

Many small businesses struggle to qualify for loans due to poor or no credit, lack of collateral, weak cash flow and lack of preparation. This program aims to provide the information needed to give business owners the advantage at the time of applying for a loan.

The objective of Black Chamber of Arizona is to assist entrepreneurs in accessing capital funding through financial training and advanced certifications that allows the business to qualify for traditional and nontraditional funding.

Black Chamber of Arizona  
 Robin Reed  
 602.307.5200  
 blackchamberaz.com

Arizona Small Business Development Center offers many services and programs to successfully grow businesses. For support during construction, AZSBC offers the following services:

- One-on-one advising
- Training workshops

Arizona Small Business Development Center  
 Jeff Swenson  
 480.784.0590  
 azsbc.net

A Business Assistance Resource Calendar will be made available every month and will feature local resources offered through our partners.

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 480.784.0590  
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Community Events offer businesses the opportunity to showcase their goods/services. The Valley Metro, in partnership with city of Phoenix, is committed to working closely with businesses along the project route to develop assistance programs that will give them valuable tools and information to use throughout construction of the Northwest Extension Phase II.

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Marketing  
 Valley Metro has your current contact information or semi-annually to thousands of potential customers through print, social and digital media. Advertising space fills up quickly, so make sure you don't miss these opportunities.

Signage  
 Valley Metro is committed to maintaining business access throughout the construction—working with businesses to understand their unique needs including deliveries and customer access. Business access signage will also be provided to help direct customers.

Dedicated Team  
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Our Community Deals & Discounts  
 The Deals & Discounts program highlights incentives, such as two for one offers, special deals, or other specials that encourage business patronage. To participate, a business along the future light rail line offers a discount or incentive to their customers. Valley Metro widely promotes the participating businesses through print, social and digital media.

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# OUR COMMUNITY

## Northwest Extension Phase II

## Valley Metro Business Assistance Programs & Partners



**Friends of Transit**  
 David Schwartz  
 602.277.0911  
 friendsoftransit.org

Friends of Transit is a grassroots nonprofit that serves to educate the Greater Phoenix community on the benefits and importance of a well-designed and accessible mass transit system as part of a balanced regional transportation plan. During light rail construction, Friends of Transit supports local businesses by sponsoring an event series known as Friends of Transit Tuesday. Friends of Transit Tuesday is a lunch program that partners with local restaurants in the light rail construction area by offering a lunch discount or free item to the first 100 customers. Lunch attendees also have the opportunity to win gift cards to other local area businesses.

**Greater Phoenix SCORE**  
 Jay Gladney  
 602.745.7250  
 jay.gladney@scorevolunteer.org  
 greaterphoenix.score.org

Greater Phoenix SCORE (GPS) has over 70 experienced business mentors available to assist business owners in identifying and exploiting opportunities to mitigate light rail construction impacts and take advantage of the impending changes to become stronger. GPS provides individualized support through one-to-one mentoring. GPS will assist with business planning, identifying and applying for financial or other assistance, as well as supporting business networking and other communications. GPS will be working in close cooperation with members of the Business Assistance Program, the Black Chamber of Arizona.

**Maricopa County Bar Association**  
 3030 N 3rd Street,  
 Phoenix, AZ 85012  
 Lawyer Referral Service

The Lawyer Referral Service will put you in touch with an attorney to schedule an initial legal consultation. In partnership with Valley Metro, Valley Metro will pay the initial fee. You will be referred to a licensed and insured attorney, not a paralegal or document preparer. Many of our panel attorneys have decades of experience.

The service will try to find an attorney near your home or work, and the consultation can occur in person or over the phone.

During the consultation, you'll be able to speak personally to the attorney for up to 30 minutes. The consultation is no cost to you. After the consultation, any legal work, and payment for that work, will be determined by you and the attorney.

If you interested in this service, please contact your Business Assistance Coordinator.

**19North**  
 1820 W Northern  
 Phoenix, AZ 85021  
 (602) 677-7797  
 info@19north.org  
 19North.org

19NORTH is the name of the community that resides between Montebello and Dunlap, 15th Ave to 23rd Ave. 19NORTH Community Alliance Inc (Community Alliance) is an Arizona 501c3 that leads collaborative efforts that bring together community leaders, city offices, local government, faith, schools, businesses and other non-profit organizations to work together on a shared vision for community.

This is accomplished through building relationships, driving change and facilitating partnerships for the community - resulting in a "Safe, Walkable Community for All to Enjoy".

**U.S. Small Business Administration Arizona District Office**  
 Delia Gomez  
 602.745.7228  
 delia.gomez@sba.gov  
 SBA.gov

- Technical, financial, contracting, education and disaster assistance
- Small business advocacy and special interests
- Guidance with civil right compliance
- SBA Monthly Loan Clinic (call the Arizona District Office number above for details)
- Resource Partners available to assist with all your business needs.
- Learn how to do business with the Federal Government



"We not only are seeing more riders from Phoenix and Tempe to downtown Mesa but are also seeing guests from the far east Valley coming to downtown Mesa to park and ride west."

The art that came with the extension has also had a positive impact, bringing families and children downtown to explore."

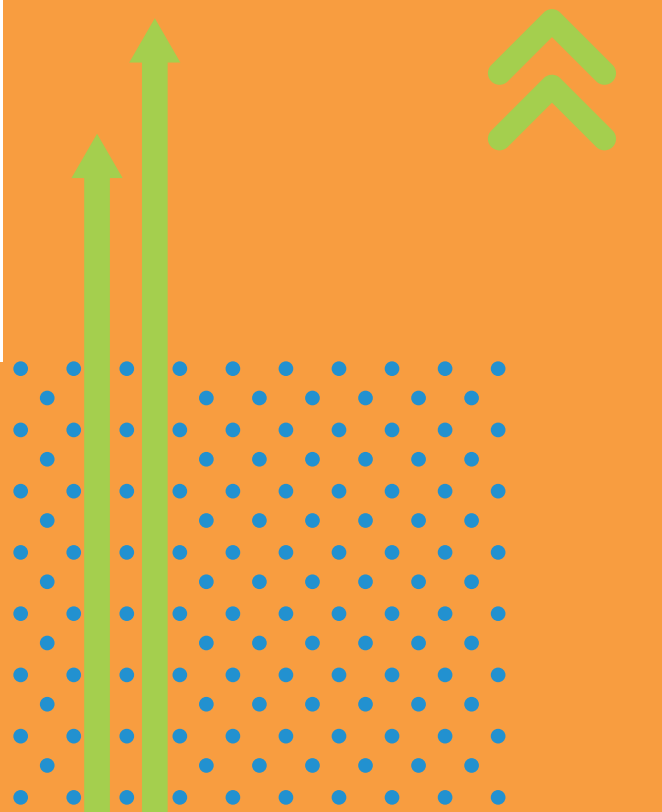
Cameron Selogie  
 Managing Partner at il Vinaio  
 Central Mesa Extension

**Contact Us**

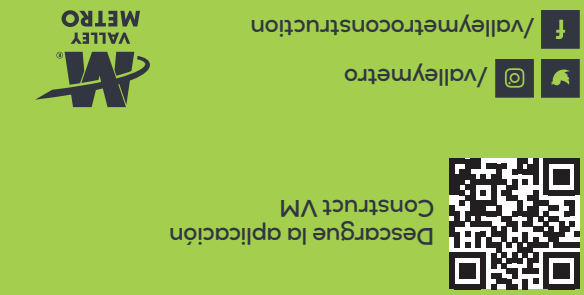
Bree Boehlke  
 Business Assistance Coordinator  
 602.697.4905  
 bboehlke@valleymetro.org

Download the app  
 Construct VM

Valley Metro  
 /valleymetro  
 /valleymetroconstruction







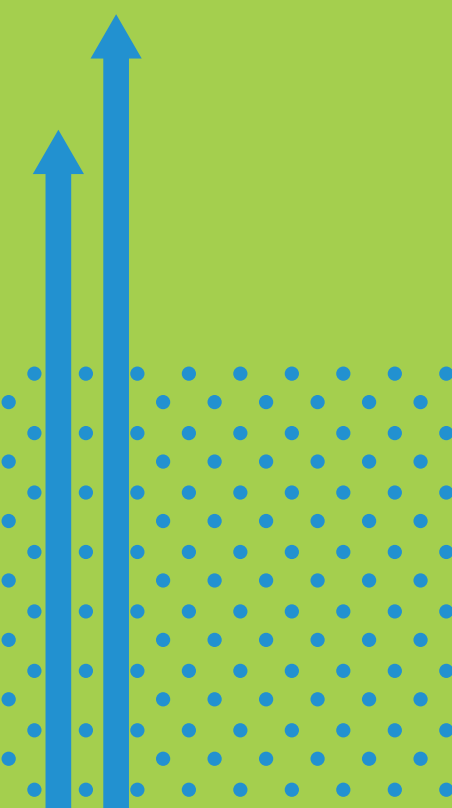
bboehlike@valleymetro.org

602.697.4905

Bree Boehlike

Coordinadora de Asistencia a los Negocios:

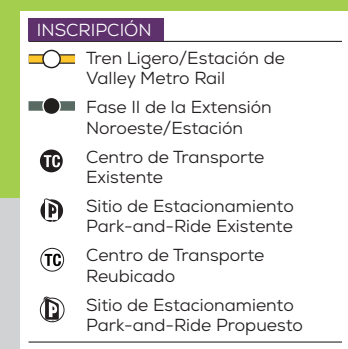
## Contáctenos



*"No sólo estamos viendo a más pasajeros de Phoenix y Tempe en el centro de la ciudad de Mesa, sino que también estamos viendo a invitados desde el lejano este del Valle que vienen al centro de la ciudad de Mesa para estacionarse y viajar hacia el oeste."*

*El arte que vino con la extensión también ha tenido un impacto positivo, trayendo a familias, niños y niñas al centro de la ciudad a explorar."*

Cameron Selogie  
Socio Administrativo de la Viniato  
Extensión Central de Mesa



## Sobre el Programa de Asistencia a los Negocios

Valley Metro, en colaboración con la ciudad de Phoenix, está dedicada a trabajar en estrecha colaboración con los negocios a lo largo de la ruta del proyecto, a fin de implementar programas de asistencia a los negocios que les provean útiles herramientas e información, para usarlas durante la construcción de la Fase II de la Extensión Noroeste.

### HERRAMIENTAS Y RECURSOS DEL PROGRAMA

Los negocios a lo largo del corredor de la

construcción pueden solicitar una evaluación profesional empresarial que realiza el Gerente de Recursos Técnicos de Valley Metro. El Gerente de Recursos Técnicos trabajará con el dueño/gerente del negocio para identificar recursos técnicos específicos en una variedad de áreas, incluyendo comercialización y publicidad, sitio web y presencia en línea, y operaciones generales de la empresa, sin costo alguno para el negocio.

### Eventos Comunitarios

Los eventos comunitarios ofrecen a los negocios la oportunidad de mostrar sus productos/servicios. Los eventos son ampliamente anunciados, y normalmente incluyen actividades familiares, entretenimiento local, y comida.

## Fase II de la Extensión Noroeste

### SOBRE EL PROYECTO

La Fase II de la Extensión Noroeste extenderá el tren ligero hacia el oeste en Dunlap Avenue desde la 19th Avenue, luego hacia el norte en la 25th Avenue y cruzando la I-17 en Mountain View Road con una terminal en el lado oeste de la autopista cerca del Metrocenter Mall. La construcción está en marcha y continuará en áreas a lo largo de la ruta hasta 2024.

El contratista de construcción de Valley Metro, Kiewit/McCarthy, ha implementado un corte de peatones y escuelas y contratación y gastos localizados.

### Dedicado Equipo

Los Coordinadores de Asistencia a los Negocios de Valley Metro trabajan personalmente con los negocios del área para proveerles información y herramientas personales. Los Coordinadores de Participación Comunitaria de Valley Metro mantienen a la comunidad informada sobre asuntos relacionados con la construcción. El personal está disponible 24 horas al día, 7 días de la semana para contestar las preguntas de los dueños/gerentes de los negocios y para responder rápidamente a cualquier asunto que pueda surgir de la construcción. Usted puede encontrar información de contacto en [northwest2.com](http://northwest2.com) o en [valleymetro.org/](http://valleymetro.org/).

### Marketing

Los negocios a lo largo del corredor de la construcción pueden optar por aparecer en materiales de comercialización creados por Valley Metro, los cuales son distribuidos anual o semestralmente a miles de clientes potenciales a través de medios impresos, sociales y digitales. El espacio publicitario se llena rápidamente, así que asegúrese de que Valley Metro tenga su información actualizada de contacto para que usted no se pierda estas oportunidades.

## SOCIOS DE ASISTENCIA A LOS NEGOCIOS

Cada mes estará disponible un Calendario de Recursos de Asistencia a los Negocios que destacará recursos locales ofrecidos a través de nuestros socios.

**Arizona Small Business Development Center (AZSBDC)**  
Jeff Swenson  
480.784.0590  
Arizona Small Business Development Center ofrece muchos servicios y programas para hacer crecer exitosamente a los negocios.

Para apoyar durante la construcción, el centro AZSBDC ofrece los siguientes servicios:

- Asesoría a nivel personal
- Talleres de capacitación

**Black Chamber of Arizona**  
Robin Reed  
602.307.5200  
blackchamberaz.com

El objetivo de la cámara de comercio negra Black Chamber of Arizona es ayudar a los empresarios a acceder fondos de capital a través de capacitación financiera y certificaciones avanzadas que permitan a la empresa calificar para la financiación tradicional y no tradicional.

Muchas pequeñas empresas luchan por calificar para préstamos debido a mal crédito o falta de mismo, falta de garantías, flujo de efectivo y falta de preparación. Este programa tiene como objetivo proporcionar la información necesaria para proveer una ventaja a los dueños de negocios en el momento de solicitar un préstamo.

### Oportunidades y Descuentos de Nuestra Comunidad

El programa de ofertas y descuentos Deals & Discounts promueve incentivos, tales como ofertas de dos por 1, ofertas especiales y otros descuentos que animan el patronio de los negocios. Para participar, un negocio a lo largo de la futura línea del tren ligero ofrece un descuento o incentivo a sus clientes. Valley Metro promueve ampliamente a los negocios participantes a través de medios impresos, sociales y digitales.

### Rótulos

Valley Metro está dedicada a mantener el acceso a los negocios durante toda la construcción – trabajando con los negocios para entender sus necesidades singulares, incluyendo entregas y rótulos de acceso a los clientes. También se proveerán a los clientes.

## PROGRAMA DE ASISTENCIA A LOS NEGOCIOS DE LA CIUDAD DE PHOENIX



La ciudad de Phoenix está dedicada a proveer apoyo SIN COSTO a los negocios de Phoenix a lo largo de la Fase II de la Extensión Noroeste.

Winsome Benjamin  
Business Assistance Coordinator  
602.262.7505 office  
602.558.1729 cell  
[phoenix.gov/econdev/small-business](http://phoenix.gov/econdev/small-business)

### Maricopa County Bar Association

3030 N 3rd Street,  
Phoenix, AZ 85012  
Servicio de Referencias a Abogados



El Servicio de Referencias a Abogados le pondrá a usted en contacto con un abogado para programar una consulta legal inicial. En colaboración con Valley Metro, Valley Metro pagará la tarifa inicial. A usted se le referirá a un abogado con licencia y asegurado, no a un preparador de documentos o asistente legal. Muchos de los abogados en nuestro panel tienen décadas de experiencia. El servicio tratará de encontrar a un abogado cerca de su hogar o su trabajo, y la consulta puede ocurrir en persona o por teléfono. Durante la consulta, usted podrá hablar personalmente con el abogado durante hasta 30 minutos. La consulta no tiene costo para usted. Después de la consulta, cualquier trabajo legal, y el pago por dicho trabajo, será determinado por usted y el abogado.

Si a usted le interesa este servicio, por favor póngase en contacto con

### 19North

1820 W Northern  
Phoenix, AZ 85021  
(602) 677-7797  
info@19north.org  
19North.org



19NORTH es el nombre de la comunidad demarcada por Montebello y Dunlap, 15th Ave y 23rd Ave. 19NORTH Community Alliance Inc (Alianza Comunitaria), es una organización 501c3 sin fines de lucro de Arizona que lidera los esfuerzos de colaboración que reúnen a líderes comunitarios, oficinas de la ciudad, gobierno local, fe, escuelas, negocios y otras organizaciones sin fines de lucro, a fin de trabajar juntos en una visión compartida para la comunidad. Esto se logra a través del desarrollo de relaciones, impulsando el cambio y facilitando la colaboración para la comunidad - lo cual resulta en una "Comunidad Segura y Transitada para que Todos la Disfruten."

### Greater Phoenix SCORE

Jay Gladney  
602.745.7250  
jay.gladney@scorevolunteer.org  
greaterphoenix.score.org

La organización Greater Phoenix SCORE (GPS) cuenta con más de 70 asesores con experiencia en negocios disponibles para ayudar a los dueños de negocios a identificar y explotar oportunidades a fin de mitigar el impacto de la construcción del tren ligero y aprovechar los cambios inminentes para fortalecerse. La organización GPS provee apoyo individualizado a través de asesoría personalizada. La organización GPS le ayudará con la planificación del negocio, identificando y solicitando ayuda financiera o de otro tipo, y apoyará las redes de comunicación entre negocios y otras comunicaciones. La organización GPS trabajará en estrecha colaboración con los otros miembros del Equipo de Asistencia a los Negocios, especialmente con la cámara de comercio negra Black Chamber of Arizona.

## NUESTRA COMUNIDAD

## Fase II de la Extensión Noroeste

## Programas de Valley Metro y de nuestros socios para la asistencia de negocios

