

PRIMERO

SMALL BUSINESS TECHNICAL ASSISTANCE

LATINO CIVIC ALLIANCE PROGRAM

LET US BE YOUR SMALL BUSINESS PARTNER



Latino buying power is now over **863 billion dollars** in the U.S for 2022, yet the number of people who have bank accounts in the Latino community is very low. There are **over 1.6 million Latino-owned businesses in the U.S. which contribute 222 billion dollars to the U.S. economy.** Latino Small Businesses have proven to be resilient and bankable.

WHO WE ARE?

Latino Civic Alliance Small Business Technical Assistance **PRIMERO** Program offers consulting services at no charge to small business owners. LCA program experts have over 15 years in the Banking, SBA Lending, and Community Loan Funding Programs, Compliance, Reporting & Auditing and have served small businesses in the Washington State & Pacific Northwest to become bankable and receive the financial assistance they deserve. We also provide small business incubators and small business accelerators, and small business competitiveness strategies. We specialize in rising your business income and bringing in more customers to your services.

HOW WE CAN HELP?

LCA Small Business Technical Assistance **PRIMERO** Program works to help small businesses to build sound business and financial plans and accomplish success and sustainability. We provide technical assistance and business services: Business plan support, cash flow management, compliance standards, and auditing new company formation, technology support, financing, marketing, office/meeting space, credit counseling, business coaching, computer lab access, and mentoring programs **PRIMERO** also provides Spanish Speaking consultants to work with business owners. We aim to analyze and take action against any problems your business encounters. We will also review and work together and identify key drivers of revenue and expense in your business. Let us show you what our team of professionals can do for your business.



ACCESS SMALL BUSINESS CAPITAL & OPERATION & FUNDING

Assistance with accessing appropriate sources of capital loans, and certifications. During the program, you may also request assistance with applying for available grants, and loans such as SBA lending, Grants, or Community Loan Funding Programs. This application support will be provided through our partners. **PRIMERO** consultants will meet with business owners at their locations. Our specialists make it convenient and come to you!



TRAINING & WORKSHOPS

Training and Education Sessions. You will be invited to attend training sessions that will cover topics such as best business financial practices, access to capital options, and compliance & HR best practices, among others.



PROGRAM ELIGIBILITY

Small businesses in retail, restaurants, professional services, technology, and construction must be 51 % Latino owned and located in King County, Grant County, Franklin, Pierce, and Snohomish County. Start-Ups \$15,000 - \$1,000,000+ in annual revenue with growth potential and need support with strategy, pivoting, or digital transformation to sustain the business.

LCA PRIMERO SMALL BUSINESS TECHNICAL ASSISTANCE PROGRAM PROVIDES SERVICES AT NO CHARGE. CALL NOW TO SCHEDULE AN APPOINTMENT TO MEET WITH PROGRAM EXPERTS. ABOUT LATINO CIVIC ALLIANCE (LCA) IS A WASHINGTON 501.C.3 STATEWIDE ADVOCACY ORGANIZATION



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