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Starting, Growing, & Expanding Black Business in RAD



**BLACK WALL
STREET AVL**

www.blackwallstreetavl.com



Impact of COVID on Black Business



Institute for
Policy Studies

MORE Black Businesses but
they made **Less REVENUE**



A Black Owned Business
Owner makes **12 times more**
than a Black person who does
not own a business.



BLACK WALL STREET **AVL**

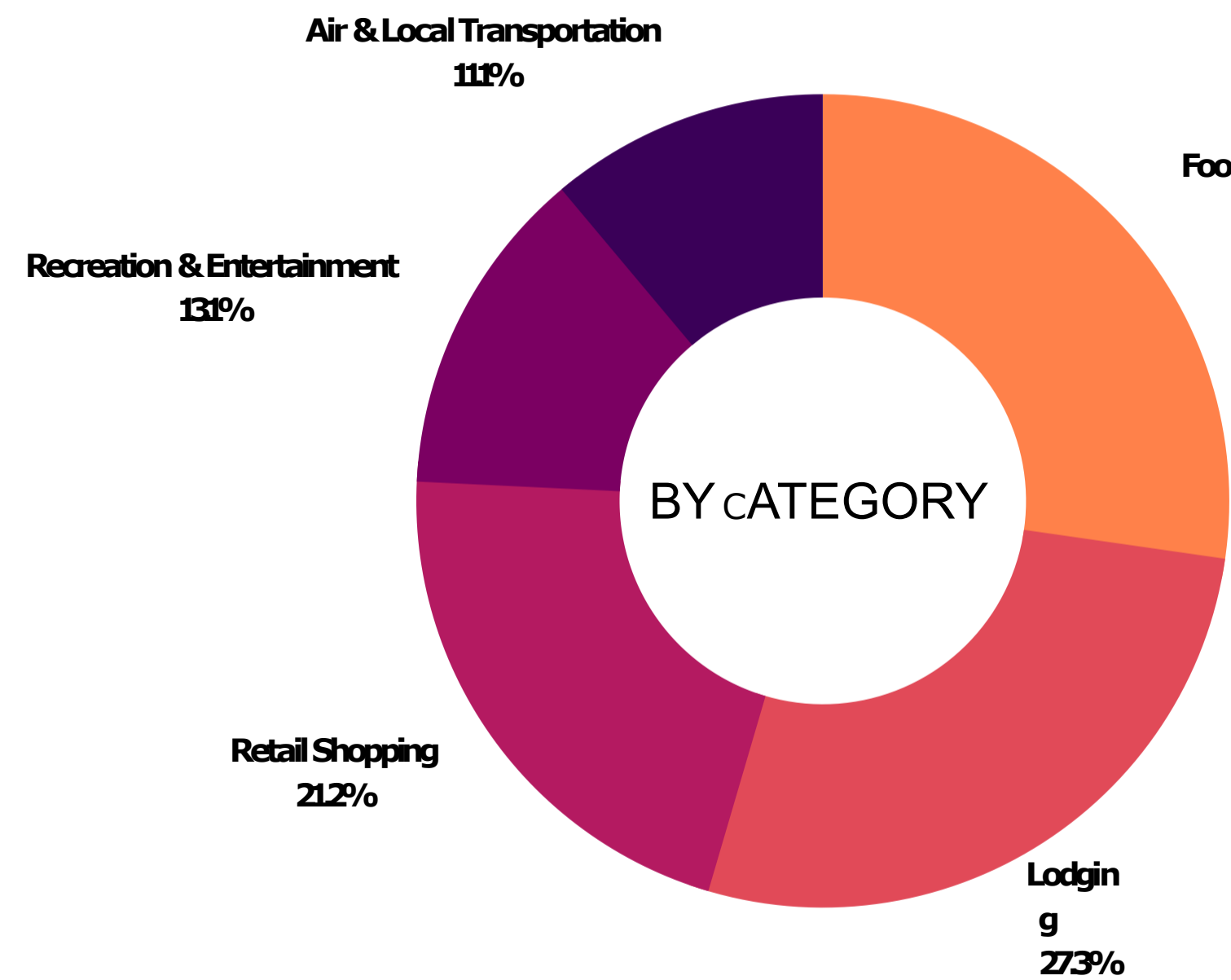
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DURING COVID we:

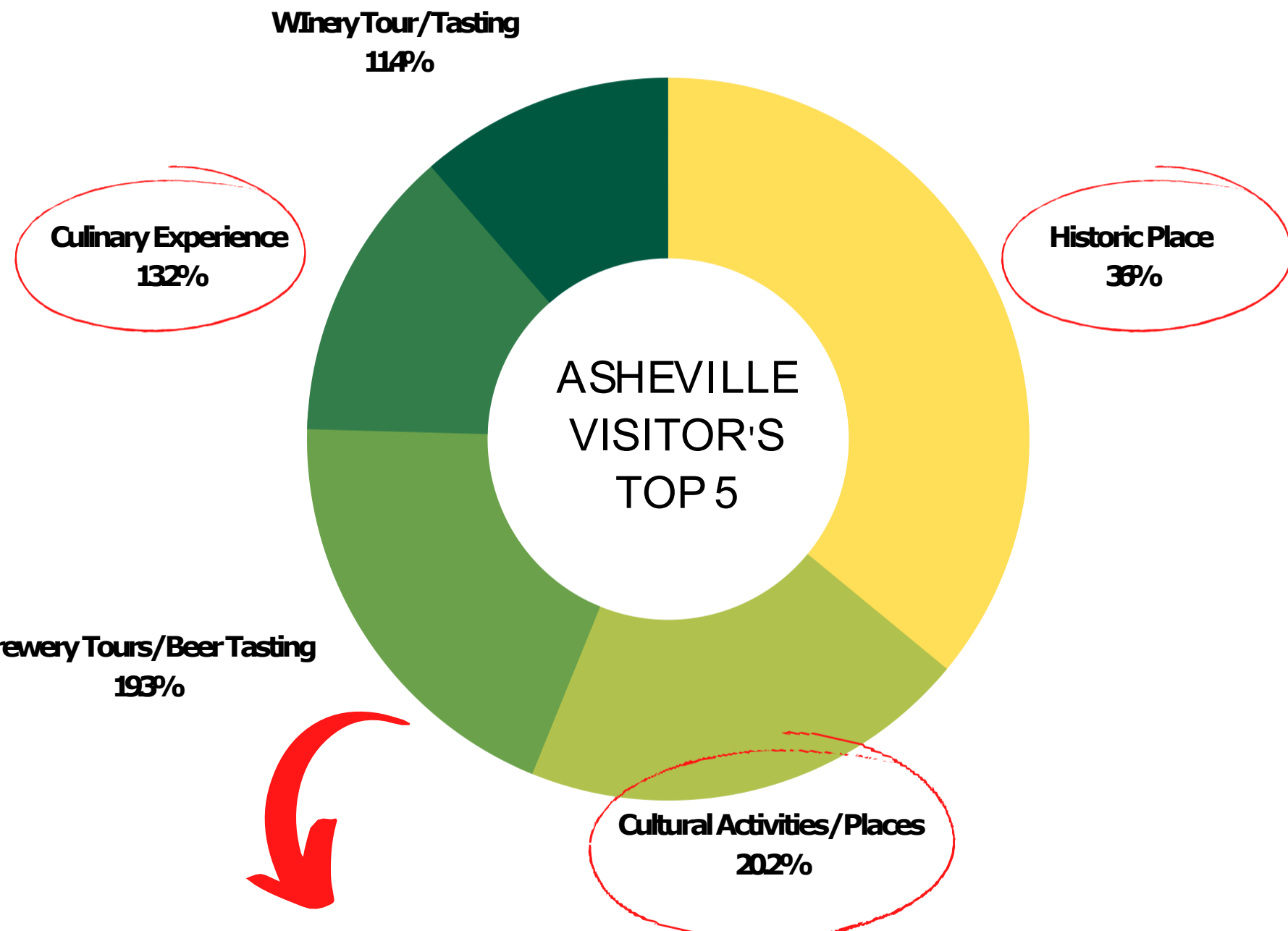
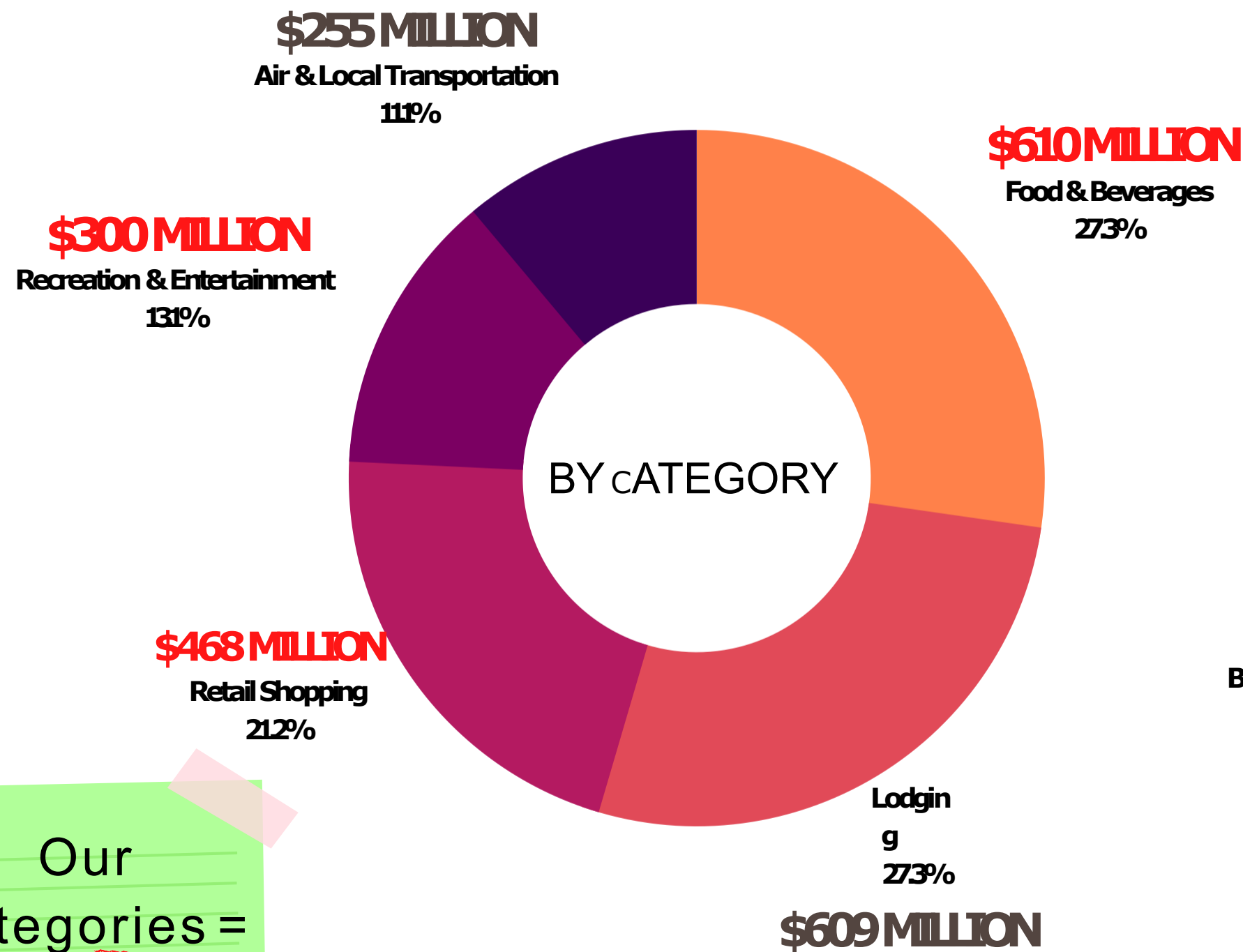
We are nationally featured in FORBES Magazine for Black Wall Street

- Enrolled **51 Black Businesses** in our cohort
- Generated **\$391,048 in revenue**
- Served **9,321 customers**
- Created **10 jobs (hired 19 people)**
- Attracted more diversity to the **River Arts District**
- Connected the growing artist community & the local resident community in one location
- Awarded **3rd Best Coffee Shop** in the State of North Carolina
- Were featured on the **NC State Dept. of Health and Human Services**
- Created GRINDfest - **Asheville's newest festival** and a celebration of Black Business and Entrepreneurship.
- Hosted **4000+ people, 36 sponsors, and visitors from 19 states**

Visitors Spend \$2.2 Billion yearly



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As a Black Business Hub, we meet their desired interests when visiting
79% at the Location
35% from the Location

Our categories =
62%
\$1.36 Billion



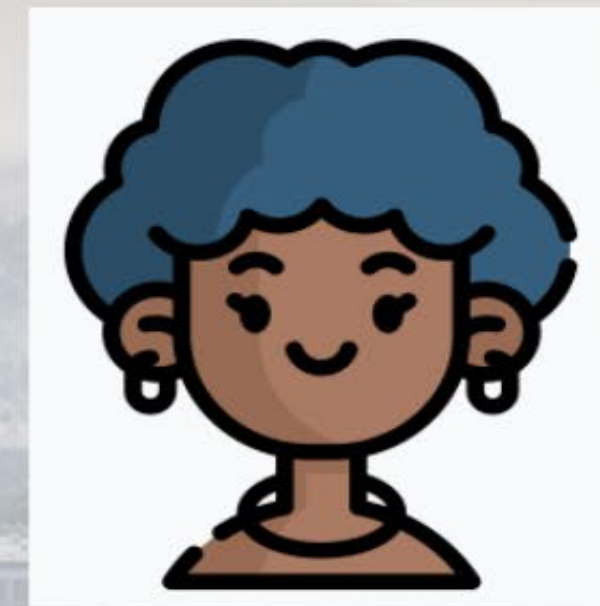
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57

BLACK BUSINESS OWNERS

are members of Black Wall Street Cohort



25 OUT OF 57

are under the Less than \$20,000 category

19 OUT OF 57

are under the \$20,000 - \$44,9999 category

9 OUT OF 57

are under the \$45,000 - \$139,9999 category

1 OUT OF 57

is under the \$140,000 - \$149,9999 category

2 OUT OF 57

are under the \$150,000 - \$199,999 category

20 OUT OF 57
ARE MEN

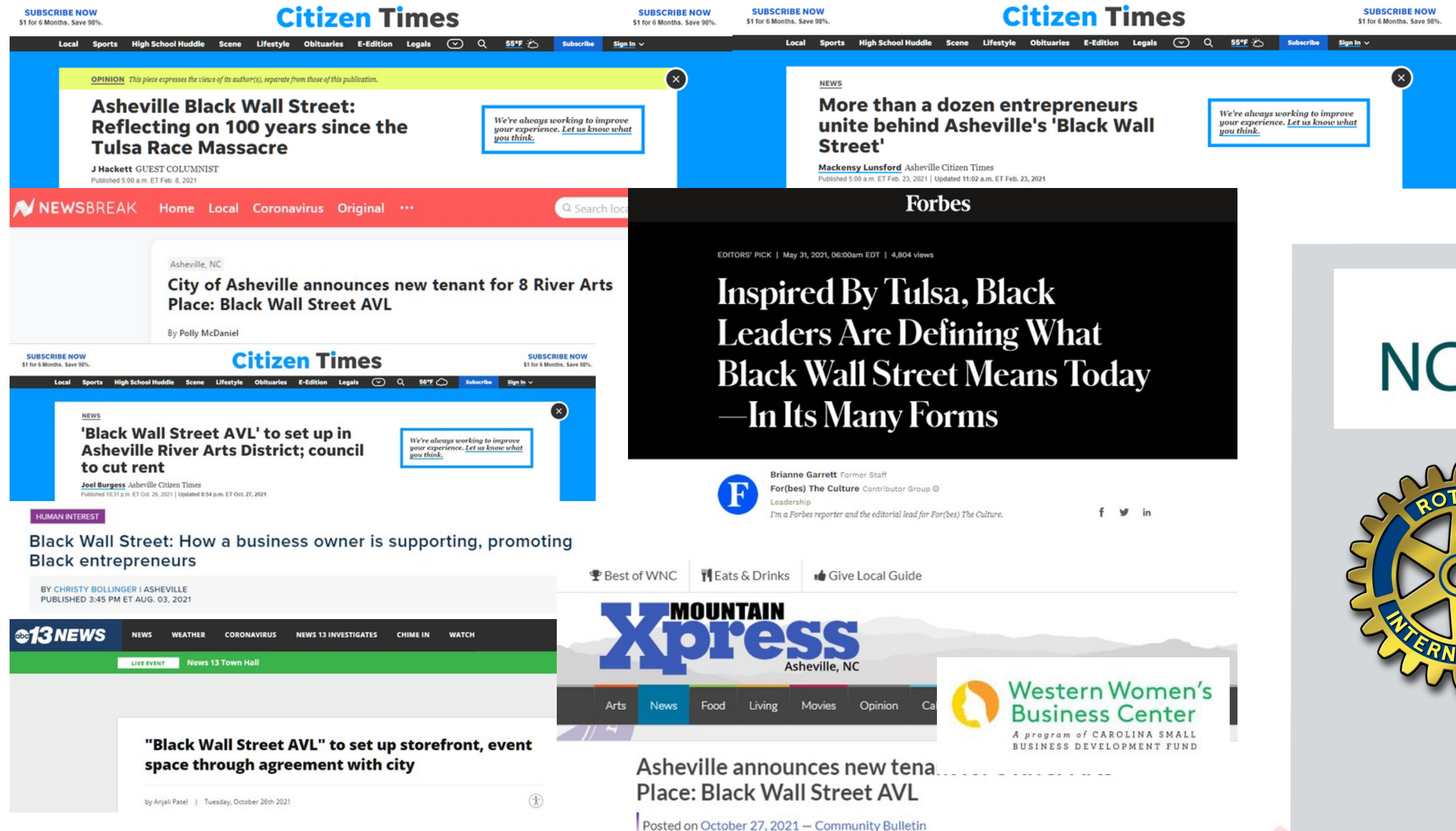
37 OUT OF 57
ARE WOMEN



4 OUT OF 57
OF OUR COHORT MEMBERS

13 OUT OF 57
OF OUR COHORT MEMBERS

Alone we can do so little; together we can do SO MUCH!



OUR SUPPORTERS

Gap between what we have now and what people need to get there

**Great Business Development
Partners/Effective Programs**



**We bridge the gap and prepare people
for engagement with Great Partner
agencies.**

GAPS:

- **Lack of BIPOC participation**
- **Lack of Cultural Responsiveness**
- **Singular model vs cohort Model**

This is actually just the next phase of growth of entrepreneurial spirit here in Asheville!

We've got a permanent building for

\$1 / yr

saving us a substantial amount of

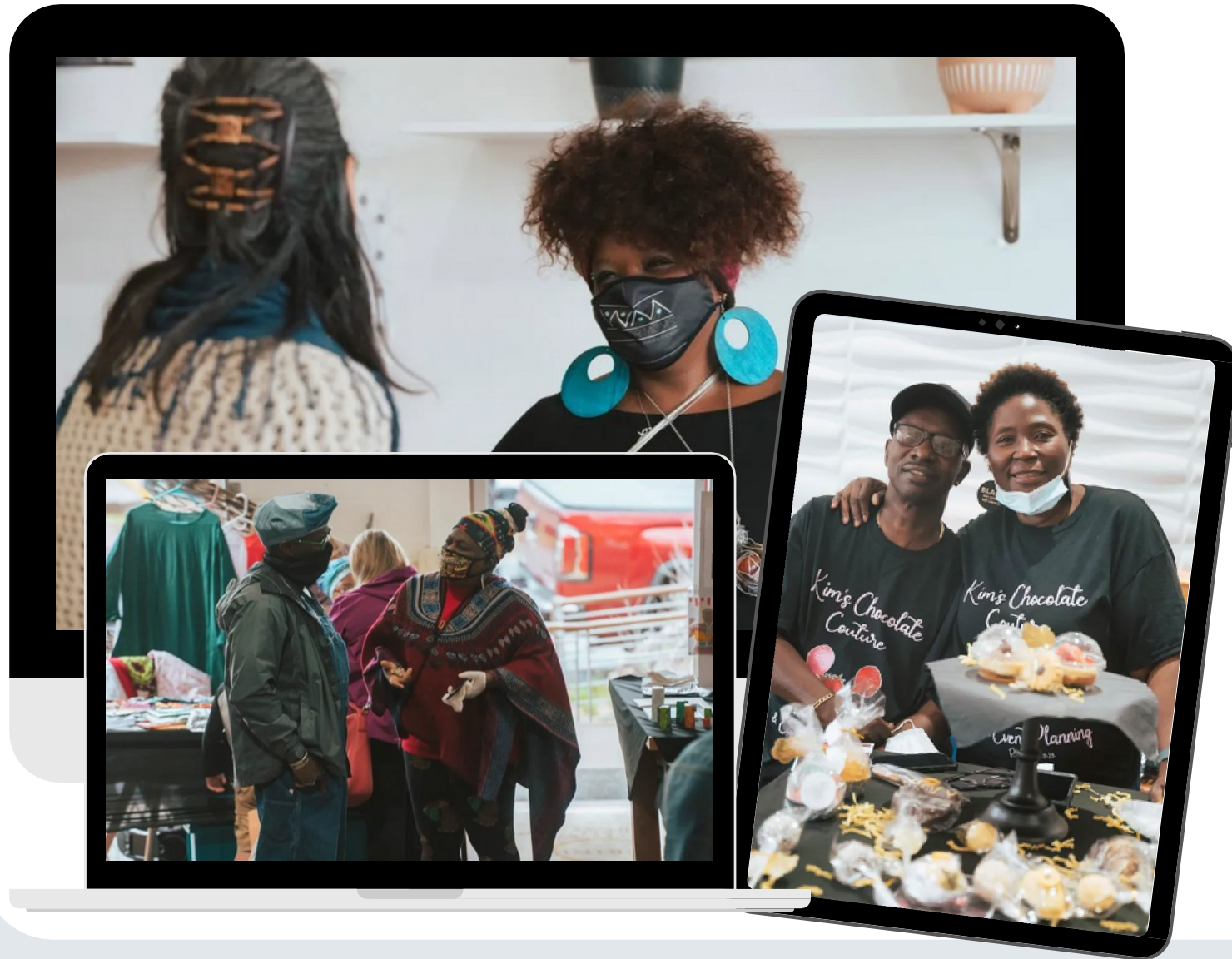
**\$18,000 a year for the next
10 years**

These savings will give us more funding for other projects and strategic opportunities for the good of the Black Wall Street AVL Community.

Moreover, the permanent building will help build their market to gain more sales, given the high level of foot traffic in and around the area, which will expand their business horizon.



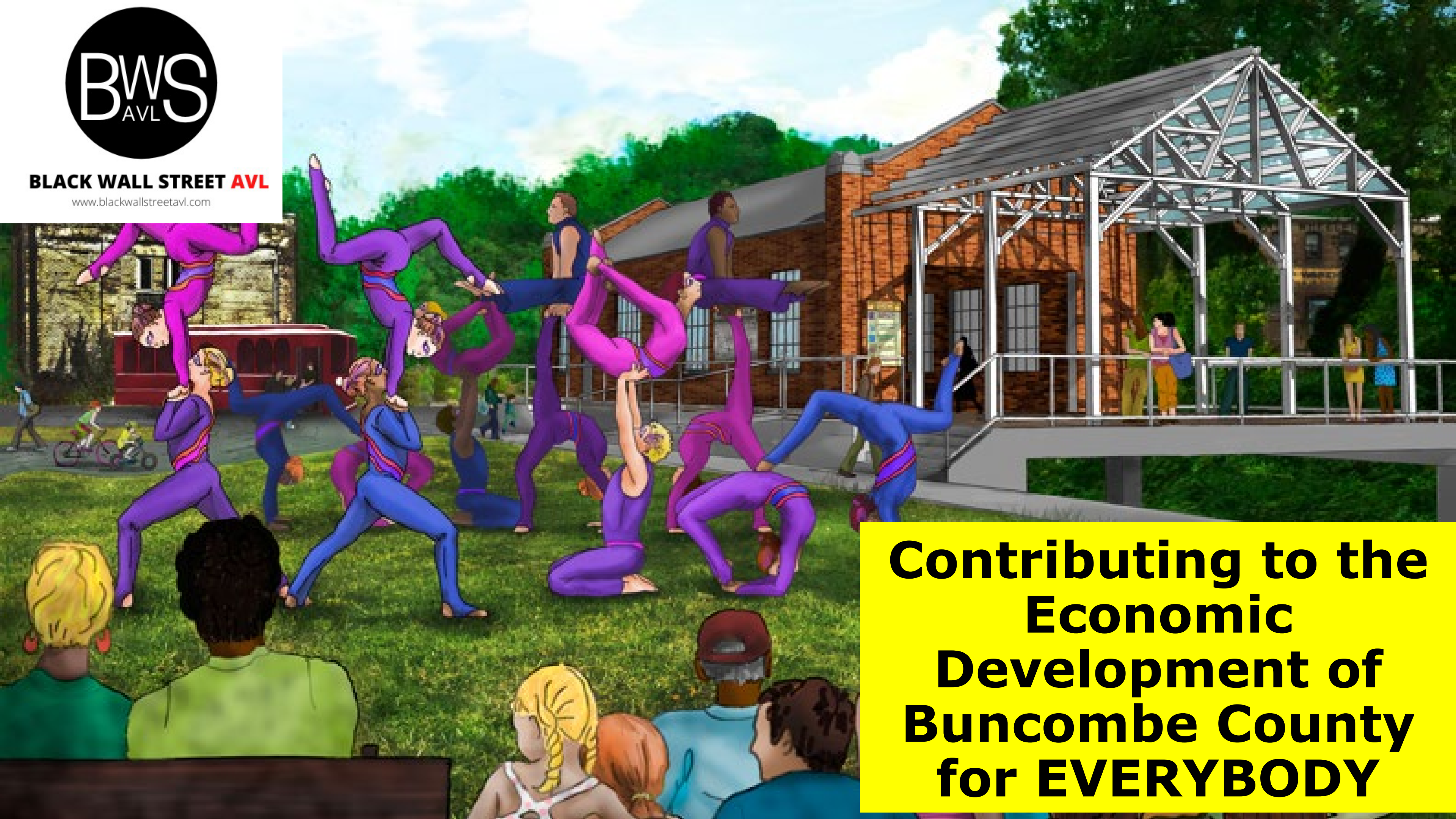
"Honoring History, Building Wealth Together"





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**Contributing to the
Economic
Development of
Buncombe County
for EVERYBODY**