Jose comes from a long line of successful entrepreneurs — he met his future wife, Cecy in 2012, while both were working at his father’s shop — but he aspired to create his own small business success with paletas, an iconic, icy dessert. In 2015 he opened Paleteria San Antonio. “I make paletas as if they were for me, my wife or my daughter,” said Jose, “I make them with a lot of heart so that customers can enjoy them.”

Jose responded to a request for proposal for food retail at San Antonio's iconic Hemisfair Park and won the bid with other businesses. With their LiftFund loan, Jose and Cecy were able to open their storefront at Hemisfair. Now the paleteria has become part of everyday life at the park and continues to grow their flavors.

About LiftFund in San Antonio

LiftFund started serving the great city of San Antonio in 1994. Since then, we’ve served over 4,400 entrepreneurs with more than $59.1 million in small business loans. With every $1 we lend to small businesses, they generate an average economic impact of $14 for their community.
2017 Lending and Impact in San Antonio

Number of Loans: 149
Total Loan Amount: $4.8 million
Average Loan Size: $32,311

Number of Jobs Created: 341
Consultation Hours: 363 hours
SBA 504 Project Lending: $4.9 million

Client Profile

63% Men
37% Women

Our History & Mission

LiftFund is dedicated to providing financial education and credit services to entrepreneurs who do not have access to loans from traditional commercial sources.

We began our work in 1994 in San Antonio, Texas with the mission to connect underserved small businesses with capital and support. Since then LiftFund has grown from serving one city to thirteen states and provided over $270 million to more than 20,000 small business owners throughout our footprint.

We are proud to be fueling the San Antonio business economy. Join us in supporting small businesses by connecting with us today.

Contact us

Call: 888.215.2373
Email: info@liftfund.com
Visit: sanantonio.liftfund.com