



Imago Art LLC

Background

Imago Arts is a cultural center that originated in 2016 in the city of Coral Gables. Currently, we are situated in South Miami. Our center integrates art, music, and literature for individuals of all ages, especially reinforcing the traditions and values of the Hispanic community, aiming to preserve the cultural identity that distinguishes the Latino community.

To achieve this mission, we have four spaces: a bookstore and design object store, an exhibition gallery, and two workshop rooms catering to various disciplines such as art, music, theater, ceramics, all interconnected with the arts in their respective languages. We cater to both children and adults, offering a variety of cultural activities that integrate these three areas.

Our goal this year (2023) is to reach a tipping point where we can cover the costs involved with the center and start generating profits next year. Our mid-term vision is to have our own space and multiple locations throughout Florida, even expanding nationwide.

Solution

Through a training program with Goldman Sachs from January to April 2023, we discovered Prospera. Its emphasis on Hispanic-owned companies was crucial for us, as they understand the challenges we face when starting or running a business. I personally approached Prospera to seek assistance in marketing, a crucial aspect of reaching more people and expanding our reach. From the first moment we met at their offices, there was a clear understanding and a great willingness to support us, providing the tools we needed to elevate our marketing strategies. Prospera Business Consultant Jose Aguinaga's expertise facilitated market research, digital marketing, and other essential services. He has been our private advisor, a diligent collaborator always looking out for us and willing to help.

Thanks to Prospera for their invaluable help; it has been wonderful and has provided us with the access we needed. We are also working on applying for a new loan in the legal area and have many goals and projects to continue growing.

From the Owner

“My advice for entrepreneurs is to choose a venture that aligns with their passion, believe in their business, seek guidance, maintain high ethics, coherence, professionalism, and responsibility, and think about long-term success.”

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