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HISPANIC
Business Association

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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3. **Networking:** The HBA is committed to cultivating a dynamic networking environment where Hispanic business owners can connect, collaborate, and share insights. Quarterly networking events will provide a platform for forging partnerships and friendships that drive success.
4. **Advocacy and Representation:** By serving as a collective voice, the HBA will advocate for the unique needs and interests of the Hispanic business community in Paso Robles. We'll actively engage with local authorities such as the Mexican Consulate, organizations, and policymakers to ensure our community's concerns are heard and addressed.
5. **Cultural Celebration:** Paso Robles is rich in cultural diversity, and the HBA intends to celebrate this diversity through an annual cultural event. This celebration will foster unity, promote cross-cultural understanding, and create an even stronger sense of community.
6. **Partnerships:** The HBA aims to foster a strong partnership with the City of Paso Robles, actively engaging local officials and staff to amplify the voice of the Hispanic business community, address concerns, and collaboratively create an environment that uplifts economic prosperity.

Join the Movement:

As we embark on this journey of empowerment, we envision a Paso Robles where language is never a barrier to growth, where diversity is celebrated, and where businesses thrive together. The Hispanic Business Association is committed to being the driving force behind this vision. Join us as we rewrite the narrative of success for Paso Robles, one business at a time.

Scope of Services:

The following Scope of Services has been prepared with Paso Robles in mind and is intended to be implemented over a two-year timeframe. We are happy to modify the scope of services or add additional tasks to best suit the city and community's needs.

1. Employ a skilled full-time and part-time staff with a deep understanding of the local Hispanic business landscape to deliver top-notch HBA services.
2. Establish a physical presence in Paso Robles for 3+ days a week, providing accessible "office hours" where entrepreneurs and business owners can drop in for personalized consultations, resources, and guidance.
3. Translate frequently sought-after business startup materials into Spanish, ensuring equitable access to essential information for Hispanic business owners. Collaborate with City staff to identify materials in need of translation.
4. Develop comprehensive business support materials tailored specifically for the unique needs of the City of Paso Robles. Translate these resources into Spanish to ensure accessibility.
5. Undertake a minimum of 50 business visits annually, actively listening to challenges faced by entrepreneurs, and providing on-the-ground resources to foster growth and success.



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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