



THE BUSINESS CENTER

EDUCATION ENTREPRENEURSHIP CONNECTIONS



WHERE
DO WE GO FROM
HERE

IMPACT REPORT
2020-2021

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

"It was the best of times, it was the worst of times..." This Charles Dickens quote characterizes the world we have lived in for the past two years. I remember the day Executive Director, Pam Rich-Wheeler, called me to provide technical assistance to businesses requesting Covid relief assistance. Unfortunately, the first telephone interview resulted in a very pessimistic assessment. The company hadn't done their income tax returns for three years, had no accounting system, and had no idea how to construct a business plan.

As a result of that first meeting, The Business Center started a plan to help rescue not only this business but a host of businesses along the way. Over two years, we implemented and enhanced programs to address the business community's needs. These programs have also positioned The Business Center to be an integral part of the business landscape in Philadelphia.

With the anticipated opening of the Innovation Center and our experiences during the Pandemic, The Business Center can serve the business community's needs spectacularly. In addition, our Youth and Money Camp has become a catalyst for the next generation of entrepreneurs.

I want to thank everyone for their time, talent, and contributions to TBC's success for 2021. May we continue to meet the business community's challenges and provide the resources for future success.

Kind regards,

Ronald Williford

Ronald Williford
President
The Business Center

Dear Supporters



The Business Center for Entrepreneurship & Social Enterprise (TBC) is excited to share with you the success of the 2021-2022 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.

Our goal is to always bring relevant topics to the forefront, while helping our community understand how the underserved secure contracts and benefit from legislative activities. I am also hopeful of the opportunities that the future will hold and most importantly we want to make sure there is inclusion and seat at the table. Additionally I am thankful that in a critical time as we continue to fight COVID-19 and deal with social injustices, TBC will continue to rise to the occasion and assist our small businesses with tax assistance, record keeping and social media enhancement. Therefore, we will need that continued support from our stakeholders as we move forward and strive to stay relevant in industries needed for the future.

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.

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.



DAVID SIMMS

David Simms is the Owner of Eatible Delights Catering. He is a graduate of the OIC Philadelphia where he received culinary training. He operated concession stands and worked at restaurants during the early 1990s. David also ran his own restaurant, David's Place on Lehigh Avenue in North Philadelphia.

Simms is also a member of The Business Center and has a new location on Wadsworth Avenue. As a new business in

Mt. Airy he used the membership package to do a focus group and secure feedback from new clients.

He launched Eatible Delights Catering in 1996. After forming the company, Simms was selected to participate in the 1996 All Star game which was his first large scale catering and event coordinating project, serving 750 people, where he worked with Aretha Franklin.

Throughout his years in business, Simms has looked up to some of Philadelphia's most notable African American food entrepreneurs such as Benjamin and Robert Bynum, KeVen Parker and Delilah Winder. "These were some of my mentors but now I have to set my path and I have to be the trailblazer because I know that there are people looking, watching and following," said Simms, who has been mentoring other restaurant owners. Visit www.eatibledelightscatering.com or call 215-236-3000 for more details.



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.



HAKIM BELL

Hakim Bell is a past participant of its business plan course. He was born in South Philadelphia in Tasker Projects. He went to C.W Henry Middle School and also attended Germantown High. Before pursuing the HVAC field Hakim was an electrical mechanic for 6 years at Cardone Industries. The company started moving to Mexico so he made provisions to go to Kaplan Institute to

get certified in the electrical field.

After graduating with honors, he was hired by an Havoc company called First State Mechanical. Hakim didn't know a lot about HVAC, but thrived because of his hunger to know everything. Being good at remembering and retaining information made him a little more advanced than other co-workers when it came to diagnosing machinery. After 8 years the company went out of business. Hakim was frustrated, nervous, scared, not knowing what the next chapter was going to be, a friend said, "Starting a business doesn't sound bad." That same friend helped him work and give birth to Bell Air Solutions LLC. Anything that has to do with air, they can install or service.

He can be reached at 267-979-5983 or bellairsolutions@gmail.com.

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.

ETHAN OREE

Ethan Oree is a student at Henry Elementary School and the owner of Ethan's Lemonade. Ethan started making lemonade when he was 9. He started selling lemonade when his step-mother started catering and thought he could sell the lemonade with the normal ingredients. Then to enhance the ingredients, he added more and more ingredients.



Ethan is a graduate of The Business Center's summer Youth & Money Camp. While in the program he secured a contract with Victoria's Kitchen.

Ethan plans to use the sales from his lemonade to move into his music career. He also would like to be a rapper. In his post secondary education Ethan plans to major in Sound engineering/music at Full Sail University, which offers that major.

Find him on Instagram @lifegave_me_lemons.



Educate



CHARITY CARROLL

Charity Carroll, an honor roll student at Jenks Academy for the Arts & Sciences, is a very creative and has many talents, including singing, dancing, designing, drawing, and organizing/planning. She would like to become a game-changing Inventor and Scientist, and plans to discover solutions to help greatly reduce pollution.

In 2020, Charity attended The Business Center's Youth and Money Camp of Philadelphia, PA, which inspired her to become an entrepreneur. Her first business was making slime. Her second and ever-growing business is CJC Headbands and Bling, also birthed through the leadership, development and training with the Youth and Money Camp.

Charity joyfully lives in Mt Airy, Philadelphia with her parents, Larry and Lillian Carroll, along with her three older sisters and niece, Mariah.

Elevate



ENTREPRENEURSHIP: Promoting Growth, Connections and Development

Number of Jobs Created or Retained	251
Number of People Attending Training Courses, Workshops and Seminars	584
Total Capital Infusion Provided	\$756,000
Total Revenue Directly Impacting Philadelphia	\$3,284,000
Total Number Provided with Technical Assistance and Coaching	93
Number of Adults Served	410
Number of Youth Served	174

Board of Directors

Ron Williford

Board President

Philadelphia Financial Consultants

Janine Scaff, Board VP,

JSS Strategies for Nonprofits

Nicole Barrick

Board Secretary, Entrepreneur

Pamela Rich-Wheeler

Executive Director,

The Business Center

Kelly Garry Burks

Management Solutions Consultant

Group, Board Member

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Prospect Productions

Board Member

Kenya Thompson

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The Williams Group, Board Member

Don Williford, Esq.

Board Member



EDUCATION ENTREPRENEURSHIP CONNECTIONS

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JWH & Associates

Michael Rashid

Michael Rashid & Associates

Ken Weinstein

President, Philly Office

Retail Owner, Trolley Car

Family of Restaurants

Follow Us!



Host Committee

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Alea Bunch

Lisa Camps

Phoebe Coles

William Dorsey

Councilmember At-Large

Derek Green

Robin Gillespie

Sherry Hill

Camara Jordan

John Kahler

State Representative

Stephen Kinsey

Janine Scaff

Jimmie Reed

Pamela Rich-Wheeler

Anna Smith

Debra Tillman-Bruce

Erica Tunnell

Lillian Warfield

Ken Weinstein

Special Invitation



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



**Become a
TBC Member!**

*Learn why membership
has its privileges.*



TBC Youth Entrepreneurship Program

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

Join us today! www.thebizctr.com/membership

Please contact us for more information: (215) 247-2473 Ext. 3
education@thebizctr.com • www.thebizctr.com

THE BUSINESS CENTER

Highlights

2020-2021



- **November, 2020 - August, 2021** - Educated 174 youth on starting a business, career development and financial literacy in the public, private and charter schools through workshops and online course instruction.
- **June, 2021** - TBC partnered with the Urban League and Eastern Minority Supplier Development Council to facilitate a Pitch Competition focused on food companies. There were 15 participants and 3 winners. The prize money totaled over \$5,000.
- **August - October, 2021** - Coached the MonMetro Chamber of Commerce in Braddock, PA on establishing its structure and providing small business workshops. This will impact revitalization and growth in the area.
- **October, 2021** - Provided seminars on Growth Strategies for Natural Beauty and Cleaning Product Business, Business Planning for the Young Adult Entrepreneur, and Staying Out There - Social Media for the New Normal (which included a free media tool kit).
- **October - December, 2021** - Coached and educated approximately 100 business owners of color on the Emergency Injury Disaster Loan Program and completed applications by conducting workshops providing one on one coaching and appearing on WURD twice during drive time. TBC also trained and coached 410 small businesses of color on business development.
- **December, 2021** - TBC celebrated virtually the Annual Best Practices in Action and recognized 2 young adult business community members, 1 corporate partner, 1 team member and 2 educators and 2 participants for outstanding youth entrepreneurship community impact and achievement. TBC also provided a virtual networking opportunity at the beginning of the event. Lastly the Mistress of Ceremonies was Cherri Gregg, news anchor at WHYY and panelists Necholas Noel, President of MiFFEC, Derrick Pitts, Chief Astronomer of The Franklin Institute, and Eugene Richardson, Tuskegee Airman. The topic was "Where Do We Go From Here - Opportunities for Women and People of Color in Structural Design and Mobility Industries."



TBC DONOR OPPORTUNITIES: *Donor 2022 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 2022 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. Please 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.

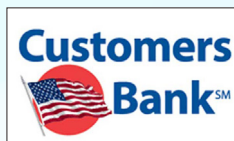
HERO & HEROINE - \$5,000

(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 2022 Challenge!
Visit our website to contribute: www.thebizctr.com

OUR SUPPORTERS



- City Councilmember Cindy Bass
- Congressman Dwight Evans
- City Councilmember At-Large Derek Green
- State Senator Art Haywood
- State Representative Darisha Parker

- State Representative Stephen Kinsey
- City Councilmember Cherelle Parker
- State Senator Sharif Street
- Harold Cost



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