

NALCAB Network Impact Story



Alma del Mar: A Story of Resilience & Support



Alma del Mar is a family-owned Mexican seafood restaurant owned by Marcos & Alma who received support from Greenline Access Capital to become loan-ready, apply for grants, and access capital for their business.

In Philadelphia's Italian market, Alma del Mar stands as a testament to entrepreneurial spirit and community support.

Established in 2020 by Marcos Tlacopilco & Alma Romero, Alma del Mar, a family-owned Mexican seafood restaurant, quickly became a local favorite. However, like many minority-owned businesses, they faced challenges in accessing the capital and resources needed to thrive.

In late 2021, Marcos and Alma were referred to Greenline, a Philadelphia-based organization dedicated to supporting minority-owned businesses. Through a \$100,000 subgrant, technical assistance, and training provided by NALCAB and the Wells Fargo Open for Business grant, Greenline was able to empower local entrepreneurs like Marcos and Alma in their service area.

Greenline's dedicated staff worked closely with Marcos and Alma to become loan-ready, which involved completing a Business Goal Readiness Assessment, applying for various grants from local funders and the City of Philadelphia (successfully securing \$12,500 to date with an additional \$25,000 pending), and facilitating an additional loan from the City of Philadelphia (\$25,000 pending).

Beyond financial assistance, Greenline provided support in marketing and social media strategies, connected Alma del Mar to corporate catering opportunities, and helped secure a long-term lease on an adjacent patio for outdoor dining. Additionally, Greenline conducted a feasibility study on purchasing the restaurant's commercial location, exploring opportunities for long-term stability and growth. The impact of Greenline's support was further amplified when Alma del Mar was showcased as part of a local event attended by over 400 representatives of Certified B Corporations. This exposure, combined with a feature

on the popular Netflix show "Queer Eye" and recognition on Visit Philadelphia's list of "30+ Latino-owned restaurants in Philadelphia to check out right now," significantly elevated Alma del Mar's community profile.

In February 2022, Marcos and Alma reached another milestone by securing their first-ever business loan of \$5,000 for working capital. As first-time borrowers, having the support of Greenline, NALCAB, and Wells Fargo, was invaluable; their success story serves as an example of the transformative impact that targeted support and community investment can have on minority-owned businesses, driving economic growth and fostering vibrant, resilient communities.