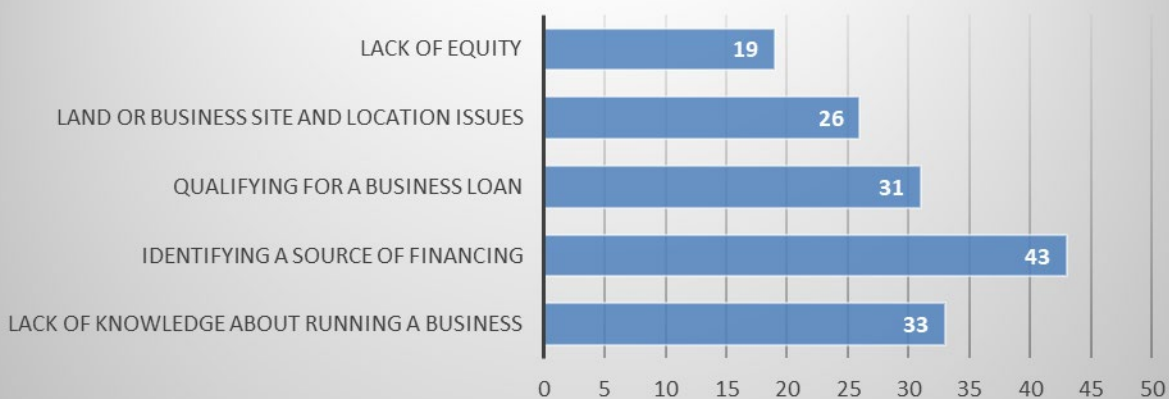
## What topics would you need more assistance with to start a small business?



### Barriers to Building Businesses

Building a business can be challenging and Native entrepreneurs face a multitude of barriers. The survey asked “Are you concerned with any of the following as a challenge? (check all that apply),” and of the respondents interested in starting or expanding their businesses, many checked “Identifying a Source of Funding” (43), “Lack of knowledge about running a business” (33), and “Qualifying for a Business Loan” (31).

## Are you concerned with any of the following as challenge? (Check all that apply)



### Existing and Retired Businesses

The Community Survey indicated that 18 respondents (13.6%) currently own a business, and 19 (14.4%) of respondents had previously owned a business.

<b>Reasons that established businesses ended</b>		
Divorce	Because of the lack of funds	Physical ability
Husband passed away	Spine issues	

# Key Opinion Leader Interviews

## Methodology

As part of the Market Snapshot Analysis, Oweesta conducted 8 interviews with Key Leaders in the Winnebago Tribal Nation. The template of questions can be found in *Appendix Two: Key Opinion Leader Interviews*. While we did pose questions to interviewees, the conversations were free flowing. Common themes with supporting dialogue from all the calls are shown below.

## Key Findings

Each of the key findings below is numbered and in bold. Each finding has supporting quotations from key opinion leader interviewees below it.

### **1) View of HCCDC**

“They are the connector entity in the community- Ho-chunk tribe has the status and Ho-Chunk provides the grant writing mechanism. Ho-Chunk Inc will provide the capital. They are the place to go for grants.”

“Both HCCDC and HCCC are nonprofits, which is huge for grants and foundation money. They play a big role in this community. With HCCC, we are a non-conventional lender. That is huge in this community.”

“They administer the Ho-Chunk community fund, which provides matching dollars. They can provide funding to make grant funding happen.”

“The tribe has its own planning department, but it is more focused on the tribe and HCCDC is more community wide and serves a better role in coordinating. The multi-level tribe is the next generation.”

“I know they have been trying to help people with loans on building credit - they also give grants and loans, but like I said- there isn’t one place people can go to that know about everything offered.”

“I think the DPA is definitely out there - I don’t know about HCCC loans. In some instances, I think it is, but in others, I don’t know. It’s a weird conglomeration - they know there are personal loans, but as far as business loans, they know that they are there, but they don’t want to do the work for the loan.”

“As I was at HCCDC, they were in the process of becoming a CDFI. We did a lot of entrepreneurial processes. We are a cash community and it has challenged the community. I think that the tribal college and HCCDC have done efforts to increase the financial practices and knowledge of community members. They have done that in the

most obvious manner of homeownership. We were starting to get a good handle of getting folks through that. They were challenged with a limited number of people banked or owning their own home.”

“From my perspective, they play a key role in homeownership and first-time homebuyer things. They also address a gap that we have in sufficient number of housing, especially young folks. They play a key role in able for young folks to access housing. They are limited in the number of homes available to rent, that is a role that HCCDC has taken on to add additional low to moderate income housing options to the community.”

“Down payment assistance program through them as a major piece. They have used the piece for some business startups that I’m aware of. I see those businesses as microbusinesses. That is where HCCDC started in working with entrepreneurs that haven’t done much and to start as a micro enterprise.”

“I always through of HCCDC the nonprofit arm of the for-profit arm of the tribe and I have looked at HCCC as the entity going after grants to create parallel funding for some of the projects in town.”

“You can put up flyers, have an information session, there is currently no community-wide understanding of what is available. They aren’t thought of within the community. I link them with managing the apartments and DPA program, but I couldn’t tell you more.”

## **2) Increased Marketing and Outreach Efforts**

“I don’t think the community members are very informed. You can see signs hanging up around, but there isn’t one place you can go for financial assistance and knowledge.”

“I would say - I know they have pamphlets, but if they held - (sometimes they have info booths at powwows), but a lot of times people don’t take advantage of that. Outreach to the senior center, at lunch time when everyone is there. Letting them know the options. Do presentations for the staff at different businesses. Doing presentations at the high school. Even in grade school, start bringing up credit building practices and knowledge. It teaches them what they need to be productive.”

“I would say it is what they have to offer - HCI has pamphlets on all that they have to offer - other businesses don’t have that. It might be a lack of funding for advertising. There aren’t commercials. The school uses social media for information, but the older generation doesn’t get that because they aren’t using social media.”

“I guess that nobody knows about them - individuals with homeownership go to private home loans. People know the DPA.”

“I would say going around to the community and having them give presentations within the community on what they have to offer.”

“Some yes, and we are trying to educate somewhat on not doing the loans and the interest rates are astronomical. We partner with Graton University to do taxes for free, but instead they go to H&R block and a portion of the refund goes to H&R. We need to figure out how to get our name out there and the tools that we can assist people. We get stuck on social media.”

“I would say that my knowledge of HCCDC and HCCC is limited. I am familiar with HCCDC and I am a board member and tribal council member, have been a board member for 3 years now. I am familiar with the products as a board member, the outreach and services are not widely known by tribal members. I have seen efforts on social media, but by and large people don't know about them.”

### **3) Current housing**

“Trust land is a bit of an obstacle, but we have several housing options. If you are a tribal member, we will sell the house at cost and we will offer \$85k in down payment assistance.”

“For purchase, we have 40 acres that they are putting houses in. I don't think there is a lack of people to buy houses. It might be a barrier to credit to purchase the house. As of right now, it might be a little more than what they want because of the cost lumber. There are always people who want to buy it, it is whether they have the credit or the funding to purchase.”

“It should be getting better. We are seeing more homeownership that is happening. The first 40-acres that started in early 2000's. That 40 acres is almost full and I would estimate that 2/3rds is housing. There are two primary apartment complexes that HCCDC and HCCC manage.”

“There was a low income down payment assistance program - we have an emerging middle class with no - place to live, this is one of the reasons we built the town. With inflation we bumped it to \$85k - we will build apartments and modern rental apartments in our Ho-Chunk Village. We give the tribe a dividend to keep some of it to use for housing and allocate it to apartment projects. We can charge lower rent - \$200-\$400 below market. We are building unbelievable elder housing and it will be \$400 a month.”

“We have a wonderful down payment assistance program. Probably one of the best in the country- \$65,000 toward down payment assistance. It has to be new construction- that is one of the needs in the area. We have DPA for existing homes, but it has to be on reservation, and it is \$5k. We have a lot of old units in our original village. We have new land for the new construction, but those would have to be financed for \$200k or more. Moderate housing is a specific need.”

“Right now, I think Ho-Chunk Inc offers homeownership and they have you go through their process of homeownership. They give you other options for loan applications, and they help them with their credit. That is financial information for people purchasing a home, but it isn't for everyone. You have to go through the process to purchase a home.”

“Whether it's rent or owning, there is nothing for the middleman. We have LITC and Rent, but nothing for people making a little above LITC and conventional rental rates. I see that a lot. I can't put them into an apartment if they make just \$5 over.”

“Our top rent for our low-income housing is \$483, and the same apartment is \$1000 fair market - about the \$600 range is where we try to be. You can build them, but you don't get the return.”

“These people, the low-income, that buy houses on our property, they do go through an Indian Company to get home loans. We have a homebuyer class that we started 10 years ago and we reached everyone of age with the class, but no one was buying houses. We have \$5k for down payment assistance. They thought that they would get it for getting the house, but they had to meet requirements - credit classes - 40 hours, we had a class once or twice a week. People came to class for 40 hours for approval. The people that used them went on to get the house. Now we have run out of those people going to get the house. Now Ho-Chunk Capital does the classes.”

“An obstacle to homeownership is having the jobs here - there are jobs in the community, yet there aren't a lot. You are working for the tribe or hospital, HCCC or HCDC. HCI has a lot of corporations- like the gas station or the casino in Iowa, which the tribe does have transportation there. But if you have to get to the city for work, you might not have transportation.”

“Oh yes, our low-income housing project. I think we are always going to have that. Our efforts have been trying to get people to buy new houses, but it is slow. We have helped Ho-Chunk CDC with people buying people, about 15. They are building housing on land with infrastructure. We were too slow and didn't have enough money or ideas to get people to buy.”

“We have a 400-acre lease of land and we had a village on one section for houses, and it is only for homebuyers; it took us 10 years and we only had 6 to buy. We had 14 for homeowners. Ho-Chunk had low-income people buy houses on that land. We came up with 15. The north end of town is filling in quicker. There are some people that are seeing it is possible for the low-income people. The low-income people come down to the south. The lower income come here, and we give them the infrastructure and don’t charge them. They don’t have to pay county or property tax. That is \$20k worth of a water line and to build their houses and no tax to pay. They have to pay for the house. North of town, they have to pay taxes because it is not of fee land. That is how we fill a need and got the houses going. That is new. I have about 30 more.”

“Bottom line, we need more housing. As we are doing a strategic plan, even if we build 20 new homes every year, looking at where we are at with overcrowding, we will never catch up. The lack of housing = homeownership, apartments, condos, elder housing, we are so lacking in efficient housing units. Even as people become adults, there is no place to rent or buy. As you are fresh out of high school, you would not have the resources to buy. We have worked on increasing the family income level. We identified that the cost of building a new home and the tribal wages, you needed to have a solid 2-person income to afford that. We discussed what an appropriate down payment for people to even have the means for homeownership to occur. We needed new construction for the housing to occur. It is a challenge. We are on the cusp of seeing homeownership and elders. Those with an older home has turnover. What I have observed that it is not unusual for a home to go to a family member. It’s not like someone is buying those older homes. Sometimes that occurs in an estate transfer before the elder has passed. It does not allow that first time homebuyer to occur in the community.”

“We have a few tribal apartments. They are needing to be maintained and embarrassing that the tribally managed apartments are the worst and the fanciest housing the homeowners built themselves.”

“There are developments to the north and south of town that have our newer housing structures- most are new homeowners. We also have HUD housing, and those units are deplorable - boarded up - a lot are contaminated with meth. Since the Housing Development Commission managed the HUD Housing, they are dated and not in good shape. Having he resources to manage the stock has not been sufficient. They are an eyesore.”

#### **4) Housing Opportunity**



“I think housing is needed. There is more housing for ownership than there used to be, but there are still multiple families living in housing. There are long waiting lists for housing available. The Winn Housing Authority housing is what has been available for a long time, and it was the only housing available. Now with HCCC and the DPA program geared toward home purchase, a lot of people have become homeowners. It is mainly our younger generation - they have more knowledge on how to be successful and working and credit.”

“The land available for new construction is owned by fee simple land - full ownership, no land leases. There are some lots available owned by the tribe and considered low-income.”

“I think the Tribe is putting in major investments for new construction. There has been the tribe itself and how HUD is set up, does not have direct access to set up housing. HCCDC has had a role in creating additional housing stock.”

“I think the biggest need is trying to secure stable housing. We have housing, but we don’t have enough. Trying to encourage people to buy a house and not to rely on low-income housing. I think the barrier is trying to build our members up to the financial fitness for these areas.”

“Our biggest gap, and I think it is because of the financial hardship, whether it be insufficient. People want rent-to-own, not because they love it, but because they see that they aren’t ready for such a commitment or ready for it. Rent-to-own seems like less of a commitment for them. When people see rent to own, they aren’t willing to pursue the traditional homeownership path.”

“To me it’s a bout self-efficacy. No one wants to live in a broke down housing project. I think it creates hard feelings. One of the council members mentioned the north end of town, it is creating inequity. A lot are personally driven tribal members that have created them on their behalf. A lot of people think it is for them and not for me - it creates resentment. Whether it is other barriers or other reasons in their life why they aren’t pursuing that.”

## **5) Housing Technical Assistance**

“We need housing, we have a DPA program. You get pre-approved and things like that. There is only so much available. It is a process - the DPA is for stick-builds - you have up to a year. Some people let their approval lapse. So when they come back, they lose the option. It’s making sure they have the tools that they need and to have it in place.”

“One of the things we identified the need to have a homebuyer advocate to help people through. There were things that I assisted a couple of clients through USDA’s 123 program and another client, first time home for the 184 loan, there was a few number of banks that worked with that in general. One thing we ran into was that even though they qualified for the loan, they were asking the homebuyer for an additional \$1k from the clients, btu they shouldn’t have had to do that. The community members really need an advocate and where the bank was taking advantage of this particular family.”

“We are needing to prep people. They are skipping ahead from the norm and that is taxing on the community members that you start with building a house. That makes it more challenging than it would be otherwise. HCCDC has developed a few spec homes for people to view before building a home. It is helpful for community members and to address the community needs.”

## **6) Use of Payday Lending and Predatory Products**

“If you are unbanked, you can’t do predatory lending. What we see mostly is exploitative through auto - we started Titus Auto - used to be called RezCars. They would be in the cycle of debt and bad cars. The biggest credit issue is cell phones.”

“I think that those people that go there that it is important- they wouldn’t be able to get money elsewhere. The fact that it is available is important. Some of these people can’t get a loan elsewhere and sometimes it is a proving ground for them.”

“When college students come here to do the tax refunds for our people- I encourage people to go there and not take the money from H&R Block. You aren’t giving them anything that they earned. You pay a price for them to do your taxes. Beyond that it is more money. Getting the money right away has a price. I have talked to people and had influence on a few, others want the money right away.”

“Rent-to-own is used a lot in the city. The fees and returns are ridiculous on those things. They do offer a payday advance deal- not predatory, but an opportunity for tribal members. I don’t like it because you are just playing catchup.”

“I have this woman working for us and she just gets all of her furniture on there (rent to own) and you are wasting money.”

“There are definitely pawn shops around. People will use that. There are some check cashing in Sioux City.”

“Several years ago, the tribe went to a reloadable card for pay. That was a big shock, but it was a cost savings to the tribe. We were updating the services- they would go to the

convenience store to cash their checks. There are a couple of rural banks in the neighboring town. Even seeing people push back for a checking account. They maybe had bad experiences with a bank.”

“For tribal employees, they have access to payroll advance. We had members do that every pay period. Now the tribe will only allow one per quarter up to half of what you make, so the tribe tried to put a limit on that. Many tribal members have tried to utilize payday cash advance. Sioux City IA and Sioux City NE are close to the tribe. These payday loans are very predatory, and our members seek those out. They get \$500 and put them in a bad place in the future.”

## **7) Trouble Getting Banked**

“Well, some people don’t have cars or leave Winn often. By having financial literacy and purchasing a car on credit. We have titan motors for people to buy vehicles. Elders and visually impaired have to wait on family to take them to town. If something was in town, they would walk.”

“I would say so because if they don’t have an ID or transportation. Getting an ID is a barrier that could keep someone from opening up a checking account. Or giving a ride to cash a check. I take for granted that everyone has a support system, but not everyone has one. Or maybe they don’t come from a healthy environment, there is no one helping navigate them. Coming from a rural tribal community.”

“I didn’t mention that the tribe also has a tribal credit program. The long-term and short-term are available. They did this thing for the working loan and you don’t have to be a member to access that. I noticed people have a savings account through this. Those are symptoms of the access- people would rather do that instead of opening a traditional banking account. This doesn’t help people if they don’t have a job or land to secure the small loans. The working loan is \$2k and the tribal loan is \$445. These are things that the tribe does have. With tribal credit, it can be a \$1,500 loan- it is a small.”

“When people live paycheck to paycheck that is their reality. One thing is that our people live paycheck to paycheck- when solutions are offered, there are barriers- if I had an ID, if I had transportation. Barriers that seem doable are often a hardship for members without resources.”

“There are banks everywhere. There is the issue with conventional banks, they don’t have a credit score or a bank account, or they don’t have a job, that creates issues getting a loan. There is still a disconnect with people and historical trauma that banks are bad and that transcends generationally, and some people just don’t have bank accounts. It’s getting better, but there is still some.”

“I suspect that there are barriers to getting banked. The standard is too high for most folks. I can go to a bank, but I don’t. I think other people could not.”

“I guess there are two ways to look at it. People aren’t going to banks the way they did years ago. I am not certain what the demand is for the choices people have for bank alternatives and similar services if you are using a debit card arrangement. I think it would be beneficial for that to occur within the community. That was a goal for HCCDC to find a way for a bank to be in the community. That bank has not evolved. We looked at having an ATM in the tribal headquarters. I don’t know that that transpired.”

“We have a bank close to us in Homer, Sioux City is 20 miles away with traditional banking institutions.”

## **8) Opportunity to Start a Bank in Winnebago**

“We don’t have everyday banking services, we have an ATM, but most people have credit cards or debit cards. There are banks on either side of the tribe, but I’m not sure tribal people feel comfortable there. I think a significant portion will utilize Liberty Bank. We also own 1/3 of Native American Bank. We need a regular branch. The big borrower is the tribe itself, and we can’t borrow enough to make a branch work. We have economic muscle to force the issue, HCCDC is working on technology to get it started.”

“I think that we need to build the confidence in the community to build a bank and the same services and access to their money than a traditional bank and it wasn’t some like dysfunctional, limited-access (no one answers the phone) type program, I don’t think anyone would use it. One of the things that is hard to accept is that we try to bring services to our community, but members ridicule it if it doesn’t go right. It’s hard to gain support sometimes things that have good intentions, but it seems that sometime our program is held to a higher standard than a non-Native program.”

“I would think a credit union bank would be a great place for someone to get anything for financial literacy or banking needs. Where community members could apply for a loan for whatever they might need instead of the community members to go outside the community to meet their needs. Building a self-sustaining community. I think for our older generations, keeping something in the community, a lot for the younger generation is using online banking. If there was something in the community, I would just stay in Winnebago.”

“I think that the cash economy is evolving. The tribe did a push on that. We no longer provide checks; everything is electronic payment. The tribe employs a significant amount of community members. Whether it is with social services or child assistance,

that is all coming electronic, even on the federal side, you need to have a bank account for electronic transfer. I will say that I have observed individuals that they still have a significant amount of cash. Whether they have the electronic deposit and take out the cash, I don't know."

## **9) Business Development and Loan Product**

"I think getting more capital for bigger loans is needed. HCCDC and HCCC don't have much of a track record- I recommend they expand into south Sioux City to a large Hispanic community. They start a lot of low capital businesses to provide to their families, but they don't have enough capital to start a second stage business. I think if HCCDC want to grow, they should tap into the surrounding communities."

"HCCDC does have small grants and loans for businesses, but it isn't a whole building purchase or anything like that financing."

"We have two new businesses, a janitorial business and a landscaping business. We have a storefront where people are doing beads and crafts on a small scale. It was really about helping artists on microbusiness enterprise, there were strides that were made with that. Learning and understanding risk is not an easy concept and I think that there is a rise."

"On the economic development side, we are similar to a lot of small rural areas and tribal communities in general. Is there a need to tease people out on the notion of entrepreneurship and microenterprise. If you have a sound idea, how to put that business plan together."

"I have a nephew that had tripled their business, they took the move to add window replacement with their business. They have also done a specialty to address lead abatement, and he is one of the only companies that do that in the region. He hired a young man that was looking at doing his own jobs but made the balance of jobs with his company. How do you do partnership with people? That would benefit the community-how do you balance. That gets into formal and informal partnership agreements. Even around that, are they looking at how they might do succession planning. How would they take advantage of the situation? I think that is a missed opportunity that is with smaller family companies. As people see themselves as an employee, what are those roles and responsibilities. I think it is an unknown and having education around that. Increase education around that."

“If there was a space for people to receive technical assistance around entrepreneurship.”

## **10) Credit Building Products and Development Services**

“Credit is the huge one. HUD 184 has a lot of paperwork and they don’t go through the paperwork. I think it’s the knowledge of getting everything in place. If you are going for a big business loan, you have to have a business plan. We will do up to \$1k to get you started, but you need a business plan in place. Some people just want you to do it for them.”

“I think we need to start from the ground up. If you are thinking down the road of purchasing a house, these are the steps first- you need to check your credit score and report. If you have creditors, you need to resolve how to clean it up. I think it is also savings. If you aren’t going to college, you need to have these in place to purchase a car- do you have a job? We turned people away for lack of income. There goes the importance of consistency- paying thing on time.”

“Over the years, I was on a credit committee before Ho-Chunk CDC, we wanted to start a car company for people to get better credit. A used car place with 3 to 5 years of financing available, the place would be willing to loan you the money. People took advantage of it and made their credit worse than before. There is an element of “if it belongs to the Tribe, they owe them” and they take advantage of them. For the people willing to do better and come up with a better way to have credit, they will do it. You will always have people that take advantage of it. I am in favor of really weeding people out and trying to do the best you can for people trying the best they can. There is enough of us, you know who is giving you a story and who is not.”

“Credit scores, lack of knowledge of debt to income. I am glad we have 1<sup>st</sup> Tribal because they will lend to 41% DTI. With our loans, most of the time, they are 40/50/60% DTI. You talk about owning a house, you won’t get financing at that level.”

“HCCC doesn’t do credit counseling- they offer a debt consolidation program. They pay the debt and the client has a loan through HCCC. They are holding back loaning to some people because of low credit scores and collections issues. One of the things HCCC instituted was an agreement that participants in the program would attend one of their courses. An obstacle in the program is that there is no one on staff that can make those financial plans and instead they are referred to Sioux City.”

“We have leveled off with the DPA for new construction. With the fact that we aren’t putting money outside of the community- if we don’t try to pipeline this with financial education and raise credit scores, we cannot lend to them. We are leveling off and need to build credit scores.”

“Budgeting assistance because some of these applications I get, people see credit cards as cash. The last person, I said they are 100% maxed out on credit cards. Especially with APR is just paying the interest payment and a fee- not paying principle.”

## **11) General Financial Education**

“Basic financial education is critical for people in our community.”

“I would say financial literacy in general- building credit, how to fix their credit, how to use credit. For personal banking and small business. When they need a loan to purchase equipment, a place they could go to get assistance. They have to go out of town, so I would say if they had something in town that all of these options would be available to them.”

“I think classes, but they don’t want to come to classes. I think us marketing that this is what we do and having more classes that don’t take forever. Maybe start with two nights and then offer it in the future. I think maybe marketing more that what we currently do.”

“I think there is a general knowledge for people looking for that type of assistance. I would hope that they would know that HCCDC and HCCDFI are available. We are seeing people take advantage of the programs and HCCDC providing outreach.”

“I think financial literacy, there were some classes in high school and grade school, but financial literacy would be huge. I think even with the older generation, fin ed would make sense.”

“One of the things that should be coming out of that is financial literacy. We have a robust DPA program and aspiring homeowners. To get there is the challenge and perceived inequity, and so I think that there are isolated cases of people striving, but there are many tribal members that need a hand up. If they learn from an early age to build a credit score or experiences that yield that education, but I don’t think that is the norm. People are used to check cashing cards.”

“One we have used is with NMTCs and how to take advantage of 2 to 3 projects as a tool. Banking and financial products and exposure how to use those from a business prospective and an individual prospective. I think we could benefit from the education and build financial products that are specific to Indian Country and we haven’t gotten there yet.”

“The financial savviness, on a scale of 1-10, I would say a 3 because of the applications received here- the credit score, the living paycheck to paycheck and not saving for emergency situations. I know this for a fact, Natives are gamblers. I know we are gamblers. If there is an access of funds, it ends up going to the casino. That is what I see. We went through a couple of applications today, a couple has a great income- why do they need a loan? They spend it at the casino.”

“The housing course we have now is about an hour and it doesn’t go into detailed information.”

“We could do a much better job of creating a base-line understanding to understanding the discipline that has lasting impacts on building credit. When I was young, I always wanted a nice car, and I thought “oh they must be rich” or “their mom must have bought that” and I have learned that through credit you can get all these nice things. From my own experience and looking at my peers that didn’t make some of those changes or try to have healthy credit scores, it is much harder for them to secure services. There are so many aspects that people don’t recognize. It could alleviate so much cost if someone recognized early on.”

“I think their role would be robust financial literacy that survives- an institution in our community. They have the technical capacity to do that. I have all the confidence they can do it. It is raising the level of awareness and engaging with the stakeholders could be better. I think doing that is making tribal members feel welcome is how to do that. Breaking down that barrier even within our own community could go a long way.”

## **12) Elder Financial Education**

“So like, a lot of people work with only cash- it’s the older generations that don’t use checking and banking, but if we had somewhere in the community for people to get the knowledge on opening an account or managing a budget or investments for retirement. A lot of employees don’t take advantage of retirement because they don’t have the knowledge about how it impacts their future- it would impact all age groups.”



“The other is folks that are starting to do estate planning or savings and information on the importance of 401k and savings accounts. Sometimes I feel frustrated because we have tribal members that aren’t eligible for a program, but if they were a senior they would qualify. We need to target these age groups and different points in life- we see the negative when they are seeking supportive services as a senior, maybe if someone would have told them, they would have set themselves up for security. I feel like it is trying to create opportunity for tribal members that would yield positive outcomes.”

### **13) Youth Financial Education**

“I think the tribe could do a better job- we did an education process on 401k and we really pushed that. We could do more financial education in the schools themselves. When you are poor, you get money and spend it. There is not a lot of fiscal responsibility.”

“Financial literacy is still applicable to the community. I don’t think we are going to change any adults. I think having it in the high school and elementary- how do you save and use banking institutions. The understanding of at the higher level- how you leverage and how that works- how to strategically use loans and the different types of financial tools out there.”

“That is a piece that needs to be done at the high school level. There was a junior achievement thing a few years ago, but we need continued support in that area. If you felt you were good at construction, I don’t know if there has been good education to move it forward into a business.”

“I would put financial education toward youth because you aren’t going to change the opinions of people carrying cash all their lives. Starting with the next generation is going to change it”

“There used to be a Junior Achievement, and I was a Junior Achievement volunteer- introducing those topics seemed meaningful. There is no continuity with these programs and grant driven.”

“I think we need to identify stakeholders and the various age groups. We need to teach youth on student loan issues, and nontraditional college students as well. The next demographic are families starting to establish homeownership.”

### **14) Business Technical Assistance**

“Education for entrepreneurship.”

“I would say that the greatest weakness for businesses on the reservation is consistency- I’m going off one of the places I frequent for lunch- one minute they are open and one minute they are not. The consistency. Or if the credit card machine is down and the ATM is out of cash. There are only so many places to go before going to town. If there is an established place, there is word that is spread and communication on the change. But in other instances, the place will be just locked and no notice.”

“A hardship on a business here was that they needed more technical assistance around inventory and how to turn a profit. She had the skills and there are just parts that could have helped her succeed. One of the barriers are access to capital. Entrepreneurs are working full-time while managing a business. They have a passion and willingness to do it, but they aren’t successful because they should have had a stronger business plan.”

## **15) Workforce Development and Increasing Self-Sufficiency**

“I think having predators is an obstacle. We have a CDFI to do small business financing. There aren’t many people trying to do it- if they are, we will give them contracts to do that. We do education classes on business development. Winnebago is not super poor- there are more jobs that people there is opportunity out there.”

“We only have most of the businesses- a gas station, a dollar general (not managed by the tribe), and a coffee shop. Inconsistent, reliable workforce. Workforce development programs that we could develop a conscientious employee. Maybe this needs to happen in the home- people just quit and no call, no show. I have seen people quit jobs over and over again and just be okay with that. Thinking of the hardships from the businesses here, sometimes people don’t show up. Reading from social media, our dollar general has closed early because they didn’t have workers. I would say that is one of the challenges.”

“I think they should focus it on the most challenges, poorest and the greatest barriers. Focus on the tribal member that has every barrier stacked against them and be attentive to that. Always in the breath of self-sufficiency, how can we bring the tools and realistic expectations for success- starting from the bottom.”

“I appreciate our nonprofit team and their knowledge of the grant world and how they have gone to find opportunities to make our infrastructure a reality. Where we could do more is on the individual tribal member- one success story at a time. Growing success stories and use someone else’s money to do that! Really trying to capture that for the individual tribal members. It will pay it forward.”

## 16) Opportunities for Entrepreneurship on the Winnebago Reservation.

“Service oriented- we could use another restaurant- we are a town of 2k, we have a full services restaurant for lease.”

“We could use nighttime entertainment.”

“An insurance company would do great on the rez.”

“Someone who sells tribal stuff- maybe more culturally related stuff.”

“An electrician does really well- we could use a plumber, an electrician, and an HVAC. There is constant construction going on. This is where we don’t have an entrepreneurial mindset.”

“I would say like to help our elders mainly, make sure they are doing good so they can stay at home. Palliative care or cleaning or childcare.”

“I would say a Walmart or something where people didn’t have to drive 20 miles to go to a place where they have everything they need. We have a dollar store and a general grocery store. People have to go to the city for larger quantities, fresh vegetables and fruit.”

“Small businesses. I mean, there is only 2 places in town to be able to purchase food or to go to a restaurant.”

“There are small grocery stores in the gas stations. I think other than that they have to go 30 miles to get needs like that. There could be something in town for them. I think a grocery store would be great here and they wouldn’t rely on what a little convenience store has.”

“I think this community would embrace anything; you need to have the marketing tools in place to start a business. Word of mouth works, but not all the time.”

“Here is one of the things, getting into the cash society piece, we have seen food businesses- a little less than a food truck- they go to businesses and offer their specialty. The restaurant is a hard business itself.”

“A focus around construction- the community is going to have a lot of construction things happening and anything associated with that. How to be a subcontractor with HCI construction.”

“There is a small construction business- anything with construction would do great here. For someone to do anything in the trades industry, there is strong potential for a business in that industry. There are strong possibilities- laying floors, construction, finishing contractors are hard to find in this area, plumbers, and a definite need for electricians. We are a major construction zone, the tribe has a list of 9 major construction projects on our list in the next 5 years, not including housing.”

“Medical supplies and getting in with the hospital here, being a contractor for mental or physical health, there is an opportunity there.”

“Professional- we could use people with accounting skills. Everyone goes to H&R block to get their program. There was a VITA program a few years ago. Small businesses need an accountant. Some businesses do their own taxes, but miss out on the tax breaks.”

“Grant writing is needed.”

“Of course medical- we expanded significantly. Mostly, all of the employees and professionals are not tribal members.”

“Maybe like a tribal Uber. We have tribal transit, but it runs on their time. It is an hour there and back. A little grandma has to walk. Delivery of food would be good- people with diabetes can't get around.”

# APPENDIX ONE: Financial Institutions

## Near Winnebago Reservation

### **CharterWest Bank<sup>23</sup>**

308 Main Street, Walthill, NE 68067

610 South 4<sup>th</sup> Street, Pender, NE 68047

### **First Nebraska Bank<sup>24</sup>**

1000 S Main Street, Emerson, NE 68733

### **Siouxland Federal Credit Union<sup>25</sup>**

2920 Gordon Drive, Sioux City, IA 51105

1820 Hamilton Blvd., Sioux City, IA 51103

4709 Southern Hills Drive, Sioux City, IA 51106

### **First Community Bank<sup>26</sup>**

109 John Street, Homer, NE 69030

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<sup>23</sup> <https://www.charterwest.com/>

<sup>24</sup> <https://www.fnbhominy.com/>

<sup>25</sup> <https://www.siouxlandfederalcu.com/>

<sup>26</sup> <http://www.firstbeemer.com/>

# PROFILE

# CHARTERWEST

# BANK

## WALTHILL

Location	308 Main Street, Walthill, NE 68067
Phone	402.864.5441
Lobby Hours	Monday-Friday 9:00am-4:00pm
Drive Thru Hours	Monday-Friday 8:00am-5:00pm
Website	<a href="https://charterwest.com/">https://charterwest.com/</a>

## PENDER

Location	610 South 4 <sup>th</sup> Street, Pender, NE 68047
Phone	402.385.3200
Lobby Hours	Monday-Friday 9:00am-4:00pm, Thursday until 5:00pm
Drive Thru Hours	Monday-Friday 8:00am-5:00pm, Thursday until 6:00pm; Saturday 8:00am-11:00am
Website	<a href="https://charterwest.com/">https://charterwest.com/</a>

## PERSONAL

Banking	Checking; Savings; Mobile Banking
Loans	Consumer Loans; Residential Real Estate; Home Equity Loans; Government Loans
Investment	IRAs; CDs

## BUSINESS

Banking	Checking; Savings
Loans	Business; Agricultural Loans

# PROFILE

# FIRST NEBRASKA

# BANK

## EMERSON

Location	1000 S. Main Street, Emerson, NE 68733
Phone	402.695.2613
ITM Hours	Monday-Friday 8:00am-4:00pm
ITM Hours	Monday-Friday 7:00am-7:00pm; Saturday 8:00am-11:00am
Website	<a href="https://www.firstnebraska.bank">https://www.firstnebraska.bank</a>

## PERSONAL

Banking	Various Checking; Savings; Mobile Banking
Loans	Personal; Energy; Home Equity; Mortgages
Investment	CDs; IRAs; Money Market

# PROFILE

# FIRST COMMUNITY BANK

## HOMER

Location	109 John Street, Homer, NE 68030
Phone	402.698.2381
Lobby Hours	Monday-Friday 7:30am-3:00pm; Thursday 7:30am-5:00pm
Drive Thru Hours	Monday-Friday 7:30am-3:00pm; Thursday 7:30am-5:00pm
Website	<a href="http://www.firstbeemer.com/">http://www.firstbeemer.com/</a>

## PERSONAL

Banking	Various Checking; Savings; Mobile Banking
Loans	Family Mortgage Loans; Installment Loans; Home Energy; FCB Credit Line
Investment	IRAs; CDs; Money Market Accounts

## BUSINESS

Banking	Checking; Savings
Loans	Small Business; Large Business; Community Business; Commercial; Agricultural



# What Is Native Bank On ONAC?<sup>27</sup>

Native Bank On ONAC is committed to helping Native communities across the United States access safe and affordable banking products and services. Our goal is to partner with local financial institutions to facilitate account access and work to integrate banking access strategies into Native-led nonprofits and tribal social services. Along with dozens of other Bank On initiatives across the country, Native Bank On ONAC works with partners from across sectors to connect tribal citizens to products that meet Bank On National Account Standards. These local initiatives work together to improve the financial stability of unbanked and underbanked residents in their communities and connect them to safe, affordable bank and credit union accounts. Native Bank On ONAC also helps tribal citizens with information about how to use these products effectively and how to navigate the consumer finance marketplace successfully.

Here is a link to the map with all the financial institutions that have Bank On certified accounts: <https://joinbankon.org/coalitions/>. You can click on each state to see the list of available Bank On accounts in that state.

In Oklahoma, where ONAC is starting Native Bank On ONAC outreach, here is a list of the financial institutions with Bank On certified accounts:

- [AllNations Bank Simply Safe Checking](#)
- [BancFirst E-Connect Account](#)
- [Bank of America Advantage SafeBalance Banking Account](#)
- [Chase Secure Banking Account](#)
- [First State Bank Anadarko eChoice Account](#)
- [Simmons Bank Affordable Advantage Checking Account](#)
- [Wells Fargo Clear Access Account](#)
- [Discover Bank, Cashback Debit Checking Account](#) (Digital only, available everywhere in U.S.)

For more information about Native Bank On ONAC, contact Karen Edwards, Manager, Native Bank On ONAC, at [kedwards@oknativeassets.org](mailto:kedwards@oknativeassets.org).

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<sup>27</sup> [https://oknativeassets.org/our\\_work/Native-Bank-On-ONAC/](https://oknativeassets.org/our_work/Native-Bank-On-ONAC/)

## Community Development Financial Development Institutions Fund

Organization Name	Financial Institution Type	Native CDFI (Y/N)	City	State	Zipcode	Address1	Organization Website
Community Development Resources	Loan Fund	N	Lincoln	NE	68510	912 N. 70th St.	<a href="http://www.cdr-nebraska.org">www.cdr-nebraska.org</a>
Ho-Chunk Community Capital Inc.	Loan Fund	Y	Winnebago	NE	68071	509 HoChunk Plaza N	<a href="http://www.hccdc.org">www.hccdc.org</a>
Midwest Housing Development Fund, Inc.	Loan Fund	N	Omaha	NE	68118--254	515 N 162nd Avenue Suite 202	<a href="http://mhdvinc.com">mhdvinc.com</a>
Native360 Loan Fund, Inc.	Loan Fund	Y	Grand Island	NE	68801--591	211 West 3rd Street	<a href="https://native360.org/">https://native360.org/</a>
Nebraska Enterprise Fund	Loan Fund	N	Oakland	NE	68045--113	330 N. Oakland Ave.	<a href="http://www.nebbiz.org">www.nebbiz.org</a>
Omaha 100, Incorporated	Loan Fund	N	Omaha	NE	68111--383	2401 Lake Street	<a href="http://www.Omaha100.org">www.Omaha100.org</a>
Rural Investment Corporation	Loan Fund	N	Lyons	NE	68038--013	145 Main Street PO Box 136	<a href="http://www.cfra.org/reap">http://www.cfra.org/reap</a>

## APPENDIX TWO: Mortgage Loan Application Detail

### Mortgage Loan Application Detail Totals for Thurston County NE in 2019

<b>Loan Purpose</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
Home Purchase	30	\$3,970,000	\$132,000	\$235,000	\$61,000	\$225,000
Cash-out Refinancing	11	\$1,805,000	\$164,000	\$285,000	\$75,000	\$205,000
Refinancing	11	\$1,445,000	\$131,000	\$245,000	\$76,000	\$198,000
Other Purpose	4	\$140,000	\$35,000	\$75,000	\$75,000	\$121,000
Home Improvement	4	\$110,000	\$27,000	\$45,000	\$93,000	\$150,000
Not Applicable	1	\$25,000	\$25,000	\$25,000	\$0	\$0

<b>Loan Purpose</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
<b>Applicant Race</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
White	36	\$4,230,000	\$117,000	\$265,000	\$68,000	\$225,000
Not applicable	11	\$1,305,000	\$118,000	\$245,000	\$86,000	\$198,000
American Indian or Alaskan Native	11	\$1,385,000	\$125,000	\$205,000	\$66,000	\$105,000
Not Provided	3	\$575,000	\$191,000	\$285,000	\$81,000	\$85,000
Asian	0	\$0	\$0	\$0	\$0	\$0
Black or African American	0	\$0	\$0	\$0	\$0	\$0
Hispanic	0	\$0	\$0	\$0	\$0	\$0

<b>Loan Purpose</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
Native Hawaiian or Other Pacific Islander	0	\$0	\$0	\$0	\$0	\$0
<b>Loan Type</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
Conventional (any loan other than FHA, VA, FSA, or RHS loans)	38	\$4,310,000	\$113,000	\$265,000	\$77,000	\$225,000
FHA-insured (Federal Housing Administration)	15	\$2,445,000	\$163,000	\$285,000	\$60,000	\$105,000
FSA/RHS (Farm Service Agency or Rural Housing Service)	6	\$360,000	\$60,000	\$75,000	\$24,000	\$34,000
VA-guaranteed (Veterans Administration)	2	\$380,000	\$190,000	\$195,000	\$97,000	\$99,000

<b>Loan Type</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
<b>Outcome</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
Loan Originated	33	\$3,805,000	\$115,000	\$245,000	\$56,000	\$121,000
Loan Purchased By The Institution	14	\$1,790,000	\$127,000	\$245,000	\$96,000	\$225,000
Application Denied By Financial Institution	9	\$1,235,000	\$137,000	\$265,000	\$103,000	\$205,000
Application Withdrawn By Applicant	3	\$445,000	\$148,000	\$285,000	\$66,000	\$77,000
File Closed For Incompleteness	2	\$220,000	\$110,000	\$195,000	\$49,000	\$95,000
Application Approved But Not Accepted	0	\$0	\$0	\$0	\$0	\$0
Preapproval Approved but not Accepted	0	\$0	\$0	\$0	\$0	\$0

<b>Loan Type</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
Preapproval Denied by Financial Institution	0	\$0	\$0	\$0	\$0	\$0
<b>Denial Reason</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
Not applicable	43	\$5,035,000	\$117,000	\$285,000	\$71,000	\$225,000
Debt-To-Income Ratio	11	\$1,645,000	\$149,000	\$265,000	\$53,000	\$205,000
Collateral	2	\$380,000	\$190,000	\$195,000	\$84,000	\$99,000
Credit History	2	\$70,000	\$35,000	\$45,000	\$123,000	\$150,000
Credit Application Incomplete	1	\$155,000	\$155,000	\$155,000	\$96,000	\$96,000
Other	1	\$155,000	\$155,000	\$155,000	\$90,000	\$90,000

<b>Denial Reason</b>	<b>Total Number of Mortgage Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>	<b>Average Mortgage Loan Amount</b>	<b>Highest Mortgage Loan Amount</b>	<b>Average Applicant Income</b>	<b>Highest Applicant Income</b>
Employment History	1	\$55,000	\$55,000	\$55,000	\$31,000	\$31,000
Insufficient Cash (Downpayment, Closing Cost)	0	\$0	\$0	\$0	\$0	\$0
Mortgage Insurance Denied	0	\$0	\$0	\$0	\$0	\$0
Unverifiable Information	0	\$0	\$0	\$0	\$0	\$0

Information found in the tables above are provided by AllMortgageDetail.com from the Home Mortgage Disclosure Act (HMDA).

## Mortgage Company List for Lending in Thurston County NE for 2019

<b>Mortgage Lender</b>	<b>Phone Number</b>	<b>Mortgage Lender Assets</b>	<b>Number of Mortgage Loan Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>
<a href="#">AMERICAN FINANCING CORPORATION</a> 3045 S PARKER RD BUILDING B AURORA, CO 80014	*	\$ -1,000	2	\$ 390,000



Mortgage Lender	Phone Number	Mortgage Lender Assets	Number of Mortgage Loan Applications	Total Dollar Amount of Mortgage Loan Applications
<a href="#">AMERIHOM MORTGAGE COMPANY, LLC</a> 21215 BURBANK BLVD, SUITE 400 WOODLAND HILLS, CA 91367	*	\$ -1,000	2	\$ 420,000
<a href="#">BANK OF THE WEST</a> 180 MONTGOMERY STREET SAN FRANCISCO, CA 94104	*	\$ 87,268,647,000	3	\$ 465,000
<a href="#">BRIDGEVIEW BANK GROUP</a> 7940 S HARLEM BRIDGEVIEW, IL 60455	*	\$ 1,254,711,000	1	\$ 195,000
<a href="#">CARRINGTON MORTGAGE SERVICES, LLC</a> 1600 SO. DOUGLASS RD, SUITES 110 & 200A ANAHEIM, CA 92806	*	\$ -1,000	1	\$ 25,000
<a href="#">CASTLE &amp; COOKE MORTGAGE, LLC</a> 13751 S WADSWORTH PARK DRIVE, STE 101 DRAPER, UT 84020	*	\$ -1,000	3	\$ 435,000
<a href="#">CENTRAL BANK</a> 600 LAKE AVENUE STORM LAKE, IA 50588	*	\$ 870,984,000	1	\$ 145,000

Mortgage Lender	Phone Number	Mortgage Lender Assets	Number of Mortgage Loan Applications	Total Dollar Amount of Mortgage Loan Applications
<a href="#">CHARTER WEST BANK</a> 201 SOUTH MAIN STREET PO BOX 288 WEST POINT, NE 68788	*	\$ 259,917,000	2	\$ 260,000
<a href="#">CITIZENS BANK, NATIONAL ASSOCIATION</a> ONE CITIZENS PLAZA PROVIDENCE, RI 02903	*	\$ 129,426,633,000	1	\$ 145,000
<a href="#">CITIZENS STATE BANK</a> 921 AVENUE E WISNER, NE 68791	*	\$ 330,644,000	1	\$ 35,000
<a href="#">COBALT CREDIT UNION</a> 7148 TOWNE CENTER PARKWAY PAPILLION, NE 68046	*	\$ 1,003,102,000	1	\$ 75,000
<a href="#">DITECH FINANCIAL LLC</a> 1100 VIRGINIA DRIVE, SUITE 100 FORT WASHINGTON, PA 19034	*	\$ -1,000	2	\$ 140,000
<a href="#">FRONTIER BANK</a> 17002 MARCY ST, STE 120 OMAHA, NE 68118	*	\$ 806,125,000	11	\$ 1,185,000

<b>Mortgage Lender</b>	<b>Phone Number</b>	<b>Mortgage Lender Assets</b>	<b>Number of Mortgage Loan Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>
<a href="#"><u>HOME POINT FINANCIAL CORPORATION</u></a> 1194 OAK VALLEY DRIVE, SUITE 80 ANN ARBOR, MI 48108	*	\$ -1,000	1	\$ 95,000
<a href="#"><u>LAKEVIEW LOAN SERVICING, LLC</u></a> 4425 PONCE DE LEON BLVD. CORAL GABLES, FL 33146	*	\$ -1,000	1	\$ 215,000
<a href="#"><u>MID AMERICA MORTGAGE, INC.</u></a> 15301 SPECTRUM DRIVE, SUITE 405 ADDISON, TX 75001	*	\$ -1,000	6	\$ 930,000
<a href="#"><u>PENNYMAC LOAN SERVICES, LLC</u></a> 3043 TOWNSGATE ROAD WESTLAKE VILLAGE, CA 91361	*	\$ -1,000	1	\$ 55,000
<a href="#"><u>PENTAGON FEDERAL CREDIT UNION</u></a> 7940 JONES BRANCH DRIVE TYSONS, VA 22102	*	\$ 24,484,751,000	1	\$ 15,000
<a href="#"><u>REGENT FINANCIAL GROUP, INC.</u></a> 1910 S 72ND STREET, STE. 103 OMAHA, NE 68135	*	\$ -1,000	1	\$ 125,000

<b>Mortgage Lender</b>	<b>Phone Number</b>	<b>Mortgage Lender Assets</b>	<b>Number of Mortgage Loan Applications</b>	<b>Total Dollar Amount of Mortgage Loan Applications</b>
<a href="#"><u>SUNTRUST BANKS, INC.</u></a> P.O. BOX 4418, MAIL CODE 663 ATLANTA, GA 30302	*	\$ 209,720,480,000	3	\$ 485,000
<a href="#"><u>SYNERGY ONE LENDING, INC.</u></a> 3131 CAMINO DEL RIO N 190 SAN DIEGO, CA 92108	*	\$ -1,000	1	\$ 185,000
<a href="#"><u>TELCO TRIAD COMMUNITY CREDIT UNION</u></a> 1420 TRI VIEW AVE SIOUX CITY, IA 51103	*	\$ 91,482,000	1	\$ 25,000
<a href="#"><u>THE MONEY SOURCE INC.</u></a> 135 MAXESS ROAD MELVILLE, NY 11747	*	\$ -1,000	1	\$ 125,000
<a href="#"><u>U.S. BANK NATIONAL ASSOCIATION</u></a> 425 WALNUT STREET CINCINNATI, OH 45202	*	\$ 459,476,604,000	3	\$ 245,000
<a href="#"><u>UNION BANK AND TRUST COMPANY</u></a> PO BOX 82535 LINCOLN, NE 68501	*	\$ 4,149,669,000	2	\$ 330,000

Mortgage Lender	Phone Number	Mortgage Lender Assets	Number of Mortgage Loan Applications	Total Dollar Amount of Mortgage Loan Applications
<a href="#">WELLS FARGO BANK, NATIONAL ASSOCIATION</a> 100 N MAIN STREET MAC D4001-042 WINSTON-SALEM, NC 27150	*	\$ 1,689,351,000,000	3	\$ 125,000
<a href="#">WEST GATE BANK</a> 6003 OLD CHENEY ROAD LINCOLN, NE 68516	*	\$ 611,001,000	1	\$ 75,000

# APPENDIX THREE: Community Survey

# Winnebago Tribal Community Financial Survey 2021

Ho-Chunk Community Development Corporation and Ho-Chunk Community Capital are conducting this survey to learn more about the needs of tribal citizens and community members. The information you provide will help us to develop community development financing and education programs for the Winnebago Tribal community members.

We will respect your privacy by keeping all responses strictly confidential.

## Please Tell us About Yourself

1. What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2. What is your gender?

- Male
- Female
- Nonbinary
- I prefer (please specify):
- Transgender
- Intersex
- I prefer not to say

3. Where do you live?

- Thurston County
- Dixon County
- Woodbury County
- Other (please specify)

4. Ethnicity origin (or Race): Please specify your ethnicity. (select all that apply)

- |                                                    |                                                             |
|----------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> White                     | <input type="checkbox"/> Native American or American Indian |
| <input type="checkbox"/> Hispanic or Latino        | <input type="checkbox"/> Asian / Pacific Islander           |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> I prefer not to answer             |
| <input type="checkbox"/> Other (please specify)    |                                                             |

5. I am a member of the Winnebago Tribe of Nebraska.

- Yes
- No
- I am a member of federally recognized Native American tribe other than the Winnebago Tribe of Nebraska. Please specify:

6. What is your current employment status?

- |                                               |                                  |
|-----------------------------------------------|----------------------------------|
| <input type="radio"/> Permanent Full-time     | <input type="radio"/> Unemployed |
| <input type="radio"/> Permanent Part-time     | <input type="radio"/> Retired    |
| <input type="radio"/> Temporary Full-time     | <input type="radio"/> Disabled   |
| <input type="radio"/> Temporary Part-time     |                                  |
| <input type="radio"/> Other (please specific) |                                  |

**Financial Resources and the Community**

*Please indicate your level of agreement with the following statements:*

7. I can access reliable and affordable financial services in my community.

- Strongly Agree
- Agree
- No Opinion
- Disagree
- Strongly Disagree



8. If I were to need a loan, I am able to access reliable and affordable credit from a local lender.

- Strongly Agree
- Agree
- No Opinion
- Disagree
- Strongly Disagree

9. There is affordable housing available in my community.

- Strongly Agree
- Agree
- No Opinion
- Disagree
- Strongly Disagree

*Please indicate your level of satisfaction regarding the following statements:*

10. Overall, are you satisfied with the variety and affordability of banking and financial services you can access in your community? (Checking/savings accounts, check cashing, money transfers, etc):

- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Quite dissatisfied

11. When it comes to seeking a personal loan or other types of credit, overall, are you satisfied with the quality and affordability of loan products you can access in your community?

- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Quite dissatisfied

12. Say you wanted to open or expand a business; overall, are you satisfied with the business loans and related business development resources available to you in your community?

- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Quite dissatisfied

13. When it comes to choosing a home, are you satisfied with the housing loans and related homeowner education available to you in your community?

- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Quite dissatisfied

**Local Recommendations**

14. Please name a specific local resource where you could go to get a personal loan:

15. Please name a specific local place you could get a business loan or business development services:

16. Please name a specific local resource where you can get a housing loan or housing assistance training:

**Current Interaction with Financial Market**

17. Do you or does anyone in your household currently have a checking or savings account?

- Yes
- No

18. Do you or does anyone in your household currently use payroll deductions?

- Yes
- No

19. In the past 12 months have you or a member of your household ever gone to a place other than a bank for any of the following financial services? (The term "bank" here means banks, savings and loans, credit unions, and brokerage firms) Check all that apply:

- Money orders
- Check-cashing services
- Remittance services (international money transfer)
- Pre-paid debit card
- None of the above

20. What about in the past 30 days?

- Yes
- No

21. What is the main reason for going to a place other than a bank for any of these services?

- |                                                                                                                        |                                                                |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Banks do not have service I need (does not cash checks, sell money orders, send money abroad) | <input type="checkbox"/> I'm more comfortable here than a bank |
| <input type="checkbox"/> To get money faster                                                                           | <input type="checkbox"/> Don't have a bank account             |
| <input type="checkbox"/> More convenient hours/locations                                                               | <input type="checkbox"/> Don't trust banks                     |
| <input type="checkbox"/> Banks charge more for the service I need                                                      | <input type="checkbox"/> Does not apply                        |
| <input type="checkbox"/> Fewer IDs necessary                                                                           |                                                                |
| <input type="checkbox"/> Other (please specify)                                                                        |                                                                |

22. In the past 12 months have you or a member of your household gone somewhere other than a bank to get any of the following types of loans/credit? Check all that apply:

- |                                                                                    |                                                             |
|------------------------------------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Payday loan                                               | <input type="checkbox"/> Tax Refund Anticipation loan (RAL) |
| <input type="checkbox"/> Rent-to-own                                               | <input type="checkbox"/> None of the above                  |
| <input type="checkbox"/> Pawn shop (for immediate cash- not just an unwanted item) |                                                             |

23. What about in the past 30 days?

- Yes
- No

24. What was the main reason for seeking credit from this type of lender instead of a bank?

- |                                                                         |                                                     |
|-------------------------------------------------------------------------|-----------------------------------------------------|
| <input type="radio"/> Loan amount too small for bank                    | <input type="radio"/> Don't qualify for a bank loan |
| <input type="radio"/> More convenient hours/location                    | <input type="radio"/> Don't trust banks             |
| <input type="radio"/> Easier and faster than to qualify for a bank loan | <input type="radio"/> Don't know                    |
| <input type="radio"/> Feels more comfortable than a bank                | <input type="radio"/> Does not apply                |
| <input type="radio"/> Other (please specify)                            |                                                     |

25. What is the main reason you or anyone in your household needed to get a payday loan, tax refund anticipation loan, rent-to-own credit or cash for a pawned item?

- To make up for job or income loss
- Cover basic living expenses
- Home or auto repairs
- Purchase an appliance
- Other (please specify)
- Healthcare, dental or death expenses
- School or childcare
- Special gift or event
- Legal expenses

26. In the past 12 months have you applied for a personal loan from a bank?

- Yes
- No

27. Did you receive that loan?

- Yes
- No
- Not Applicable

28. If you did not receive the personal loan, what was the reason the loan was denied?

- Insufficient credit history
- Credit Rating too low
- Lack of Collateral
- Other (please specify)
- Debt to credit ratio too high
- Length of present employment insufficient
- Does not apply

29. In the next 12 months, how likely are you to apply for a personal loan?

- Definitely would apply
- Extremely likely
- Somewhat Likely
- Not Likely
- Definitely not

**Possible Future Interaction with Financial Market**

30. Do you know your credit score?

- Yes
- No

31. Are you concerned about your credit history?

- Yes
- No

32. Would you like help to pay off debt or improve your credit history?

- Yes
- No

33. A Credit Builder Loan can help pay off debt and improve your credit. This type of loan generally REQUIRES:

- Completion of multiple financial education courses
- You sticking to a personal budget and credit building plan

Would you be interested in applying for a loan like this if it were available from a local lender?

- Yes
- No

34. Would you feel able to cover a few months of expenses if you were to encounter an unexpected financial need or problem like losing a job?

- Yes
- No

35. Do you have a monthly savings plan or make regular deposits towards set savings goals?

- Yes
- No

36. Would you like assistance in saving to develop a business, buy a home or to pay for college/vocational training?

- Yes
- No

**Please Tell us About Your Current and Preferred Housing**

37. Do you currently own your home?

- Yes
- No

38. If you are a homeowner, which of the following programs did you use to purchase your home? (Select all that apply)

- Habitat for Humanity
- USDA Rural Development
- Veterans Affairs
- Housing Authority
- HUD 184
- HIP
- Financing from a Local Bank
- Financing from a Credit Union
- Down Payment Assistance
- Rent-to-Own
- Does not apply
- Other (please specify)

39. If you are a homeowner, what is the land ownership status of your current home?

- Tribal home site lease/lot
- Allotted Land
- Rental Lot
- Own deed land/lot
- Does not apply
- Other (please specify)

40. What type of construction best describes your home?

- Single Family Detached Home (Stick Built)
- Tiny Home
- Townhome
- Multifamily Home
- Modular Home
- Mobile Home or Trailer
- FEMA Trailer
- Condominium
- Apartment
- Does not apply
- Other (please specify)

41. Are you interested in becoming a homeowner?

- Yes
- No

42. Are you concerned with any of the following as challenge? (check all that apply)

- |                                                                                  |                                                                  |
|----------------------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Lack of knowledge about home buying process             | <input type="checkbox"/> No place to get a loan                  |
| <input type="checkbox"/> Can't afford/do not have down payment                   | <input type="checkbox"/> Poor credit history                     |
| <input type="checkbox"/> Qualifying for a mortgage                               | <input type="checkbox"/> High existing debt                      |
| <input type="checkbox"/> Land or site location issues                            | <input type="checkbox"/> Not enough income to make loan payments |
| <input type="checkbox"/> Lack of general contractors to build the home           | <input type="checkbox"/> Does not apply                          |
| <input type="checkbox"/> Lack of cultural appropriate design/building technology |                                                                  |
| <input type="checkbox"/> Other (please specify)                                  |                                                                  |

43. If you are looking for housing, is there an adequate selection available to purchase?

- Yes
- No

44. What type of housing are you seeking to purchase?

- Apartment
- Condominium
- Single Family Detached Home
- Tiny Home
- Townhome
- Multifamily Home
- Modular Home
- Mobile Home or Trailer
- Does not apply
- Other (please specify)

45. How many bathrooms would you like to have in this home?

- 1
- 2
- 3
- 4+
- Does not apply

46. How many bedrooms would you like to have in this home?

- 1
- 2
- 3
- 4+
- Does not apply

47. How much financing do you think would be needed to assist your home purchase?

- Don't know
- Does not apply
- Please specify (\$)



48. What is the total monthly payment for your current housing (not including utilities)?

- \$0-\$250
- \$250-\$500
- \$500-\$750
- \$750-\$1,000
- \$1,000-\$1,500
- \$1,500-\$2,000
- \$2,500-\$3,000
- \$3,000+
- Does not apply

49. In the past 12 months have you applied for a mortgage loan or other housing related financing?

- Yes
- No

50. Were you approved/able to access the financing you needed?

- Yes
- No
- Not Applicable

51. If you were denied home financing or other housing related funding what was the reason?(Please specify):

52. In the next 12 months, how likely are you to apply for home mortgage or related financing again if funding was available with affordable rates and terms from a local lender?

- Definitely would apply
- Extremely likely
- Somewhat Likely
- Not Likely
- Definitely not

**Please Tell us About Your Business**

53. Do you currently own a business?

- Yes
- No

54. Have you previously owned a business?

- Yes
- No

55. If yes, why did the business end?

Please specify

56. Are you interested in starting a new business or expanding your current business?

Yes

No

57. If yes, what types of business would you like to start or expand?

Please specify

58. What topics would you need more assistance with to start a small business?

Structure

Cash Planning

Taxes

Management/Operations

Marketing Planning

Financing

Goal Setting

Gathering Resources

Market Research/Analysis

Don't Know

Legal

Does not apply

Recordkeeping/Financial Statements

Other (please specify)

59. Are you concerned with any of the following as challenge? (check all that apply)

Lack of knowledge about running a business

Land or business site and location issues

Identifying a source of financing

Lack of equity

Qualifying for a business loan

Does not apply

Other (please specify)

60. In the past 12 months have you applied for a business loan or other financing to assist your business?

- Yes
- No

61. Were you approved/able to access the financing you needed?

- Yes
- No
- Not Applicable

62. In the next 12 months, how likely are you to apply for business financing if sufficient funding was available with affordable rates and terms from a local lender?

- Definitely would apply
- Extremely likely
- Somewhat Likely
- Not Likely
- Definitely not

63. What are current or anticipated reasons you would seek business financing? (select all that apply)

- |                                                       |                                                       |
|-------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Purchase inventory/materials | <input type="checkbox"/> Restructure debt             |
| <input type="checkbox"/> Purchase equipment           | <input type="checkbox"/> Expand operations            |
| <input type="checkbox"/> Finance receivables          | <input type="checkbox"/> To secure additional funding |
| <input type="checkbox"/> Working capital              | <input type="checkbox"/> Don't Know                   |
| <input type="checkbox"/> Purchase real estate         | <input type="checkbox"/> Does not apply               |
| <input type="checkbox"/> Improve/renovate facilities  |                                                       |
| <input type="checkbox"/> Other (please specify)       |                                                       |

64. How much financing do you think would be needed to assist your business, if applicable?

Please specify

65. Would you need assistance with the following requirements for a business loan? (Check all that apply)

- Personal tax returns/bank statements
- Business financial statements
- Your credit and employment history
- Business plan
- Business license (required for some business types)
- Other (please specify)

- Does not apply

66. If not, please indicate the requirements that you would need assistance with:

**Education and Technical Assistance Opportunities**

67. How comfortable do you feel dealing with financial issues like managing money, balancing a checkbook, credit reports, or saving towards a major purchase?

- Very comfortable
- Somewhat comfortable
- Not too comfortable
- Not comfortable at all
- Don't know

68. In the next 12 months would you be interested in attending classes, training or seeking professional advice regarding your personal or business financial issues?

- Extremely interested
- Somewhat Interested
- Not Very Interested
- No interest at all
- Don't know

69. Suppose you were to seek out classes or professional advice- what topics or subjects would be most useful to you in addressing financial issues or goals? (check all that apply)

- |                                                                       |                                                  |
|-----------------------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> How to repair/build my credit                | <input type="checkbox"/> How to start a business |
| <input type="checkbox"/> Develop a personal budget and financial plan | <input type="checkbox"/> Business planning       |
| <input type="checkbox"/> How to manage debt                           | <input type="checkbox"/> Marketing my business   |
| <input type="checkbox"/> How to save and invest                       | <input type="checkbox"/> How to buy a home       |
| <input type="checkbox"/> How to get a loan                            |                                                  |
| <input type="checkbox"/> Other (please specify)                       |                                                  |

70. What types of learning opportunities are most appealing to you? (Check all that apply)

- |                                                                                        |                                                                                                          |
|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Attend a class one time                                       | <input type="checkbox"/> Access online info on my own, when I want to                                    |
| <input type="checkbox"/> Attend a course (multiple classes)                            | <input type="checkbox"/> Access online training that allows me to ask questions and interact with others |
| <input type="checkbox"/> Meet one-on-one with an expert trainer                        | <input type="checkbox"/> Have trainer come to my home or place of business                               |
| <input type="checkbox"/> Work one-on-one with an expert for an extended period of time | <input type="checkbox"/> Travel to a training center or office to attend class/meet with trainer         |
| <input type="checkbox"/> Other (please specify)                                        |                                                                                                          |

71. Thank you for completing this survey. We have a \$20 gas/grocery gift card to offer the first twenty who have completed the survey, AND everyone who completes the survey will be entered in a drawing to receive a \$100 gift card. If you'd like to see if you qualify for either or both of these please leave your email address here, and we will contact you with your incentive payment.

## APPENDIX FOUR: Key Opinion Leader Interview Guide

### Key Opinion Leader Interview Outline

Oweesta Corporation is conducting a market study for Ho-Chunk Community Development Corporation (HCCDC) and HoChunk Community Capital CDFI. This will aid them in determining the direction they would like to develop their organizations, and it will benefit the community as they will be able to continue to cater to the needs of their Target Market. Thank you for being willing to contribute to this process.

#### Discussion Guide

##### General

- 1) For whom do you work?
- 2) Do you live on the Winnebago Tribe of Nebraska reservation?
- 3) Are you familiar with Ho-Chunk CDC and/or HoChunk Community Capital CDFI? (Stephanie to explain if not)
- 4) Do Native Americans, especially Winnebago Tribal Members, on the Winnebago Tribe of Nebraska Reservation and surrounding area (from here on referred to as the “Winnebago Community”) have access to financial products and services?
- 5) How well informed is the Winnebago Community on the availability of financial products and services?
- 6) In your opinion, what role does Ho-Chunk CDC have in serving the Ho-Chunk Community and surrounding Native communities?

##### Financial Product and Service Needs

- 7) What are the financial products most used by the Winnebago Community?
- 8) What are the financial products most in demand by the Winnebago Community?
- 9) Does the Winnebago Community have difficulty accessing any financial products?
- 10) Is there disproportionate difficulty for any one financial product? Why?
- 11) In your opinion, what should happen to improve the access to financial products to the Winnebago Community?
- 12) If you had to guess, what percentage of the Winnebago Community is banked?
- 13) Are there barriers to getting banked for the Winnebago Community?
- 14) What are the financial service needs that are most in demand for the Winnebago Community?
- 15) Are payday loans very commonly used by the Winnebago Community?
- 16) Are other predatory services commonly used by the Winnebago Community? (check cashing, rent-to-own, pawn shops, tax refund anticipation loans, etc.)
- 17) What are the major obstacles to business and housing financing in your region? HCCDC does have small grants and loans for businesses, but it isn't a whole building purchase or anything like that financing.

- a. What specific products and services are needed to address the obstacles?
- b. Do you think there is a demand in the community for these products and services?

#### Development Service Needs

- 18) What development services are in demand by the Winnebago Community?
- 19) What are the housing needs in the community? What are the current gaps in housing in the area? What barriers do tribal members face in accessing affordable housing?
- 20) On the topic of business needs in the community, what do you see as the types of businesses that are in demand by the community? And, are there certain types of businesses in which the community members have a particular interest? (food market, artist, coop)
- 21) How would you gauge the financial savviness of the Winnebago Community, or the average Winnebago Tribal Member? What is the single greatest weakness of business operated in and by the Winnebago Community?
- 22) In what areas of financial savviness do you feel that the Winnebago Community is strong?
- 23) In what areas of financial savviness do you feel that the Winnebago Community is weak?
- 24) On what do you recommend HCCDC focus its financial education efforts?