

# Better outcomes begin with better inputs



## INCLUSIVE GROWTH SCORE CASE STUDY | NAM

The Mastercard Inclusive Growth Score™ was used by the City & County of Honolulu's Office of Economic Revitalization to help determine which areas to prioritize for small business support.



### Context and challenge

The City & County of Honolulu's Office of Economic Revitalization (OER) was established during the COVID-19 pandemic to champion local initiatives for job creation, preservation, training and business development, such as business relief funding, skill-building programs and other supports to diversify the economy.

The OER was planning a small business outreach program to reach Oahu-based businesses in underserved communities and required additional data-driven insights to inform their strategic direction on which individual businesses and geographic areas to prioritize for outreach and connection to resources.



### Solution

The OER leveraged the Inclusive Growth Score to strengthen their initial criteria and help create a standardized approach for identifying the highest-need businesses and areas in Oahu.

Specifically, the OER examined census tracts' overall IGS scores from 2022, setting Hawaii as the benchmark, and focused on tracts with a score lower than 50; these are the tracts most likely to be under-resourced and to have the most room to grow.

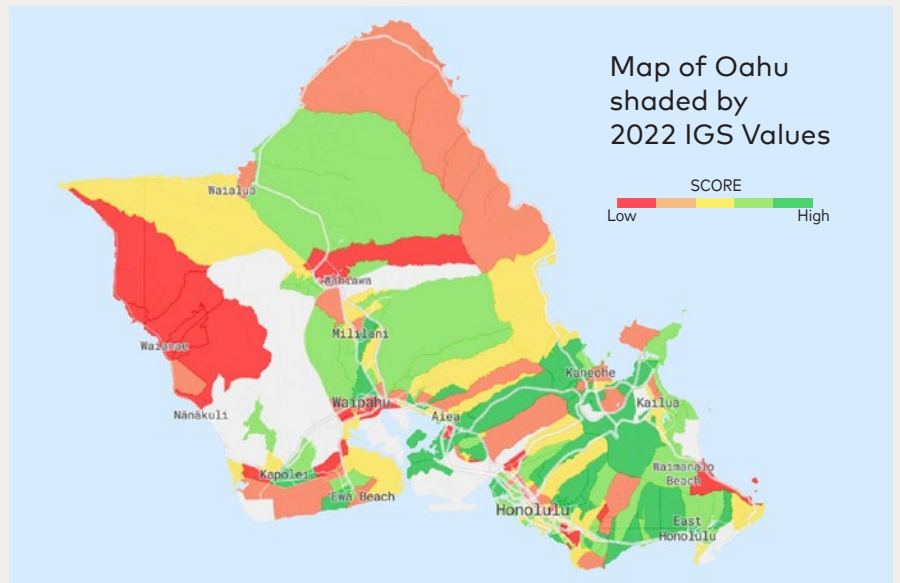
The OER used these census tract scores to initially prioritize businesses and geographic areas; outreach strategy was further tailored using insights from IGS metrics and the OER's own small business criteria (sales volume of < \$100K, employee count of < 10, etc.)



*The Inclusive Growth Score was an excellent tool for our data-driven approach to small businesses. It helped us better align our outreach goals with our values of community and equity.*

The City & County of Honolulu's Office  
of Economic Revitalization

Small businesses in tracts in Oahu with Inclusive Growth Scores below 50 were prioritized for outreach



## Results

The Inclusive Growth Score provided a robust, economically-focused measurement tool to ground the OER's decision-making for the small business outreach program. The OER shared that previous measurement tools they'd attempted to leverage were not as effective; the main challenge was that most other indices take the USA as a benchmark, which fails to take Hawaii's unique demographic and economic environment into account.

The Inclusive Growth Score's capability to use state-level benchmarks enabled more accurate, effective analysis that resonated with the OER and inspired confidence in their go-forward approach. While the OER had developed an initial analysis methodology, the Inclusive Growth Score helped quantitatively define Oahu's underserved communities and standardize their prioritization methodology.

The OER is now deploying aid outreach to the 500 identified small businesses in Oahu and is in the early stages of collecting data regarding the initiative's success.



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