

The background of the cover is a dark blue aerial night photograph of Philadelphia. The City Hall building is a prominent feature in the center-left. A large, white, curved arc graphic sweeps across the middle of the image, framing the text.

Scaling FOR SUSTAINABLE GROWTH *in Philadelphia and Beyond*

IMPACT REPORT
2021-2022

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

Albert Einstein said, ***“Creativity is seeing what others see and thinking what no one else ever thought.”*** During the past year, The Business Center has been very busy increasing our agenda to assist businesses needing technical assistance to either start or scale operations. In addition, we incorporated programming to promote wealth creation via acquiring real estate for the business owner. We conducted workshops on how to become qualified to purchase real estate.

Some of the highlights of 2022 included our first music concert/workshop in collaboration with the Arpeggio Jazz Ensemble featuring an array of local talented musical talent. The concert's goal was to create a forum for discussion about the music business. In addition, we continue to complete our Innovation Center project, and our online business planning course is finishing its fifth session.

Looking to the future, The Business Center will continue to position itself as one of the premiere resources for technical support of the underserved sector and youth of our community. With your help, we will be able to accomplish our goals.

Thanks to all of our stakeholders for your time, talent, and contributions to The Business Center. May we continue to provide the business community with the tools to accomplish our collective goals.

Respectfully yours,

Ronald Williford

Ronald Williford
Board President

Dear Friends, Family, Colleagues and Supporters:



We recognize the impact and contributions of The Business Center (TBC) to the small business community in Northwest Philadelphia and beyond; assisting with business planning, financial assistance, manufacturing, marketing, tax management and social media.

Over the past 24 years, countless small businesses have started and expanded with the help of our collaborative partners. Together our impact allows us to serve deserving small businesses led by women and businesses of color.

Additionally, TBC delivers one-on-one coaching, training and technical assistance in all aspects of small business management.

Throughout the past year, TBC has become even more critical to the small business owners, assisting clients to complete loan packages, file taxes and compete for contract opportunities. Lastly, we highlight the TBC accomplishments and services, along with client successes.

We look forward to continuing to serve the small business community in the coming year.

Sincerely,

A handwritten signature in black ink that reads "Pamela Rich-Wheeler". The signature is fluid and cursive.

*Pamela Rich-Wheeler, MBA
Executive Director
The Business Center for
Entrepreneurship & Social Enterprise*



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.

CORINNE GREEN, HR MOM



Corinne has a human resource company and has successfully completed TBC's Business Course last year. Since, she has won numerous financial awards. She has serviced over 20 organizations in the Greater Philadelphia region and placed over 50 individuals in the small business workforce since its inception in 2017! The HR MOM team of 4 does its work remotely and on-site with its clients. HR MOM is there for clients every step of the way. She is also a member of The Business Center. The HR MOM way blends empowerment and motivation, through

vivid illustrations and real-life experiences in their work, organization members will walk away feeling revived and willing to work towards their newly found business goals. HR MOM prides itself on its ability to cater services towards the organizations goals and believes in bringing enthusiasm and creativity to planning sessions. One of their major accomplishments is the establishment of policies and procedures for operating, recruiting talent, and building talent pipeline program, often hiring directly from the community in which organizations are place. HR MOM has been able to add more stability to the training operations, implement new standards, and best practices that are operational in many small businesses

As an active member of Society of Human Resources (SHRM), Corinne is connected to the finest resources and strategies in the industry. Her ability to work with small business owners to apply big business strategies to their growing organization has been proven to add value and increase revenue. She is a firm believer in small businesses working as big businesses NOW! As a champion of learning, she has worked as an Adjunct Professor of Communications Studies at a variety of colleges and universities in the Greater Philadelphia Area. For the past 20 years, she has been teaching scholars business communications, public speaking, and communication theory and research at Penn State University (Brandywine), Delaware County Community College, Cheyney University of PA, Lincoln University of PA, West Chester University of PA, and Thomas Jefferson University, and many more! Corinne resides in Philadelphia, PA with her husband Justin, daughters Naomi and Faith.

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.

AARON HOLLINGSWORTH



Aaron Hollingsworth is the Owner/Operator of Grocery Outlet in Mount Airy, an extreme value grocery retailer offering big savings on brand name products every day. He has 26 years of experience in the wholesale, convenience store and value channel retail sectors. He has been recognized as a leader in strategic planning, product development, negotiating, inventory & category management.

Mr. Hollingsworth hails from the great city of Detroit, Michigan and holds a bachelor's degree in Business Administration with a concentration in Accounting from Stillman College in Tuscaloosa, AL. He is joined by his wife Chyrese Hollingsworth, a nurse practitioner with a VA Hospital in Philadelphia. Together they have 4 children - Sam, Kirsten, Simone and Micah. They value community and fell in love with Mt. Airy since it is a place that is reminiscent of the type of community that they both grew up in.

They believe they are here to be a blessing to others and are eager to serve the Mount Airy community with a store that reflects community pride, WOW savings and friendly customer service. Aaron is a member of The Business Center (TBC) and has collaborated with the organization to host community small business events. mountairy@groceryoutlet.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.

BREA TURNER

Brea Turner is a student at Penn Charter High School. She is a graduate of the Youth & Money Camp at TBC.

She is a vibrant, playful (yet serious), beautiful, math loving soul who gets excited about sprinkling her magical dust all over the world. She loves singing, acting, and dancing. She is mostly in Philadelphia, however she performs and showcases her work all over the tri-state area. When she is not studying for school, or practicing her Sabre techniques, she is busy sewing pillowcases, dog collars and other fun items for her community.



This hobby led her to create her business, Brea's Magical Life - "The place where BIG ideas are celebrated, magical dreams turn to reality, and having fun is mandatory." At her latest show, Soiree in the Cities, she was the youngest African-American Entrepreneur showcasing her custom pillowcases and dog collars.

Educate

JAYLEN SANDERSON



Jaylen Sanderson is a graduate of TBC's Youth & Money Camp. He is a student at Philmont Christian Academy and plays football with the Ivy Hill Saints. He also spends part of his time being home schooled.

Jaylen's Lawn Service is his year round lawn care business. He plans to use the money earned from his Lawn Service to purchase a car. He resides with his parents, sisters and brother. Carroll, along with her three older sisters and niece, Mariah.

Elevate

ENTREPRENEURSHIP: Promoting Growth, Connections and Development

Number of Jobs Created or Retained	250
Number of People Attending Training Courses, Workshops, Fairs and Seminars	1,600
Total Capital Infusion Provided	\$650,000
Total Revenue Directly Impacting Philadelphia	\$2,500,000
Total Number Provided with Technical Assistance and Coaching	50
Number of Adults Served	395
Number of Youth Served	1,205

Board of Directors

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Erica Tunnell

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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*

2021-2022

- **September, 2021 - August, 2022** - Educated and served 1,205 youth on starting a business, career development (through an HBCU College Fair at Martin Luther King High School) and financial literacy in the public and charter schools through workshops and online course instruction.
- **June, 2022 - November, 2022** - TBC partnered with the Global Entrepreneurship Week, 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 \$8,000 and marketing services valued at over \$5,000.
- **July, 2022** - Became a Verizon Small Business Development Partner to serve 150 small businesses with free webinars, coaching and industry networks.
- **September, 2022** - Developed an Oats Partnership with AARP to increase digital literacy amongst 225 older adults.
- **October, 2022** - Provided seminars on Growth Strategies for Businesses ready to scale and Business Planning for Entrepreneurs during Minority Economic Development Week.
- **November, 2022** - Partnered with EMSDC and Habitat for Humanity to construct a Contract Small Business Incubator Program.
- **October - December, 2022** - Coached and educated approximately 50 business owners of color on filing and completing tax applications by conducting workshops providing one on one coaching and appearing on WURD twice during drive time. TBC also trained and coached 395 small businesses of color on business development.
- **December, 2022** - TBC celebrated in person the Annual **Best Practices in Action** and recognized 2 adult business community members, 1 educator and 2 participants for outstanding youth entrepreneurship community impact and achievement. TBC also provided a networking opportunity at the beginning of the event. Lastly panelists Kelly Garry Burks, CEO of Management Solutions Consulting Group, Lin Thomas, Chairman and CEO of Supra Office Supplies and EMSCO Scientific Enterprises, Inc., Timothy Roseboro, Vice President and Sr. Business Consultant, JP Morgan Chase Bank. The topic was "Scaling for Sustainable Growth in Philadelphia and Beyond."



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 2023 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*

TBC DONOR OPPORTUNITIES: Donor 2023 Challenge

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 2023 Challenge!
Visit our website to contribute: www.thebizctr.com

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- City Councilmember Cindy Bass
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THE BUSINESS CENTER
EDUCATION ENTREPRENEURSHIP CONNECTIONS

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