

CENTRAL AVENUE

Historic Business Improvement District

CAHD 2018 First Quarter Newsletter

CAHD Will Bring Resources to You!

WE HEAR YOU! The CAHD team will help coordinate services with resources to make sure you receive the technical assistance you need. We know that business owners can't always leave during the day to attend meetings or to follow-up on business matters so we will **COME TO YOU!** We can help you:

1. **Contact business development partners** and the City for assistance.
2. Set-up free **social media, business search, website and eblast** accounts like Yelp and Trip Advisor to help customers find you!
3. **Research** new product information.
4. **Market retail spaces** available for lease or promote your job openings.
5. Develop and **distribute marketing materials**. Our Ambassadors can pick-up and pass out flyers to patrons.
6. **Develop concepts for building** on your site or to reimagine the layout of a retail store.
7. **Create curb appeal** so that your store is inviting to customers.
8. Help you **layout the best floorplan** to showcase your top-selling items.
9. **Collect customer data** and maintain a list of your customers so that you can regularly communicate with them about your sales and store updates.
10. **Diversify your product offerings** to be more competitive.
11. **Market your products** to large non-profit organizations, corporations and government agencies.
12. **Activate your business** during the Central Avenue Jazz Festival, the Halloween Trick or Treat event, Shop Small Saturday and the holiday season.

URBANDSIGNCENTER

Call or email our Urban Design Center Management Consultant anytime for assistance: 323-230-7070
bid@centralavenuehistoricdistrict.org

Great Resources

For Central Avenue Historic District Businesses

The New 9th Business Resource Center (BRC)



THE **NEW 9th**
COUNCILMEMBER
CURREN D. PRICE, JR.

The mission of the CD9 Business Resource Center (BRC) is to assist entrepreneurs and business owners gain easy local access to business development tools, services, and training. The programs and events are designed to nurture the growth of For-Profit companies, Community-Based organizations, Faith-Based and Non-Profit organizations. The BRC is located in the District's Field Office on Central Avenue and 43rd Street and brings available resources and information to the South Los Angeles community to empower, inform and strengthen the local small and emerging businesses.

For information on future events or to request a free consultation meeting **please call 323-846-2651**. Ask for **Business Source Director Mike Castillo** or email mike.castillo@lacity.org.

Pacific Coast Regional Small Business Development Corporation (PCR)



Pacific Coast Regional offers a variety of loan programs to fit your financing needs. PCR works with approximately 35 banks throughout Southern California. If you are looking for financing for your small business, PCR is the place to start. Please visit their website @ www.pccorp.org or call (866) 301-9989 for information the on loan options listed below.

- **California Small Business Loan Guarantee**
- **SBA Community Advantage Loan**
- **Community Reinvestment Loan**
- **EDA Revolving Loan Fund**
- **Jump Start Loan Program**
- **Rust Loan Program**

Our management consultant, Sherri Franklin of Urban Design Center is on PCR's loan committee and encourages all businesses to apply for funding. Application assistance is available.

PCR'S Lottie Center for Business Excellence offers **very low cost educational seminars** for business owners and staff to help small businesses efficiently and successfully operate. Intensive seminars provide training on:

- Business and Management Development
- Legal Issues
- Financing and Accounting
- Business Promotion
- Marketing
- Social Media
- Web Design Assistance

ENROLL YOUR TEAM TODAY!

BusinessSource Center



LOS ANGELES
ECONOMIC & WORKFORCE
DEVELOPMENT DEPARTMENT

Vermont Slouson Economic Development Corporation (VSEDC) is a *Los Angeles BusinessSource Center* funded by the City of Los Angeles Economic and Workforce Development Department (EWDD) to provide startup ventures and current small business owners various cost effective tools to make their business a success. Through these tools, small businesses can grow and remain competitive. Call (323) 753-2335 to request an appointment with a Business consultant or email hq@vsedc.org. **BusinessSource services include:**

1. One-on-One Consulting – In house staff can provide expert business advice that will help your business overcome any strategic management issues:

- Needs and Marketing Assessment
- Business Plan Development
- Site Location
- Lease Negotiation Assistance
- Legal Considerations for Small Businesses
- Procurement Assistance

2. Small Business Financing includes:

- Loan Qualification and Requirements
- Credit Repair
- Loan Packaging Assistance
- Financial Re-Structuring
- Financial Planning Needs
- Alternative Financial Services
- SBA Loans

3. Employee Hiring/Work Force Development – EWDD's WorkSource funded agencies also provide an array of services that can augment your own resources:

- Outplacement Services
- Retention Strategies
- Organization Assessments

4. Business Plan Development - Prior to launching a business venture, entrepreneurs must develop a strategic and comprehensive plan. Participation in the Entrepreneur Training Program (ETP) results in the healthy development of a business or take advantage of personal, one-on-one business plan assistance.

5. Tax Incentives and Credits

- Local and Statewide Tax Incentives for Qualifying Small Businesses
- Employee Tax Hiring credits

6. Business Courses

- Entrepreneurial Workshops
- Fiscal Management
- Marketing
- Technical Training
- E-Commerce
- Employee Training
- Green/Clean-Tech Transitions
- Accounting Courses

Most services are provided at **no cost** to City of Los Angeles business owners and resident entrepreneurs.

EWDD also **offers loans for businesses** that meet all the following eligibility criteria:

- Annual revenue not to exceed \$10 million
- Create one permanent full-time equivalent job for every \$35,000 in financial assistance received
- Of the total jobs created, 51% of them need to be fulfilled or made available to low and moderate-income people

General financing terms:

- Loan Amount: \$50,000 - \$500,000
- Term/Amortization: 3-10 years
- Minimum Owner Equity: 10%
- Rate: 2.5% + 10 Year US Treasury Note Rate
- Collateral and/or guaranty required
- \$250 Non-refundable Application Fee
- 2.6% Loan Fee - can be financed through the loan

**For more information contact Alex Lakshatanov @
213-744-9368 or Alex.Lakshatanov@lacity.org**

CAHD Clean Streets Team At Your Service!

Our Clean Streets Team is managed by CRCD Enterprises, Inc. Please feel free to directly contact CRCD if you **need graffiti removal, bulky item pick-up or to report overflowing trash receptacles, street cleaning or street power washing needs.**

**THERE IS NO CHARGE FOR
THESE SERVICES!**

CRCD also provides contract tenant improvement construction services such as painting and flooring installation and are especially trained in general building maintenance. CRCD is headquartered on Central Avenue and hires local!



Call CRCD for Clean Streets Services or to make improvements to your building.

213-743-6193

