

United States Hispanic Chamber of Commerce
Community Navigator Pilot Program
Project Report

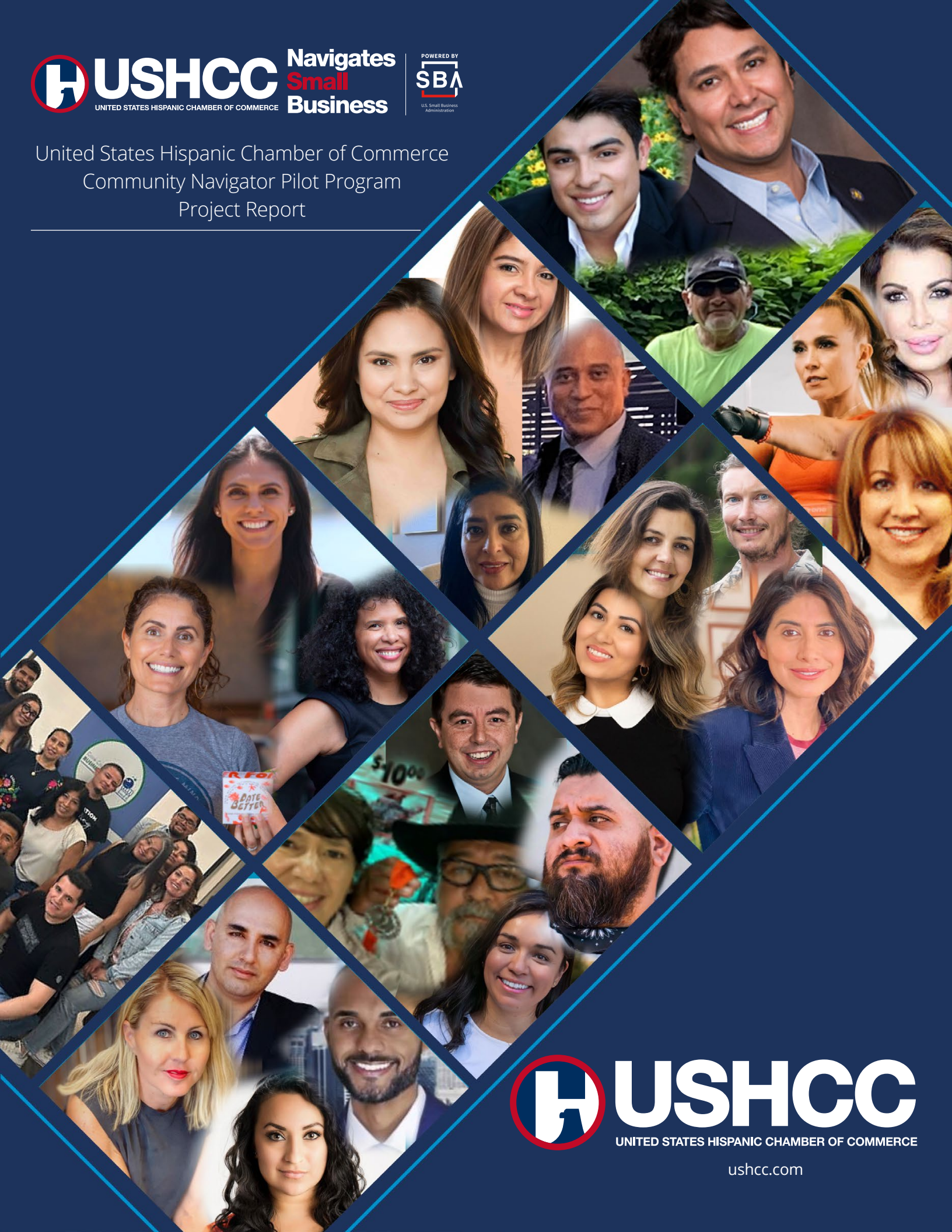




TABLE OF CONTENTS

3	About the Program	12	Impact Through Our Spokes
7	Results and Impact	14	Program Events
11	Reach	16	In Gratitude

OUR COMMUNITY

President & CEO
 Ramiro A. Cavazos

Chief Operations Officer
 Felipe Ugalde

Senior Manager of Finance and Administration
 Erica Salinas

Project Manager
 María Fernanda Sierra

Participating Organizations
 El Paso Hispanic Chamber of Commerce
 Hello Alice
 Illinois Hispanic Chamber of Commerce
 Latino Business Action Network

Compliance & Impact Measurement
 Allen Gutiérrez, The MCA Group

Business Counselors
 Wilma Milián, MBA
 Vichet Inhar (Chet), MBA
 Zoila Sanguinetti
 Veronica Sauto, MBA

Strategic Communications & Outreach
 CF Creative

Strategic Project Planning & Management: Reporting, Analytics & Digital Tools
 Smart Edge Technologies

One-on-one counseling services were tailored to the individual business owner's needs, making the USHCC Community Navigator Pilot Program's assistance targeted and highly relevant. Importantly, all counseling services and support were provided in English and Spanish by culturally acquainted individuals, which enhanced the program's effectiveness and reach. This approach ensured that small business owners received the support they needed in a manner that was both accessible and diverse.

A key component of the success of the USHCC Community Navigator Pilot Program was the use of technology tools for data collection, which enabled us to track program outcomes, identify community needs, and assess the effectiveness of various initiatives. Utilizing data analysis, we continuously refined and enhanced our strategies, ensuring that resources were allocated efficiently and that support services were tailored to meet the specific needs of small business owners. Technology not only facilitated the program's immediate success but also laid the groundwork for improvements in future programs to support small businesses in historically underserved communities.

The USHCC Community Navigator Pilot Program was critical to small, Hispanic, and minority businesses: It provided essential resources and expert guidance that empowered business owners to overcome significant challenges, and achieve growth.



USHCC Navigates Small Business
UNITED STATES HISPANIC CHAMBER OF COMMERCE

PROGRAMA PILOTO DE NAVEGADORES COMUNITARIOS USHCC-SBA
CONSEJERÍA DE NEGOCIOS

Guía para lanzar tu negocio

Esta guía proporciona información de la Guía de negocios de la Administración de la Pequeña Empresa (Small Business Administration o SBA, por su siglas en inglés).

10 pasos para comenzar tu negocio.

¿Listo para lanzar tu negocio? Sigue estos pasos de la SBA.

- 1 Realiza una investigación de mercado.** La investigación de mercado te dirá si hay una oportunidad para convertir tu idea en un negocio exitoso. Es una forma de recopilar información sobre clientes potenciales y empresas que ya operan en tu área. Utiliza esa información para encontrar una ventaja competitiva.
- 2 Redacta tu plan de negocios.** Tu plan de negocios es la base de tu negocio. Es una hoja de ruta sobre cómo estructurar, administrar y hacerlo crecer; lo usarás para convencer a la gente de que trabajar contigo, o invertir en tu empresa, es una opción inteligente. Luego, debes averiguar cuánto costará tu negocio. Además, necesitas para evaluar si prefieres **comprar un negocio existente o una franquicia**, porque puede simplificar el proceso.

Establece tu crédito comercial. El buen crédito afecta las solicitudes de préstamos, las tasas de seguro y su atractivo para posibles socios, proveedores y vendedores.

- 3 Financia tu negocio.** Tu plan de negocios te ayudará a calcular cuánto dinero necesitarás para comenzar. Si no tienes esa cantidad a mano, deberás recaudar o pedir prestado el capital. Afortunadamente, hay más formas que nunca de encontrar el capital que necesitas.



de Navegadores Comunitarios United States Hispanic Chamber of Commerce (USHCC) - Administración (SBA) está destinado a la asistencia técnica, guiando a las empresas pequeñas, las que en la actualidad se enfrentan a los diferentes desafíos y oportunidades que los harán ser parte de las cadenas de suministro gubernamentales como corporativas, contribuyendo general. Los recursos de nuestro programa, nuestras cámaras afiliadas, aliados, servicios y así pueden ayudarte en tu camino empresarial, sin costo alguno.

apoyo incluye la consejería de negocios bilingüe gratis, enfocada hacia temas

- Hacer crecer tu equipo
- Contratos con el gobierno, compras federales y corporativas, y cadena de suministro
- Certificación de minoría

Este código para hacer una cita con un asesor comercial, hoy: [Aprende más acerca del Programa:](#)

Free dedicated bilingual business advice on critical topics:

- Government Contracting, Public and Corporate Supply Chains and Procurement
- Minority Certification

in an appointment today advisor, for free. Learn more about the Program:




USHCC Navigates Small Business
UNITED STATES HISPANIC CHAMBER OF COMMERCE

SBA U.S. Small Business Administration

PORT ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

We reached a national audience, supporting customers in 42 states.

- Our teams conducted grassroots outreach to meet business owners where they are: visiting rural communities, knocking on doors, and spreading the word through radio, TV, and digital media.
- Thanks to the USHCC-CNPP, 67% of the businesses we served were connected to SBA resources for the first time.
- We offered services in both English and Spanish. This ensured that a sizable population — one that might not have been able to had we offered services in English only — could take advantage of our free counseling and training. 20% of businesses requested counseling in Spanish, and our top states served have some of the largest Spanish-speaking populations in the United States.
- The relationships we built with key constituents invested in small and minority business growth — including capital providers, procurement officers, government agencies, and corporations — will be key allies as we continue our mission of supporting the United States’ 5 million Hispanic-owned businesses through USHCC programs. These allies contribute value-add products and services that are critical to small business owners.

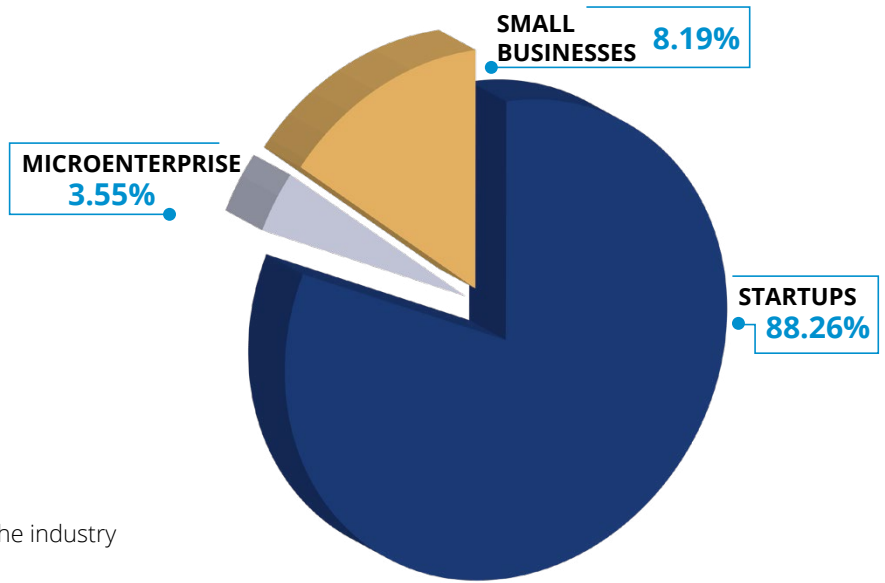


Size of Businesses Served

- Small Businesses:**
10-250 employees

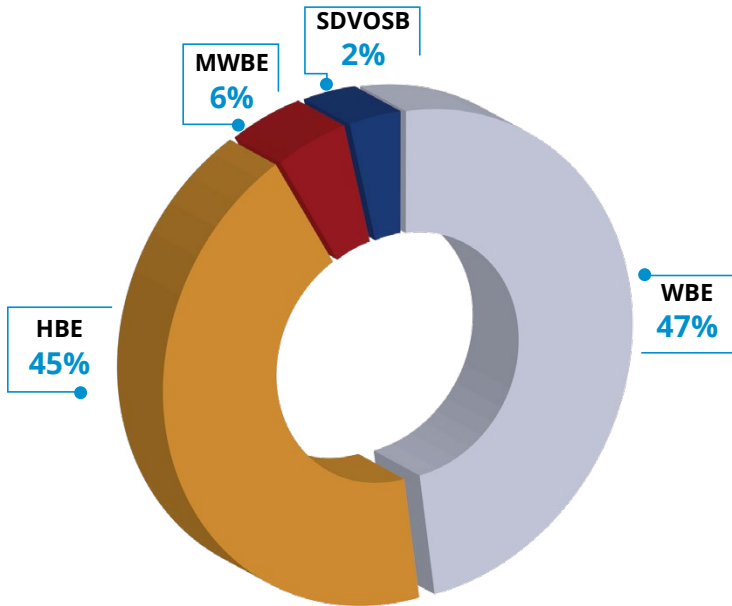
- Startups*:**
1-5 employees

- Microenterprise*:**
5-9 employees



*These numbers can vary widely depending on the industry and location of the business, and other factors.

Certified Minority Owned Businesses



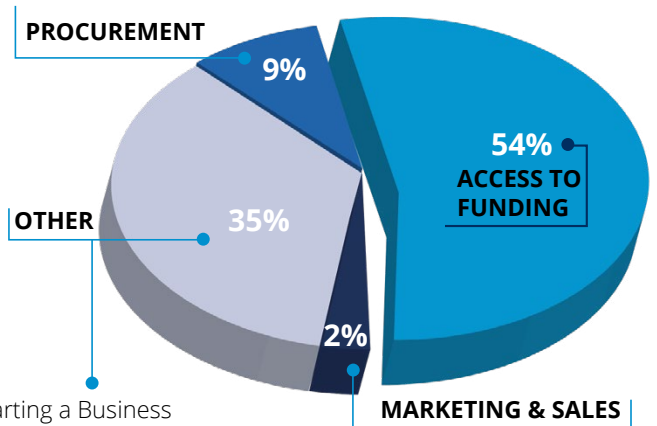
- WBE** Woman Owned Business Enterprise

- HBE** Hispanic or Latino Owned Business Enterprise

- MWBE** Minority Woman Owned Business Enterprise

- SDVOSB** Service Disabled Veteran Owned Small Business

Nature of Assistance Sought by Customers



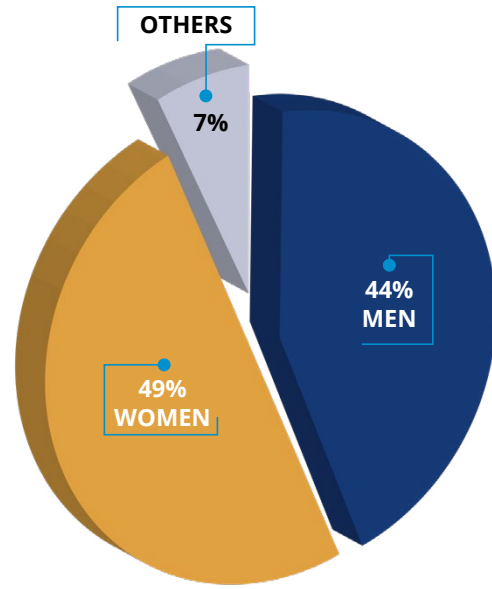
- Starting a Business
- Business Technical Assistance
- Business Development
- Disaster Preparedness & Recovery
- Credit Counseling/Financial Literacy

Training

Demographics

Veterans	15,831	Hispanic or Latino	38,581
Not Hispanic or Latino	62,363	Black or African American	54,572
White	9,204	Women	71,882
Asian American	1,553	LGBTQIA+	10,487
American Indians or Alaska Natives	617	Native Hawaiians or other Pacific Islanders	204
146,796			

Gender Identity of Clients Trained



The USHCC Community Navigator Pilot Program partnered with Hello Alice to provide a comprehensive library of self-paced online business courses for small business owners. The courses took entrepreneurs from launching their businesses to making their first hire. Courses were available in English and Spanish to reach more of the smallest businesses in our program.



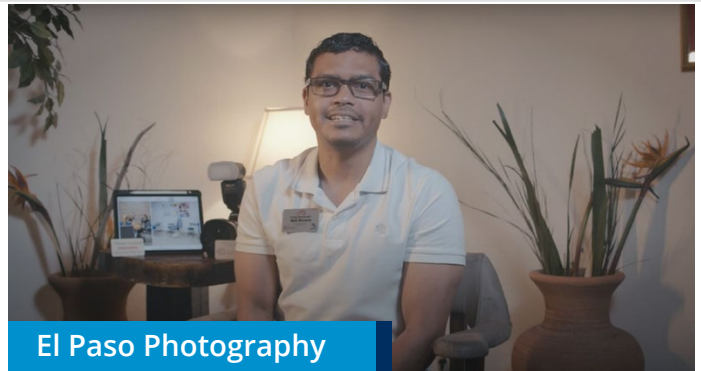
Establishing Business / Finances / Funding / Branding / Digital Marketing / Growing a Team

IMPACT THROUGH OUR SPOKES

The USHCC Community Navigator Program utilized the SBA’s “Hub and Spoke” model, strategically partnering with four influential organizations: the El Paso Hispanic Chamber of Commerce (EPHCC), Hello Alice, the Illinois Hispanic Chamber of Commerce (IHCC), and Stanford University’s Latino Business Action Network (LBAN). These partners were selected for their significant impact on small, Hispanic and minority businesses, either through regional focus or by reaching large audiences. Our collaboration not only enhanced our technological tools but also maximized each partner’s unique strengths, yielding impressive results. For example, Hello Alice’s extensive mailing list was pivotal for targeted outreach, EPHCC provided valuable insights on best practices for direct counseling, LBAN illustrated effective business scaling

for sustainable growth, and IHCC highlighted the importance of boots-on-the-ground engagement. This dynamic synergy significantly improved our collective capabilities and offerings.

We wanted to document our partners’ legacy of selfless hard work and commitment to the small, Hispanic and minority business community. We feel the best way to show the positive impact of the program in this important business segment is to hear from small business owners themselves. The USHCC Community Navigator Program produced 10 videos where business owners talk about their work with our Spokes and counselors, and how that transformed their business efforts. We invite you to watch them and be inspired by their stories.



El Paso Photography



Iron King



Provizion Global/Hope in a Bottle

PROGRAM EVENTS



IN GRATITUDE



Dear Friends,

Three years ago, the United States Small Business Administration entrusted the United States Hispanic Chamber of Commerce with a powerful and urgent mission: to provide technical assistance and guidance to thousands of Hispanic, small, and minority businesses navigating the post-pandemic economy. Today, we celebrate the success of the USHCC Community Navigator Pilot Program, which has positively impacted thousands of entrepreneurs in the United States.

We are truly grateful to our partners: the El Paso Hispanic Chamber of Commerce, Hello Alice, the Illinois Hispanic Chamber of Commerce, and Stanford University's Latino Business Action Network (LBAN). We are deeply thankful to our Board of Directors, allies, providers, and team members for their steadfast commitment to this program.

Together, we have provided meaningful support to small, Hispanic, and minority entrepreneurs as they start up and scale their businesses to become the new majority drivers of the United States economy.

In gratitude,

Ramiro Cavazos
President & CEO

María Fernanda Sierra
Project Manager



Contact:
María Fernanda Sierra
Project Manager
United States Hispanic Chamber of Commerce
msierra@ushcc.com

750 17th Street NW, Suite 825 | Washington, D.C. 20006
Office number: (202) 842-1212



 @USHCC  @theUSHCC  @USHCC

 @USHCC  @USHCCTV