



THE ENTERPRISE CENTER

Annual Report | FY21

INTRODUCTION



This past year has been a time for history books: a global pandemic, racial reckoning, and economic devastation. We have experienced one of the most challenging times in history. While it will take some time to recover and rebuild all that we have lost, we can take some comfort in knowing that this time of transformation has helped us better recognize what is truly important, which is to dig even deeper into building our community's talent, creativity, and commitment to economic prosperity for all.

Unfortunately, many of the local businesses still rebuilding from last summer's civil unrest were hit again following the devastating death of one of our neighbors, Walter Wallace Jr. We came together to pick up the pieces, starting a fund to raise money for those affected. Our MBDA Coronavirus Response and Relief Center team has supported entrepreneurs with the services they need to remain competitive from accounting and financing to marketing workshops. We have also partnered with several minority-focused local chambers of commerce and business organizations in late 2020 to help prepare minority entrepreneurs with the tools needed to obtain an equitable share of PPP loans.

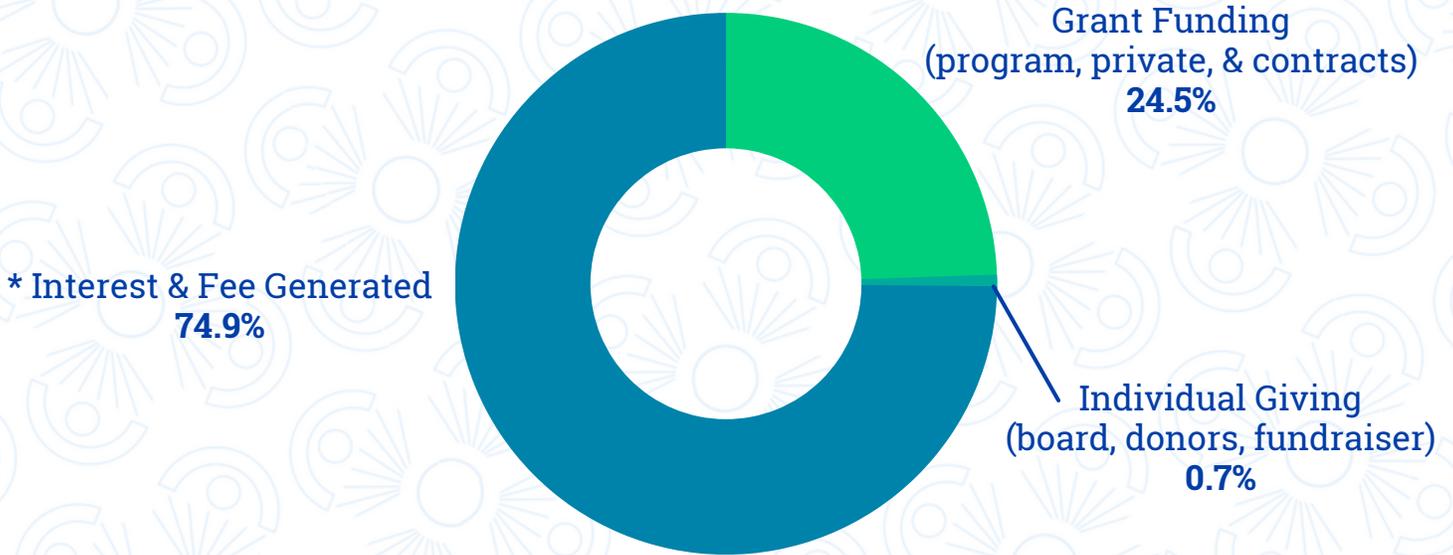
While we are proud of our efforts to spearhead an equitable recovery for the small business community, our work is far from done. We must harness the wave of support we have seen for Black and Brown businesses to create lasting change. Simply surviving the challenges of the pandemic is not enough. We need members of the community to echo our call for lawmakers and business leaders to provide minority-owned businesses with the resources and support they need to expand and thrive for a truly inclusive future.



Della Clark

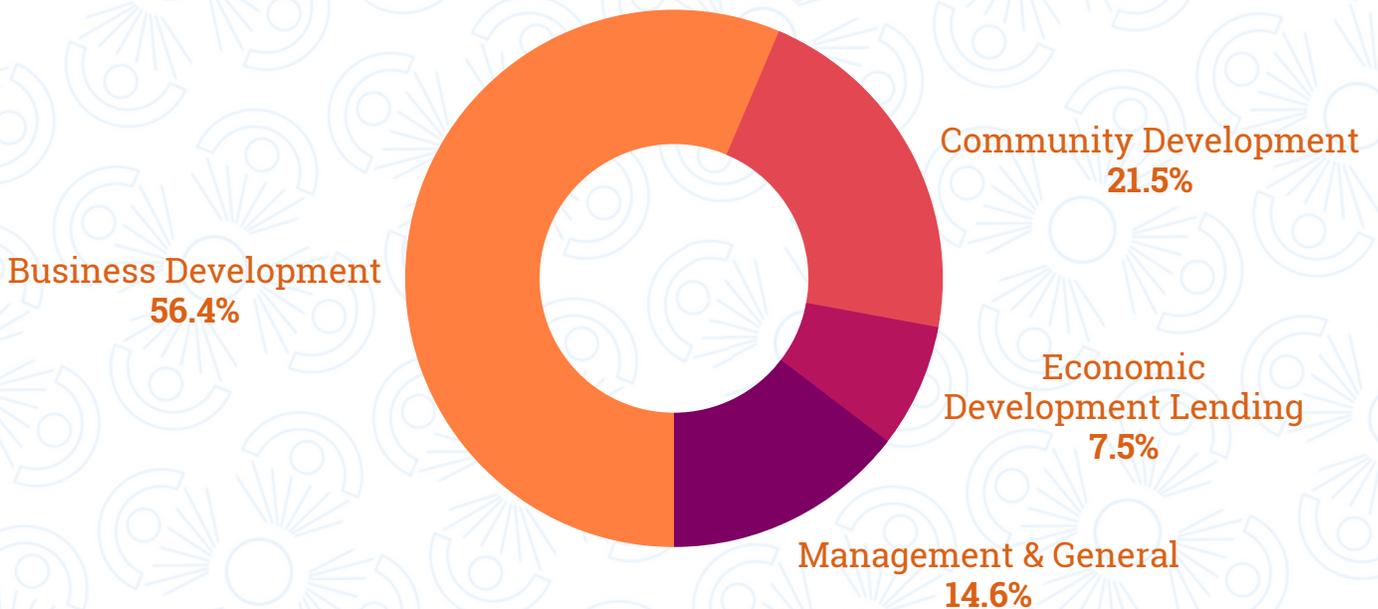
President & CEO, The Enterprise Center

REVENUE



* Interest & Fee Generated income demonstrates a significant one time increase due to PPP allocation

EXPENSES





The Business team is helping clients adapt to pandemic conditions and plan for recovery.

Hot Off the Press

The idea was already in the works before COVID: what if The Enterprise Center used our organizational newsletter to share useful resources and opportunities for small businesses? When we launched our revamped newsletter during the pandemic, it became a valuable guide to the latest funding opportunities, online events, and news affecting our clients. To date, we have released **87 resource newsletters** to an audience of **over 14,800**.

Spotlight: The Power of Cross-Sector Collaboration



We launched the **Commercial Cleaning Consortium** to serve as a model for how investors such as Social Ventures Circle, major institutions, and intermediaries like The Enterprise Center can come together with funds and contracting opportunities for minority businesses. While the cleaning industry is one of the few that has thrived during COVID-19, many small Black and Brown firms lack the resources to take advantage of the new opportunities. The Commercial Cleaning Consortium prepares

minority and women-owned firms with the professional certification, equipment, training, and financing they need to win COVID-19 disinfection contracts.



Lessons Learned: Relief and Recovery

Our **MBDA Coronavirus Response and Relief (CRR) Center** is a new resource for businesses recovering from COVID-19. CRR hosts workshops on in-demand topics such as access to capital, financial management, and digital marketing. We began by offering introductory webinars but found that business owners wanted deeper engagement and help with applying the material hands-on. We then reworked our webinars into interactive workshops and provided opportunities for clients to meet one-on-one with expert consultants.

bit.ly/mbdacrr

Meet the MBDA CRR Center's
Expert Consultants

Offering FREE virtual office hours to advise qualifying, minority-owned businesses in the areas of:

- Finance & Accounting
- Digital Marketing
- Business Taxes
- Business Development & Sales

Logos: BLUEPRINT, FAITH T. CONNOR, MAJOR, THE ENTERPRISE CENTER

A New Direction: S&B Organic Cleaning Services

31 Cleaning Consortium businesses certified in sterilization procedures

878 businesses served by the CRR Center

Sharon Leaks Morgan runs **S&B Organic Cleaning Services**, a green, allergy-friendly cleaning business. COVID-19 largely eliminated opportunities for residential cleaning, leaving S&B almost entirely out of business for three and a half months. The Enterprise Center provided Sharon with a loan for material, supplies, and working capital so that she could adapt and relaunch her business as a provider of COVID-19 disinfection services. S&B has since joined the Commercial Cleaning Consortium and is the first business approved for a Consortium loan.



The Capital team's priority is connecting our clients with relief funds they need to weather the pandemic.

Flexible Funding



COVID Loans: We made a total of \$2.65 million in loans to 33 businesses through our relief funds.



Business Relief Grants: We partnered with the Commonwealth of Pennsylvania and the PA CDFI Network to award grants to small businesses through the COVID-19 Relief Pennsylvania Statewide Small Business Assistance program. With our support, 730 businesses received \$13 million in grants.



Inclusive Partnership Grants: In partnership with the Philadelphia 76ers Buy Black Campaign, we awarded a total of \$500,000 in grants to 66 small Black-owned businesses in the Greater Philadelphia region.

Spotlight: A True Intermediary

COVID-19 has heightened the urgency of expanding our lending to reach as many as possible, closing the gaps that separate disadvantaged businesses from government and bank services. As a **Paycheck Protection Program (PPP)** lender, The Enterprise Center saw firsthand that minority businesses struggled with application paperwork. In response, we partnered with area Chambers of Commerce and the **Urban League of Philadelphia** to launch the Get Your Documentation Ready NOW Campaign to help minority businesses prepare their documentation in advance.



Lessons Learned: The Need for Speed

Businesses facing catastrophic losses during COVID-19 cannot afford to wait for relief, and the unprecedented volume of loan requests over the past year has shown us how we can improve the speed and scale of lending. We are upgrading our technology and streamlining our loan application process to expand lending capacity and make it easier for business owners to **apply online from any location**.



Over \$105.5M in PPP loans processed by The Enterprise Center and partner organizations

Over \$485.7M processed by all partners

Value of Mentorship: The 360 Group of Companies



The 360 Group of Companies (360GOC), a collaboration of organizations that offers program management, facility management, emergency response, and government contracting, has adapted to COVID-19 by connecting small cleaning businesses with sanitization and sterilization projects. By training and growing smaller minority companies, 360GOC demonstrates the impact successful minority businesses can have as mentors. **CEO Mike Brown** (pictured left) has a long history of working with The Enterprise Center, and we are proud to have made an equity investment in 360GOC this year.



COMMUNITY DEVELOPMENT CORPORATION

The Community team's COVID-19 response not only supports local economic and health needs, but also aims to strengthen community ties in a time of social distancing.

Community Meal Initiative



Many of the 8,000 residents in West Philadelphia's Walnut Hill community have struggled to afford food due to loss of income, price gouging, and reduced public transportation services during the pandemic. With the help of partners, the **Walnut Hill Community Association**, and one of our clients, **Authentic Ethnic Cuisine**, the Community Meal Initiative raised \$40,000 in donations and gave out 4,000 balanced meals over eight weeks during the summer.



Spotlight: Redefining Prosperity

The past year's protests for racial justice remind us that as we address the immediate impact of COVID-19, our wider mission targets the roots of racial and economic inequality in West Philadelphia. The Community team's main focus area stretches **between the 46th and Market and 52nd Street train stations**. To bring new investment and prosperity to our neighborhoods without the negative effects of gentrification, we seek to involve community members at all stages of our projects, such as by surveying the community's priorities for safety and comfort improvements on 52nd Street and by hiring **100% local minority contractors** for the construction of our new satellite office.



Lessons Learned: Flexible Financing

During COVID-19, we have seen that flexible funding options are essential for small neighborhood businesses that need to avoid taking on too much debt. Financing must include the right combination of loans and grants for each business. Now, with donations from our supporters, The Enterprise Center has begun making **direct grants to local businesses**. We will continue to explore ways to provide flexible financing in addition to our loan services. Most businesses that closed due to the pandemic and civil unrest, including the most severely affected, have now reopened.



Standing Strong: Struttin' Lightly

For 20 years, Gwendolyn “Ms. G” Hosey of **Struttin' Lightly** has been keeping 52nd Street in style with accessories from bags and jewelry to hats and sunglasses. Ms. G was already dealing with a damaged and leaking roof when loss of revenue from COVID-19 pushed repairs further out of reach. Like many small business owners, Ms. G spent hours filling out applications for funding only to be denied. She asked for assistance from our staff, and with their support she successfully applied for PA state and LISC Recovery grants. We then partnered with **Rebuilding Together Philadelphia** to repair Ms. G's roof at no cost to her.



Kimberly Davenport | JUNE 2021



Resource Center

In June of 2020, we opened an **satellite community resource office at 5243 Market Street**. These plans were fast-tracked to meet the challenges faced by corridor businesses and community residents affected by the pandemic and civil unrest. In FY20-21, we assisted 94 residents, helping them access resources related to rental assistance, home repair programs, job opportunities, and more.

BY THE NUMBERS



1,648 jobs created or retained

\$67M in client contracts

1,273 clients served

\$2M in loans



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The Enterprise Center



@tecwestphilly



THE ENTERPRISE CENTER

BUSINESS | CAPITAL | COMMUNITY



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