

# **City of Newberg ARPA Funds**

## **Project Application: Orange Brothers, LLC**

### **Project**

**Orange Brothers, LLC (Trailer and Company Signage)**

### **Justification**

Orange Brothers, LLC, is a minority/Latinx-owned remodeling company in Newberg. Prior to the pandemic, owner Pedro Naranjo spent 15 years working as a framing contractor throughout NW Oregon and moved to Newberg in 2014 with a dream of starting his own remodeling business. Mr. Naranjo began the certification process in 2020, and the process was delayed after the pandemic started when many offices closed to the public. Instead, Mr. Naranjo started working for a different remodeling company before being laid off in the Summer of 2021 because of decreased work orders. More homeowners were completing their own projects during social distancing mandates. Finally, he began working in hotel maintenance with the goal to start his business at a later date.

Mr. Naranjo finished his certification and licensing process in October 2021, but lacks investment funds because of his reduced income during the pandemic. Orange Brothers, LLC, general contractor business services include paint, drywall, laminated floors, door installation, light fixtures, tile, fences, and decks.

With less income, higher costs from supplies and material shortages, and fewer projects completed without appropriate supplies, Orange Brother's capital expansion plan to purchase a hauling trailer and company signage for the company vehicle has been delayed, further reducing efficiency in completing contracted work. However, more remodeling opportunities are arising as people return to work and with higher levels of real estate transactions and home sales and Mr. Naranjo has very limited capacity with only a pickup truck as his hauling vehicle.

Orange Brothers, LLC, requests \$16,000 to purchase a hauling trailer (\$15,000) and to add company signage to the pickup truck (\$1,000). If this project isn't funded by ARPA funds, it will take a year or longer until Mr. Naranjo is able to finance this project independently. Once the funds are received, the trailer and company signage will be acquired and ready for work within an estimated 30 days.

## **Project Sustainability**

Funding the trailer and company signage for Orange Brothers, LLC, is an opportunity for the City of Newberg to directly support a new entrepreneurial Newberg business that is minority-owned. Spanish-speaking business owners could recognize this project as an example of the City's support for diverse entrepreneurial opportunities.

Orange Brothers, LLC, will prioritize and attempt to use local vendors for trailer purchase and signage.

The addition of a trailer for Orange Brothers, LLC, will add momentum for the business and expand capacity for projects. Mr. Naranjo's target market includes remodeling work for local Newberg residents and, eventually, contracts with local organizations and businesses.

Sustainability for this project includes vehicle maintenance and fuel, which is currently within the budget capacity for Orange Brothers, LLC.

## **ARPA Expenditure Categories (EC)**

Code 2.9 - Small Business Economic Assistance  
Code 2.12 - Other Impacted Areas (Construction)