



**JOIN US IN THE
CONTINUOUS PURSUIT OF
ECONOMIC EQUITY
2024 PARTNERSHIP DECK**



A FEW WORDS FROM OUR PRESIDENT/CEO



Cyril "CJ" Broderick Jr.

President/CEO, Greater Durham Black Chamber of Commerce

2024, our sixteenth year, will be our best year ever.

In 2024, we are primed to take everything we have learned in our previous 15 years and use it to build a prosperous Durham for everyone, especially our beloved Black community. Since 2017, we have expanded our focus from supporting the growth and development of Black entrepreneurs and Black businesses, to include a significant focus on the Black business ecosystem.

We are leading the way in building a Durham economy that works for Black entrepreneurs and Black businesses. As I currently chair the Durham Workforce Development Board, the GDBCC is also leading efforts to build a workforce that is responsive to all of Durham's businesses. I am immensely grateful to our Board of Directors (past & present members), our membership, staff, and our partners for all of their efforts. I look forward to continuing to work with you, leading the pursuit of economic equity in Durham, serving as a beacon for cities all across the US and globe about the power of investing in Black entrepreneurs and unleashing the limitless potential of the Black business ecosystem.

UNDERSTANDING THE WHY: pt. 1

Despite Durham's Black business success that dubbed our town "Black Wall Street", Durham's Black business community has never had an opportunity to fully participate in Durham's economic development. As a function of systemic racism, Black people in Durham have always had to contend with an economy intentionally developed for Black people to be free or cheap labor, non-participants in economic development activities.

Black business success in Durham has been achieved in spite of economic development exclusion, as the Black business community has been forced to navigate an economy created without any consideration of their aspirations, dreams, fears, challenges, and wishes.





UNDERSTANDING THE WHY: pt. 2

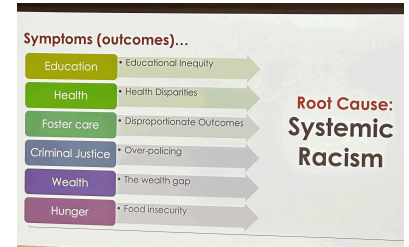
Since 2017, the GDBCC has been petitioning both Durham County and the City of Durham for the GDBCC to join the Durham Chamber in shaping Durham's economic development plan, supporting inclusive and equitable economic development.

However, neither governments has accepted our offer and request, after over 100 years of granting the Durham Chamber that access. This exclusion has continued to produce a Durham economy that is totally responsive to the needs of key Durham Chamber stakeholders like Duke and RTP, while being totally non-responsive to the needs and wants of Durham's Black business community. The results have been dismal, yielding results like a lack of affordable housing, spikes in crime, distressed neighborhoods, and an increase in the wealth gap.



KEY OFFERING

The GDBCC offers Durham an outstanding opportunity to pursue economic equity by simply granting the GDBCC participation in Durham's economic development. This access would finally allow representation and advocacy of Durham's Black business ecosystem, creating the opportunity to design a Durham economy that is also responsive to the dreams and fears of the Black business community. This new economy would be able to unleash the power of Durham's Black business ecosystem, engaging this community as participants rather than spectators in building a vibrant and responsive economy. This inclusive and equitable economy is likely to produce shared prosperity, lower crime, affordable housing, and enhance the quality of life.





MORE OFFERINGS

Workforce Development - supporting the development of a workforce that is responsive to the needs of Durham businesses, prepared to meaningfully participate in the Durham economy

Entrepreneurial & Business Development - course design & facilitation (startup, marketing, financial literacy, bookkeeping, scaling, business plan creation, certification, increasing operational efficiency, credit enhancement, sales, strategic planning, hiring, using technology, and much more)

Entrepreneurial Coaching & Mentoring - 1:1 and small group technical assistance

Community Engagement - working with the Black business community and other underserved, disadvantaged, and underinvested communities to ensure access to information and resources

KEY 2023 ACHIEVEMENTS



- A. Economic Development** - the GDBCC surveyed the needs, wants, challenges, and positions of the Black business ecosystem and began evaluating how to design a Durham economy that compliments Durham’s Black business community. We also began recruiting complementary businesses to Durham.
- B. Workforce Development** - Our President/CEO served as a member of the Durham Workforce Development Board and was voted as Board Chair by peers.
- C. Entrepreneurial & Business Development** - The GDBCC designed and facilitated **50** entrepreneurial & business development workshops that covered all stages of entrepreneurial & business development, supporting **1442** entrepreneurs and **434** businesses. Our 2023 Partnerships with the US Black Chambers, SBA, Durham County, Wells Fargo, and the NC MBDA allowed us to freely offer these services to anyone interested.
- D. Entrepreneurial Coaching & Mentoring** - The GDBCC provided **327** hours of 1:1 technical assistance, supporting **422** entrepreneurs and businesses in navigating certifications, executing bookkeeping, pursuing grants and loans, designing business plans, building budgets and strategic plans, and much more.
- E. Community Engagement** - The GDBCC and its **250+** membership group shared information on federal, regional, and local opportunities. We also hosted an impactful 2023 Black Business Week & Gala. Additionally, we convened public and private partners for several town halls and critical conversations. Finally, we promoted ownership of commercial properties and paid off the mortgage of our office headquarters.

KEY 2024 Plans & Goals



In 2024, we are preparing to execute an impactful **2024 Black Business Week & Gala** as well as:

Engage in **inclusive and equitable economic and workforce development work** in partnership with local, regional, and federal partners. This work will require significant **community engagement** and partnerships, but promises to promote shared prosperity, enhancing the quality of life of Durham's neglected Black, brown, and underserved communities. We are excited to continue our work of building a Durham economy that bolsters Durham's Black business community, recruiting complimentary businesses.

Design, market, and facilitate **50 entrepreneurial & business development workshops** to fulfill identified skills gaps in operations, marketing, and finance via our IGNITE Business Bootcamp, ENRICH Bookkeeping Cohorts, and suite of standalone sessions. We plan to support **1500** entrepreneurs and businesses seeking technical assistance, providing **500+ hours** of entrepreneurial coaching and mentoring.



The Time To Invest Is Now

Let's work together to make 2024 the year that Durham's Black business ecosystem is *finally* represented in Durham's economic development. We estimate that our 2024 work will require \$350,000+ across our offerings. Let's partner and do the difficult work of creating a Durham economy that is more inclusive and equitable, continuing to provide free entrepreneurial & business development services. In 2024, we are seeking partners to execute the following work:

Economic Development - \$150,000+

In 2024, we are primed to work with local, regional, and national partners to create a more inclusive and equitable Durham economy.

Workforce Development - \$100,000+

In 2024, we are well-positioned to collaborate with local, regional, and national partners to create a Durham economy that is responsive to Durham's workforce, and vice versa.

Entrepreneurial & Business Development - \$100,000+

In 2024, we are well-equipped to partner with local, regional, and national organizations to effectively support entrepreneurial & business growth

SEEKING \$150,000+ IN ECONOMIC DEVELOPMENT WORK TO:

- Provide strategic consulting and leadership in designing an inclusive and equitable economic development process and plan
- Provide training for local, regional, and federal partners on equitable economic development
- Provide representation and advocacy for Durham's Black, brown, and small business communities in economic development.
- Enhance community awareness of and engagement in the economic development process
- Recruit complimentary firms to Durham that would strengthen Durham's Black business ecosystem and the Durham economy



Representation



Advocacy



Training

**SEEKING \$100,000+
IN WORKFORCE DEVELOPMENT WORK TO:**

- Provide strategic consulting and leadership in designing inclusive and equitable workforce development priorities and plan
- Provide support and training for local, regional, and national partners on equitable workforce development

**SEEKING \$100,000+
IN ENTREPRENEURIAL &
BUSINESS DEVELOPMENT WORK TO:**

- Provide complimentary resources, training, bookkeeping, and support for local entrepreneurs and businesses via workshops, 1:1 technical assistance, coaching, mentoring, and more
- Design and facilitate workshops like our IGNITE Business Bootcamp, ENRICH Bookkeeping Support Program, and customized, stand-alone workshops



Business Fair



Training



THANK YOU

Thank you for consideration. The GDBCC is excited to partner with your organization in 2024. Please contact us via email to GDBCC President/CEO CJ Broderick at thegdbcc@gmail.com with any immediate questions, concerns, feedback, or to request for more information.

To send us mail, please send to:

The Greater Durham Black Chamber of Commerce
1800 Martin Luther King Jr. Parkway
Suite 203
Durham, NC 27707

