

# **Independent Work, Real Opportunity: The Gig Economy and the Future of Entrepreneurship**

## **House Committee on Small Business**

April 21, 2026

Chairman, Ranking Member, and distinguished members of the Committee:

Thank you for the opportunity to testify today. My name is Lisa Alvarez, and I am the owner of Joyce Florist in Dallas, Texas. When I purchased Joyce Florist 28 years ago, I had a dream of creating a family business that would allow me to support and spend time with my family. That dream is now a reality.

I can proudly say that Joyce Florist is a four-generation family business, which started with my mother and I working alongside one another. When my mother retired, my daughter Alyssa stepped in to work with me. Even my grandchildren pitch in, carrying the family legacy forward. I am proud to say that today Joyce Florist employs around 10 full-time and part-time staff members and remains deeply connected to our local community in Dallas.

Starting a business is hard enough. Between permits, paperwork, and all the costs that come with operating a business. Platforms like DoorDash make that path a little easier by giving entrepreneurs tools to reach a broad base of customers.

### **More Time and Money for What Matters**

Entrepreneurship gave me the freedom to build something on my own terms, and platforms like DoorDash are making that path more accessible for the next generation of small business owners. For years, Joyce Florist relied on traditional wire services to handle deliveries, but those wire services did not meet the real needs of our business. Two years ago, we partnered with DoorDash, and the experience is remarkable. While Joyce Florist has long been a neighborhood institution, DoorDash is helping the business evolve and grow in meaningful ways.

DoorDash helps our small business reach more customers and keeps local dollars moving through our community. Staff no longer have to coordinate deliveries, eliminating complexity and saving thousands of dollars in overhead. Our partnership with DoorDash lets my team focus on what we do best, creating beautiful arrangements and serving customers. During peak periods like Valentine's Day or Mother's Day, this efficiency is especially valuable. We can reallocate team members toward in-store customers and order fulfillment during the rush, instead of tying them up with delivery logistics.

## **Unlocking New Customers**

DoorDash also introduced us to an entirely new customer base. Even after decades in business, people are still discovering Joyce Florist for the first time through the platform. In 2025, Joyce Florist made over \$60,000 in sales on the DoorDash Marketplace. My experience is not unique. According to DoorDash, 88 percent of merchants say the platform has helped them reach new customers they otherwise would not have been able to access, and U.S. based merchants collectively made over \$40 billion in sales on DoorDash Marketplace in 2024.

Dashers themselves have played a role in that growth. Many have told us they discovered our shop and our event center through deliveries and later came back as customers. We have built strong relationships with Dashers, welcoming them warmly and even offering treats for their children when they come along.

## **Platforms Strengthen Main Street**

Platforms like DoorDash are strengthening Main Street. They give small businesses like mine the tools to compete, to grow, and to stay rooted in the communities we serve. Joyce Florist thrives by blending tradition, innovation, and entrepreneurship. DoorDash is the latest chapter in that story. I want my grandchildren to inherit a business, and an economy, where entrepreneurs have every tool available to thrive. Small business owners like me already face enough costs and regulatory complexity to just keep our doors open. The tools that help us save time and serve customers better shouldn't be made harder to use, and instead be encouraged. I respectfully urge this Committee to support policies that allow small businesses and platform partners to continue working together for the benefit of our communities.

Thank you for your time. I am happy to answer any questions.

**Lisa Alvarez Acevedo** owns Joyce Florist, a family business that has served the Dallas area for decades. Joyce Florist is a robust small business employing approximately 10 full-time and part-time staff members. Joyce Florist partners with DoorDash, and the platform has allowed the business to grow by simplifying delivery and reaching customers in the community.