

**THE SACRAMENTO HISPANIC CHAMBER OF COMMERCE LAUNCHES #JUNTOSSACRAMENTO
IN SUPPORT OF LOCAL BUSINESS OWNERS IMPACTED BY THE COVID-19 PANDEMIC**

*#JuntosSacramento is a collaborative effort to support
minority-owned businesses and boost the regional economy*

Sacramento, CA (October 19, 2020) – The Sacramento Hispanic Chamber of Commerce (SACHCC) is enhancing services and launching new ones to better serve the business community impacted by COVID-19. The #JuntosSacramento campaign which translates to #TogetherSacramento, aims to provide support to Hispanic and minority-owned businesses impacted by the pandemic within Sacramento and increase awareness of their role in growing the region’s economy. The program is made possible by a CARES Grant in partnership with the Sacramento Inclusive Economic Development Collaborative (SAC IEDC).

“Hispanic and minority owned businesses have been a historic pillar in the growth of Sacramento and our mission is to help the region recover from the impacts of COVID-19 by supporting the community through increased services and new, innovative programs,” said Cathy Rodriguez, SACHCC President and CEO. “Sacramento City Council made it a priority to support our Hispanic small businesses by injecting CARES Act funding back in our communities. Through our partnership with SAC IEDC we will be able to help foster more business development and spur economic growth.”

“Every challenge is an opportunity and this pandemic has not only revealed the inequities that exist but has brought forth a great opportunity to unite us to work towards true inclusive economic development in Sacramento,” said Mary Flores, SACHCC Board Chair and Chief of Staff, COO, PRIDE Industries. “We are committed to serving our Hispanic and minority-owned businesses to help them rise from this pandemic and thrive in business.”

#JuntosSacramento includes a variety of services designed to help businesses adapt to the COVID-19 environment. The organization will offer a webinar series, 1:1 consulting, translation services, two professional development programs (Emprende Sacramento and NxtLevel Academy) aimed to help new and mid-sized businesses that are ready to expand, and a messaging platform that gives entrepreneurs access to live chat with business consultants.

The six-part webinar series will launch on Oct. 23 and will run every other Friday. Topics include Digital Marketing; Renegotiating a Commercial Lease; Planning, Permitting and Resources; Financial Planning; Disaster Preparedness; and Financial Education and Management. Webinars will be instructed in Spanish and English at no cost. Participants can register [here](#).

SACHCC is also offering technical assistance for small business by way of 1:1 consulting.

Promotores de Negocio (Business Navigators) will be visiting businesses in our diverse corridors to provide individualized support and to connect businesses with consultants that are subject matter experts in digital marketing, budgeting, operational and financial planning, and access to capital. Through the program, the organization is offering free translation services for both its consulting and webinar series.

Two new educational programs are geared toward helping Hispanic businesses both launch and grow. *Emprende Sacramento* is a 10-week program for early stage businesses or businesses that have revenue less than \$1 million. Each three-hour session will guide them through important concepts such as market research, budgeting, digital marketing, and financial planning. *Emprende Sacramento* will be conducted in Spanish. Sessions start on Monday, October 19.

The *NxLevel Academy* consists of four all-day sessions designed to help businesses expand and survive post-COVID-19. The course will help participants with their business plans, conduct feasibility analyses, refine their budgeting and financial plan, and obtain access to capital. *NxLevel* will be conducted in English and Spanish. Sessions will start on Friday, November 6. For both programs, participants will be matched up with a business consultant for the duration of the course.

SACHCC is also implementing new technology to further assist businesses who have questions or need guidance in the moment. **Luna** the Chatbox, is a live messaging platform with Facebook and Twitter integration that allows individuals to chat live with a business consultant. **Luna** will be taking questions beginning Monday, October 19.

For more information, visit sachcc.org/juntossacramento and stay engaged on our social media channels. Follow at #juntossacramento on social media for the latest updates and program news.

About the Sacramento Hispanic Chamber of Commerce.

The Sacramento Hispanic Chamber of Commerce (SAHCC), established in 1972, is a gateway organization designed to foster business and economic growth in the Sacramento Region. Its mission is to promote and develop business growth for members and provide access to the Hispanic market.

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