

GREATER LOS ANGELES  
**AFRICAN AMERICAN**  
CHAMBER *of* COMMERCE



# Small Business Recovery Programs

## 2023 Opportunities

# About GLAAACC

The Greater Los Angeles African American Chamber of Commerce (GLAAACC) is the premiere African-American business professional organization in Los Angeles that proactively works as a vehicle that combines the resources of the surrounding African-American communities with other organizations to secure solutions for expanding our business and cultural communities.

## OUR MISSION

Our mission is to advocate and promote the economic growth and development of the African American business by focusing on legislative advocacy, as well as identifying and developing business opportunities and strategic business alliances.



**GLAAACC focuses on 4 primary benefits for its members:**



**Growing and developing business**  
domestically and internationally



**Providing access**  
to capital and financial products



**Influencing public policies**  
and creating equity for African American business



**Creating networking environments**







# Business Evolution Program (BEP)

The BEP Program offers a broad scope of assistance to small businesses that are owned and controlled at least 51% by socially and economically disadvantaged individuals. It's an exclusive opportunity for low to moderate and small business owners to accelerate their potential by infusing new knowledge and to prepare for new challenges ahead. With the help of our industry professionals, the program allows small businesses to maximize their learning journey.



20 GLAAACC members will participate in this year's program, all of which have been in business for 3-5 years. Our research indicates that at this point in the business life-cycle, this is a critical time to strengthen business finance, marketing, human resources, and product development.



The biggest challenge for entrepreneurs in this stage is dividing time between a whole new range of demands requiring their attention—managing increasing levels of revenue, attending to customers, dealing with the competition, and accommodating an expanding workforce.



## Project Details:

This is a 12-month program, broken down into 12 Modules, integrating instruction from industry professionals and GLAAACC Board of Directors. Module subjects include: contracting, procurement, supplier diversity, lending, and professional business services, intensive technical assistance, technology, access to capital, and leader-led classroom training.



**Business Foundation**

**Certification**

**Contract/ BID Management**

**Financial Management**

**Social Media**

**Sales & Marketing**

At the completion of the program, participants will acquire more than just management skills, small businesses will possess a richer understanding of the business foundation, relevant strategies for growth, and new ways to apply for contracts to propel the small business to the next level of success.



# Women in the C-Suite

Women in the C-Suite is a program designed to create a safe space and help build self-confidence and opportunities among women business owners. This program focuses on black women's leadership and subject matter experts discussing the challenges, obstacles, and successes of what it takes to occupy the elusive corner C-Suite.



This is an opportunity for leading women business owners in a panel setting in various industries to share successful experiences and best practices on starting and running a business in today's world, while learning from others.

There will be strategic initiatives for procurement opportunities with various companies. Overall, women entrepreneurs can network and learn from other entrepreneurs.

***Women in the C-Suite is a game changer!***





# Technical Assistance / Capacity Building

## GLAAACC in the AM Workshop Webinars

Every other month, GLAAACC hosts webinars on fundamental business subjects to increase the business capacity to ensure business success. Workshop subjects strategies will teach attendees on how to reset , pivot, and reimagine strategies for the new normal.

## GLAAACC Educational Institute

Pre recorded video tutorials will be produced quarterly for website download on various small business fundamental subjects:

- How To Access Capital and other financial products
- How To Apply for Certifications that fit your business
- How To use social media, marketing and advertising to increase your business revenue
- How To Secure your back office for maximum productivity
- How to Develop a Capacity Statement

## Digital Skilling

A series of cohort type self-paced classes designed by Microsoft to provide workshops on cloud computing and other digital skills for business owners and employees. Graduates receive certifications on specific topic courses completed.





# GLAAACC Reach



## MEMBERSHIP DEMOGRAPHICS

Women	60%
Men	40%
African-American	83%
Caucasian	10%
Latino	7%
Median Age	45
Median House Hold Income	\$100K



## BY INDUSTRY

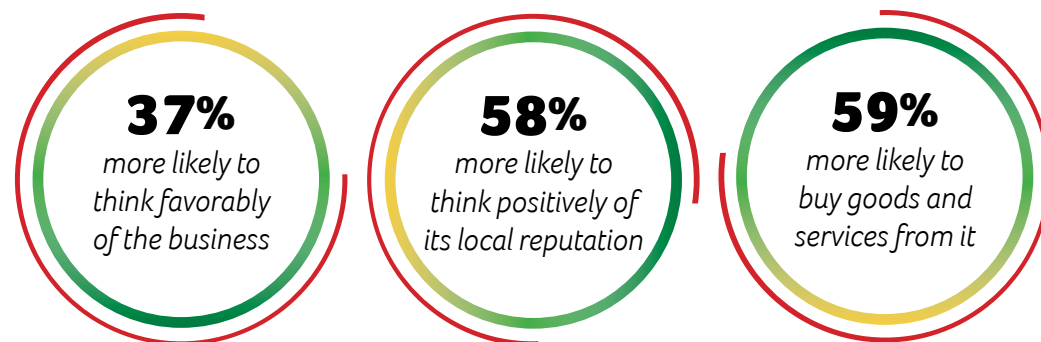
Advertising and Media  
Arts, Culture and Entertainment  
Automotive and Marine  
Business and Professional Services  
Computers, Web and IT  
Construction Equipment and Contractors  
Family, Community and Civic Organizations  
Finance and Insurance  
Government, Education and Individuals  
Health Care  
Home and Garden  
Legal  
Lodging and Travel  
Personal Services and Care  
Phone, Internet and Television  
Public Utilities and Environment  
Real Estate, Moving and Storage  
Restaurants, Food and Beverages  
Shopping and Specialty Retail  
Sports and Recreation  
Transportation





# Sponsorship Opportunities

GLAAACC sponsorship provides a great means of broadening your companies competitive edge by improving your company's inclusion, diversity and credibility within the Los Angeles African American business community. Investing in your brand through the GLAAACC membership could also benefit your company as well. A national study found when business decision-makers believe that a business is a chamber sponsor, they are:



## SPONSORSHIP LEVELS

PARTNER	\$15K	Logo on collateral Membership included
LEAD	\$20K	Logo on collateral Opportunity to speak Membership included
PRESENTING	\$25K	Chairman's circle Logo on collateral Opportunity to speak Membership included
TITLE	\$50K	Chairman's circle Logo on collateral Opportunity to speak Membership included Plus Bonuses (Call for Details)

Schedule a call today to explore partnership possibilities and add your brand to a valued GLAAACC event!

**Chanel Frampton, Program Director**

Email: [chanel@glaaacc.org](mailto:chanel@glaaacc.org)

Phone: (323) 292-1297

[www.glaaacc.org](http://www.glaaacc.org)