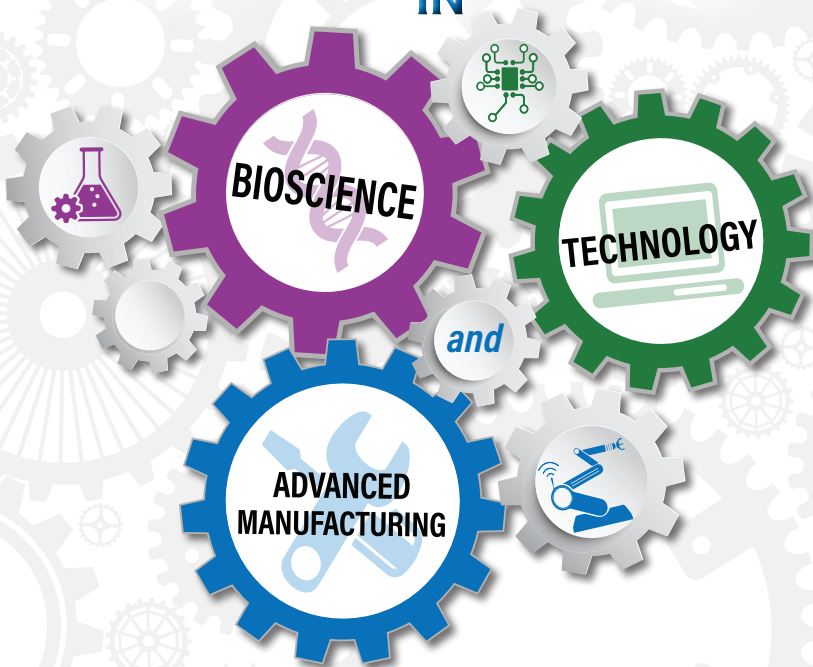




THE BUSINESS CENTER

EDUCATION ENTREPRENEURSHIP CONNECTIONS

# VISIONARIES IN



## IMPACT REPORT 2019-2020

# ***Having the Right Tools Means You're Ready!***



- *Established in 1999, The Business Center is the only virtual-incubation organization serving the businesses and neighborhoods of Northwest Philadelphia.*
- *Our organization works to stimulate the genesis and growth of area small businesses, with a special focus on African-American and women owned businesses.*
- *In addition, we focus technical assistance efforts on small businesses located in or are willing to locate in low to moderate-income areas.*
- *The Business Center sees these efforts as absolutely crucial for energizing neighborhood development and economics.*
- *While we serve all businesses TBC offers special programs for black and brown businesses.*

Ready, Set,  
**Start...**

## **Mission Statement:**

*To equip individuals with  
the necessary tools to  
start, sustain and  
expand their business.*





## *President's Message*

*I recently met in my office with a business owner who wanted to talk about protecting her company's intellectual property. As we were wrapping up that part of the conversation, I mentioned to her that we'd known each other for so long that I'd actually forgotten how we met. She reminded me that we met several years ago at a TBC event during MED Week, when I gave her a consultation on her business plan. At the time, she was in a service business that did well, but she had much bigger ambitions. Today, her business has shifted its focus to product development and sales, her revenue has exploded, and her ambitions are even greater.*

*That conversation made my day. It was not that I thought I was personally responsible for her success, because she was probably going to be successful with or without my half-hour consultation. And, in addition to meeting with me, this entrepreneur received one-on-one coaching, attended numerous workshops, and availed herself of lots of other TBC resources and volunteers. I felt proud to be a part of an organization that helps people like her to create the companies that they want to own.*

*As an entrepreneur and a small business attorney, I know that the difference between success and heartbreak in business sometimes comes down to having the right information, advice, and resources, at the right time. I volunteer with The Business Center because we meet entrepreneurs where they are and equip them with the necessary tools to start, sustain, and expand their businesses.*

*To everyone who has contributed their time, talents, and financial support to TBC, I thank you on behalf of the lives you have helped to change in the small business community. We appreciate you, and celebrate over 20+ years of serving the small business community. We look forward to the next 20 years being even more impactful.*

A handwritten signature in black ink, appearing to read 'B Williams'.

Bernard Williams  
President  
The Business Center

# Dear Supporters

**The Business Center for Entrepreneurship & Social Enterprise (TBC)** is excited to share with you the success of the 2019-2020 year. Despite the impact of COVID-19, TBC remains hopeful of the opportunities that present themselves of contracts and financial support for underserved small businesses.



We have witnessed some great collaborative efforts that have allowed our small business clients to receive COVID-19 relief support to sustain, and expand their enterprises with the SBA Payroll Protection Plan, the Emergency Injury Disaster Loan and special programs designed by the City Commerce Department and State for those businesses located in the community, including the hardest hit in industries such as the restaurants, venues, gyms, etc.

TBC is very proud of the key role it has played in the Northwest small business community and beyond by partnering and doing numerous workshops to address the current needs of each participant in order to provide clarification and technical assistance support during a year of economic challenges, unrest against social injustices and a pandemic with healthcare disparities. For this reason we expanded our offering to small businesses to include developing a stronger social media presence and preparation of tax records.

Additionally, we hope this impact report demonstrates commitment to the success of small businesses and that it will warrant continued support from stakeholders as volunteers, board members, community and corporate partners.

We would also like to thank all who contributed time, expertise, goods, services, and financial contributions in 2019-2020. Your collective assistance allowed and will continue to allow TBC to continue to be seen as a catalyst that provides quality small business programming to youth and adults and to serve as a major player in the small business community.

We reflect with pride on our highlights and accomplishments in 2019-2020 and look forward to another year of service and continued collaboration with those who are working toward a regional investment in small business growth and closing the wealth gap.

Sincerely,

A handwritten signature in black ink that reads "Pamela Rich-Wheeler". The signature is fluid and cursive, with a large initial 'P'.

Pamela Rich-Wheeler, MBA  
Executive Director  
The Business Center



# **A Design Tool Can Help Your Business GROW: ONE ON ONE COACHING**

One on One coaching is sometimes the best way for small business owners to tailor a plan that best suits their needs. It provides mentoring that encompasses support activities, educational programs, and individual consulting. Our monthly business advisory meetings are key to making sure small business owners in Northwest Philadelphia are connected to all the available resources at their disposal. We promote economic development in underserved business corridors by providing entrepreneurs with in-house expertise and building out a strong network of community organizations.



## **KAWANA SHAW**

*Kawana Shaw is a graduate of the TBC Business Plan Course. She was born in Los Angeles, CA. At the age of 22, she migrated to Philadelphia with her daughters. Faced with uncertainties as a mother of 3, she secured her vocation as a rising entrepreneur and innovator of creativity. She became a native*

*in the financial district of Center City as a vendor of products and services - securing and maintaining merchant accounts for manufacturing and distribution of her natural juices. She has served over 20 years to this community - driven by Philanthropy, and a goal to help the inner city youth. Kawana's Venture proceeds were used to start a nonprofit aviation program for young adults between the ages of 13-19. In preparation of obtaining private pilot licensure and experiencing the motto "The Sky is the Limit". She believed that this program encouraged students to gain control and pilot their own pathway. Her initiative gained the support and gratitude of many well known organizations; The Tuskegee Airmen, FAA, and PHL just to name a few.*

..... **CONNECT**

## ***Use a Precision Tool to EMPOWER:*** **SMALL BUSINESS COMMUNIVERSITY**

Aiding small business owners in the development of professional management and entrepreneurial skills has always been our aim. We created The Business Plan Course to give the new entrepreneur a solid understanding of the critical concepts of business startup. Participants also benefit from a vast array of business enhancing workshops that provide guidance for the beginning stages of business development.



### **SERENE WATTS**

*Serene Watts is currently a senior at Lincoln University majoring in Mass Communications. She has always had a keen interest in the idea of entrepreneurship and putting her creativity to the test.*

*Serene is a peer instructor at The Business Center's Youth and Money Camp and after school program. She also served as a assistant counselor for the program. She has enjoyed seeing all of the businesses that each of the campers have produced over the course of each session. Their perseverance and dedication is quite admirable. Serene, herself, is in the beginning stages of her own custom press-on nail business, Pressed by Serenity, along with continuing her hair business, Serenity Crowns.*

# EMPOWER .....

# ***With a Foundational Tool We Will EDUCATE:***

## **YOUTH ENTREPRENEURSHIP PROGRAM**

The Business Center's Youth Entrepreneurship Program is a motivational program that encourages youth between the ages of 7 & 17 to start their own business. This program exposes students to valuable skills that translate into successful business ventures, better job opportunities and enhanced real world skills.

### **ARIANA SANDERSON**

*Ariana Sanderson began her business at the age of 14 called Sweet Cakes Bakery making cupcakes, cookies, cakes and various other delicious delights.*



*Ariana participated in the Youth & Money Camp in 2018. She took part in the Airport Pop-up Shop where she sold her 50 cupcakes in less than an hour. Ariana was also chosen to present her business at the Youth Financial Literacy Workshop presented by the National Coalition of 100 Black Women in collaboration with TBC.*

*Ariana Sanderson is home-schooled through the Philadelphia School District Program. She is in the 11th grade and will major in creative writing when she attends college.*

..... **EDUCATE**



## ZAKIYAH DENNIS

*Zakiyah Dennis is a 16 year old entrepreneur with a business of body lotions named Scented Essentials. She is currently a junior, enrolled in the IB program at Hill Freedman World Academy. She is an honor roll student and her favorite class is Theory of Knowledge. She also is a part of*

*a history club where she has practiced public speaking for the last 5 years.*

*Zakiyah attended the Youth & Money Camp in 2019. In addition she was chosen to present her business at the Youth Financial Literacy Workshop sponsored by the National Coalition of 100 Black Women in collaboration with TBC.*

.....ELEVATE

### ENTREPRENEURSHIP: Promoting Growth, Connections and Development

Number of Jobs Created or Retained	226
Number of People Attending Training Courses, Workshops and Seminars	529
Total Capital Infusion Provided	\$558,503.00
Total Revenue Directly Impacting Philadelphia	\$3,166,000.00
Total Number Provided with Technical Assistance and Coaching	27
Number of Adults Served	331
Number of Youth Served	198

## Board of Directors

**Bernard A. Williams**  
Company Counsel LLC  
Board President

**Judith Exantus**  
Entrepreneur  
Board VP

**Nicole Barrick**  
Entrepreneur  
Board Secretary

**Kern Haynes**  
Greater Phila. Health Action,  
Board Treasurer

**Pamela Rich-Wheeler**  
Executive Director  
The Business Center

**Ezekiel Cannon**  
University of Pennsylvania  
Division of Recreation and  
Intercollegiate Athletics,  
Board Member

**Phil Cuffey**  
1322 Pine Street, LLC  
Board Member

**John Kahler**  
Prospect Productions  
Board Member

**Janine Scaff**  
Entrepreneur  
Board Member

**Barbara Williams**  
The Williams Group  
Board Member

**Veronica Willams**  
Santander Bank  
Board Member



## Board of Advisors

**W. Cody Anderson**  
Chairman & CEO  
Anderson Consulting Group

**James W. Haile, Jr., C.P.M.**  
JWH & Associates

**Michael Rashid**  
Philadelphia Department  
of Commerce

**Ken Weinstein**  
President, Philly Office  
Retail Owner, Trolley Car  
Family of Restaurants

## Host Committee

Councilmember  
**Cindy Bass**  
**Alea Bunch**  
**Lisa Camps**  
**Phoebe Coles**  
**William Dorsey**

Councilmember At-Large  
**Derek Green**  
**Robin Gillespie**  
**Sherry Hill**

State Representative  
**Stephen Kinsey**  
**Janine Scaff**  
**Jimmie Reed**

**Pamela Rich-Wheeler**  
**Anna Smith**  
**Debra Tillman-Bruce**  
**Erica Tunnell**  
**Lillian Warfield**  
**Ken Weinstein**

## Special Invitation

### Become a TBC Member!



#### MEMBERSHIP INCLUDES:

- ✓ 10% Discount on Classes, Seminars, Events
- ✓ Listing on our Member Page
- ✓ 2-hours of Business Coaching
- ✓ 1-hour of Business Assessment
- ✓ Annual Financial Analysis
- ✓ Discounted HR Support
- ✓ Discounted Legal Strategy Session
- ✓ Conference Room Rental Discount
- ✓ Press Release Discounts

-Become a member for \$150 annually



### TBC Youth Entrepreneurship Program

Become a TBC Youth Entrepreneurship Member today for only \$150 annually. See our website for details.



Learn why membership has its privileges.

Join us today! [www.thebizctr.com/membership](http://www.thebizctr.com/membership)

Please contact us for more information:

(215) 247-2473 Ext. 3

[education@thebizctr.com](mailto:education@thebizctr.com) • [www.thebizctr.com](http://www.thebizctr.com)

## Follow Us!



# THE BUSINESS CENTER HIGHLIGHTS 2019-2020

---

- April, 2020 TBC educated 198 youth on starting a business in the public, private and charter schools through workshops and class instruction.
- June, 2020 TBC partnered with Urban League to facilitate a pitch competition focused on makers. There were 15 participants and 3 winners. The prize money totaled over \$5,000.
- October, 2020 Participated in Minority Entrepreneurship Development Week, the first week of TBC provided a seminar on Opportunities for Women and People of Color in Bioscience (a partnership with TBC and Eastern Minority Supplier Development Council), Advance Manufacturing and Technology, Social Media and Business Planning for Millennials. Over 30 participants were served.
- In March, April and July, 2020 TBC educated and assisted over 93 business owners on the Payroll Protection Program, the Emergency Injury Program and completing applications.
- December, 2020 TBC Celebrated the Annual Best Practices in Action and recognized 2 youth, 1 young adult and 1 adult small business members and participants for outstanding youth entrepreneurship community impact and achievement.



## TBC DONOR OPPORTUNITIES: *Donor 2021 Challenge*

I am a proud board member of The Business Center. The mission of TBC is to equip adult and youth with the necessary tools to start, sustain and expand their enterprise. TBC celebrates 20+ years of serving underserved deserving small businesses that wish to have a seat at the economic table. Additionally, it hopes to become sustainable and less reliant on foundations and government for support. With your help that is possible.

*We're proud of the following annual accomplishments:*

- Educated over 100 youth on entrepreneurship
- Educated over 200 small businesses through workshops, seminars and courses
- Received the James Brown Award for Small Business Advocacy from Eastern Minority Supplier Development Council (EMSDC)

Please consider becoming a Sustainer, Ambassador or Hero/Heroine. Please visit our website to join our Donor 2021 Challenge. Send your personal financial contribution in full or in 12 monthly installments to The Business Center. This will enable TBC to develop a new source of external funding to support programming and operating expenses.

Thank you very much for all that you have done and/or your interest to make The Business Center a success these past few years. We look forward to continuing to build a relationship with you. Call (215) 247-2473 ext. 2 for additional information.

*Sincerely,*

*Pamela Rich-Wheeler, MBA  
Executive Director, The Business Center*

### **SUSTAINER - \$1,000**

*(or \$83.33 per month for 12 months)*

Donor receives recognition on all printed material.

### **AMBASSADOR - \$3,000**

*(or \$250 per month for 12 months)*

Donor receives recognition on all printed material and free admission to all TBC networking events.

### **HERO & HEROINE - \$5,000**

*(or \$416.67 per month for 12 months)*

Donor receives free financial health check up of business and feedback assessment of clients recognition on all printed material and free admission to all TBC networking events.

**Please join our Donor 2021 Challenge!**  
**Visit our website to contribute: [www.thebizctr.com](http://www.thebizctr.com)**

# OUR SUPPORTERS



- City Councilmember Cindy Bass
- Congressman Dwight Evans
- State Representative Isabella Fitzgerald
- City Councilmember At-Large Kathryn Gilmore-Richardson
- Councilmember At-Large Derek Green

- Senator Art Haywood, 4th District
- State Representative Stephen Kinsey
- City Councilmember Cherelle Parker
- State Representative Darisha Parker
- State Representative Chris Rabb
- Senator Sharif Street



7500 Germantown Ave  
Elders Hall, Suite 113 • Philadelphia, PA 19119  
(215) 247-2473  
[www.thebizctr.com](http://www.thebizctr.com)