

★ Nevada SBDC Success Story ★

DON TORTACO MEXICAN GRILL

"THE NEVADA SBDC HAS BEEN A GOOD RESOURCE FOR SUPPORT AND FREE BUSINESS COUNSELING. THE CONNECTIONS, RESOURCES, AND MARKET RESEARCH WERE VERY USEFUL TO GROW OUR BUSINESS."



- APOLINAR IBARRA

OWNER OF DON TORTACO MEXICAN GRILL, A MINORITY-OWNED BUSINESS IN LAS VEGAS

Apolinar Ibarra built his Las Vegas taco empire over many years. But in 2020, COVID-19 turned the tables, and Ibarra found himself struggling with how to secure the livelihoods of his more than 200 employees. "We tried to keep my employees... we cut a lot of things to try to make it," said Ibarra, "Business came down, like, 30%." Navarro quickly began to assist Ibarra with the U.S. SBA Economic Injury Disaster Loan (EIDL) and Paycheck Protection Program (PPP) applications.

Without these assistance programs, Don Tortaco would have had to inevitably downsize. "The Nevada SBDC has been a good resource for support and free business counseling," said Ibarra. "The connections, resources, and market research were very useful to grow the Don Tortaco business."

The Nevada SBDC helped Don Tortaco Mexican Grill retain over 200 employees during the pandemic due to SBA CARES funding. His restaurants remained open and provided curbside delivery, catering and patio dining.

