

**COLUMBIA BASIN COLLEGE**  
**Pasco, WA**  
**Grant # HSIAC-09-WA-20**

**GENERAL OVERVIEW AND SUMMARY**

Columbia Basin College's (CBC) HUD HSIAC grant's efforts are focused on providing economic rehabilitation/renovation, development of micro-enterprises, and continuing business educational opportunities to the downtown business core of Pasco, Washington, which is a city with a rich tradition of history, culture, and heritage. As the number of Latino business owners in the downtown business corridor continues to grow, it is critical that our grant efforts are directed towards providing business resources for these newly established business owners. Throughout the past year, a number of bilingual small business seminars have been offered to help local prospect and/or seasoned entrepreneurs to become more familiar with business aspects, concepts, and successful practices. The topics for these seminars adhere to the overall grant objectives by providing resources to local merchants with an anticipated increase in business traffic flow throughout downtown Pasco and neighboring communities.

The façade improvement program has also been an integral component in allowing for collaborative work with two other entities (City of Pasco and Pasco Downtown Development Association) to occur. Work with these two entities has allowed us to channel our efforts towards one centralized theme that business owners can feel comfortable with and have a sense of ownership. Frequent meetings are held with business owners to discuss opinions and/or challenges that may present a problem when trying to provide adequate business services. This becomes extremely important as it pertains to new entrepreneurs embarking on a business venture without developing a proper business plan and/or budget assessment or analysis. Educating business owners of better business practices is crucial to the overall development and retention of small business.

Additionally, Mr. Gene Holand, whom is a Business Marketing instructor at Columbia Basin College, has continued to provide businesses with marketing plans and other business resources to local merchants. HUD HSIAC Grant staff has also conducted a business census in the Pasco Downtown Area. To date we have made contact and conducted one-on-one sessions with over 50 business owners/managers in the Pasco downtown area and nearby businesses. We have also collaborated efforts with the Tri-Cities Hispanic Chamber of Commerce, Numerica Credit Union, Tri-Cities Small Business Development Center. Through such collaborative work has allowed us (HUD HSIAC grant staff) to reach and provide resources to a bigger number of business owners throughout the region.