



—Central Coast —
HISPANIC
Business Association

Garcia, Maria
Public Comment



BUSINESS MIXER

Join us for a networking session where you will have the opportunity to share information about your business and learn what's new in the North County.

Thursday/ Jueves
4/11/2024
11AM-12:30PM

NORTH SLO COUNTY
Association of Realtors
1101 A Riverside Ave. Paso Robles



Offering Hispanic-owned businesses affordable accounting options from Spanish-speaking chartered accountants.

Armaven Pogosyan *Pioneer Accounting*



Learn How to get a free business website!

Jose Guadarrama *Program Coordinator*



Scan to RSVP!



Hispanic Business Association's Empowerment Initiative For The City of Paso Robles

March 20, 2024

Dear Honorable Council Members,

Welcome to the Hispanic Business Association's (HBA) long overdue initiative aimed at catalyzing economic empowerment, fostering inclusivity, and providing essential resources to the vibrant community of Paso Robles. As a newly re-established organization, the HBA is dedicated to serving as a driving force for positive change in the North County region with an emphasis on the City of Paso Robles. The following language includes a scope of services and request for funding to support implementation of this important initiative.

Our Mission:

The HBA's mission is clear: to bridge the gap between the Hispanic business community and the City of Paso Robles by offering comprehensive services, resources, and opportunities that are crucially needed in Spanish.

Addressing Critical Needs:

Recognizing that nearly 40% of Paso's population is Hispanic/Latino, there is a critical need for accessible business resources and services in Spanish. The HBA's focal point is to directly address this gap. As we embark on this transformative journey, we're committed to engaging with the Paso Robles community on multiple fronts.

How We Intend To Impact Paso Robles:

1. **Resource Accessibility:** The HBA aims to translate and/or create a library of business resources and support materials available entirely in Spanish. From business planning guides to legal documents, we're here to ensure that language barriers do not hinder business growth and development.
2. **Tailored Workshops and Training:** Our tailored workshops and training sessions, all conducted in Spanish, will cover crucial topics such as business management, financial literacy, marketing strategies, and more. These sessions will empower local entrepreneurs to make informed decisions and create sustainable businesses.

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6. Craft a comprehensive certificate business training program that equips entrepreneurs with skills ranging from financial management to marketing strategies, empowering them to navigate the business landscape confidentially.
7. Plan quarterly networking events that create a vibrant space for Hispanic business owners to connect, collaborate, and thrive.
8. Work alongside City officials to ensure the collective concerns and aspirations of the Hispanic business community are effectively communicated and acted upon.
9. Host an annual cultural event celebrating the rich diversity of the Hispanic community in Paso Robles, fostering unity and cross-cultural appreciation.
10. Continuously refresh the existing HBA website, transforming it into a dynamic hub for real-time updates on HBA's programs, events, resources, and invaluable business insights.
11. Facilitate essential trips by the Mexican Consulate to Paso Robles, providing local entrepreneurs and business owners with vital paperwork assistance and guidance.
12. Forge partnerships with the city and local businesses, including non-Hispanic-owned businesses, to promote cross-cultural understanding and collaboration.

Funding Request:

The Hispanic Business Association humbly requests funding support of **\$75,000** and a minimum two-year contract to bring to fruition this impactful program. The City's support will not only transform the local business landscape but also foster a more inclusive and prosperous future for Paso Robles.

Thank you for your consideration,

Maria Garcia, Program Manager

Hispanic Business Association