



Annual Impact Report



Minority Economic
Development
Committee

medc@rockymountchamber.org

Mission: We provide economic empowerment and leverage resources to serve the minority business community.

Vision: To create alliances with strategic partners that provide access for minority businesses to have financial sustainability and to build foundational structures, while advocating for economic pathways to promote a better quality of life.

Connect Build Succeed



MED WEEK ON THE LAWN CELEBRATION



The year in review



While 2023 offered many challenges, collectively we were able to overcome them and stay focused on our mission. We learned the value of relationship building and being present and engaged with minority business owners. We came to understand the barriers to success that they face daily and are committed to offering support in new and exciting ways. In 2024, we will explore affinity groups as a way to have deeper more meaningful conversations that are unique to those involved.

Needs assessments will be utilized on a broader scale and we will strengthen our use of social media and technology to reach businesses with vital information and resources. Partnerships have been essential to our successes this year, and we are looking forward to continued collaboration. 2024 promises to be a year of deepening relationships and expanding outreach. We can't wait to see what the future holds!

Committee Chair-Kimberly Hickerson

Engaging in Assessments

Feedback received from minority business owners is invaluable in guiding our work. While we recruited new businesses to the Chamber last year, we acknowledge the need to expand our reach using social media platforms, technology and one on one interactions to build relationships.

Leveraging Resources

It is essential to connect businesses with available resources. This year we will focus on expanding our use of constant contact to inform businesses about capacity building opportunities and further develop ways to ensure that minority businesses are highlighted and customers are aware of how to connect.

Creating Partnerships

2023 was a phenomenal year for creating partnerships. Existing relationships with Edgecombe and Nash Small Business Centers, The City of Rocky Mount, Ajon Professional Solutions and others were strengthened. New Partnerships were formed including Living Better Life, Operation Hope and NC IDEA. We were also thrilled when two of our committee members were asked to join a Business RoundTable with Secretary of State Marshall as business advocates in Eastern N.C. In 2024, we are looking forward to continuing this trend, and expanding outreach to new minority businesses.

Producing Networking and Educational Opportunities

We successfully provided opportunities for minority businesses to gain knowledge about available resources and to connect with like minded entrepreneurs and supporters. Over the next year, we will focus on expanding outreach and marketing strategies.

We extend our sincerest appreciation for your support and partnership. Your commitment to empowering minority businesses and fostering economic development aligns perfectly with our mission. Together, we can make a lasting impact on our community and create opportunities for aspiring entrepreneurs.

-Bridget Phifer, Living Better Life

245

Total participants served

91

Total Businesses served-duplicated

Projects

Details

Outcome

Education Events

How to Do Business With the City of Rocky Mount

Bite-Sized Learning: Marketing Essentials

How to Write a Business Plan

Getting Your Business Online-2 Part Series

Women Will Entrepreneurship Series-Grow with Google

- Educated minority businesses on topics that supported sound business practices to foster economic growth.

- 52 participants served
- 47 Businesses

Networking Events

2-Speed Networking Event(Meet new clients, promote your business, make new friends)

- Provided opportunities to meet new clients, promote their business and make new friends.

- 43 participants served
- 21 Businesses

Projects

Details

Outcome

Sponsorships

NCBEMO–North Carolina Black Elected Municipal Officials

Living Better Life Business Bootcamp

Down East Viking Classic– Elizabeth City State University

- Raised awareness about the work of the MEDC and obtained information and resources for minority owned businesses.
- Judged the Pitch Contest and awarded a \$250.00 2nd place prize. Provided education about the work of the committee.
- Spread awareness about resources available to minority business owners in Eastern NC; and engaged in networking and relationship building.

Partnerships

Living Better Life
N.C. Secretary of State–Rural Rise
Operation Hope
NC IDEA
NC Community Action Association

- Created new partnerships to gather and share information as well as resources to support minority business owners.
- Advocated for minority businesses and secured funding to support the work.

“On the Lawn” Signature Event

Introduced the work of the committee, to the community and offered education on available resources.

Created a platform for minority businesses to showcase their goods and services..

- Awarded 2 Chamber memberships to include 1 year of mentorship by the committee.
- 14 Needs Assessments completed.
- 150 attendees
- 7 Food Trucks
- 25 Vendors–16 minority business owners(1 Asian male, 3 White females, 2 African American Males, 1 Latino/Hispanic Male and 9 African American Females)
- Contracted with 6 minority business owners to provide services. (1 new Chamber member recruited)

Finances

January 2023 - December 2023

REVENUES

Donations &
Sponsors

\$19,360.00

EXPENSES & DEDUCTIONS

MED Week	\$5,568.36
Promotion	\$4,241.85
Sponsorships	\$3,000.00
Networking	\$963.14
Education	\$453.59
General Expense	\$354.07



Funding summary

\$14,360

Donations

5,000

Grants

We'd like to thank all our sponsors and volunteers for their generous support



Allegra
Cummins
City of Rocky Mount
Eastern NC Center for Business & Entrepreneurship
Evolve Consulting, LLC
Kimberly Hickerson
Living Better Life
Minority Women Business Enterprise
NCC & ECC Small Business Centers
NC Education Lottery
NCIDEA Foundation
Overman & Parks, CPAs, P.A.
Station Square
UNC Health Nash

Acknowledgements

We would not be able to do this great work without the commitment of dedicated volunteers. Your contribution to the community does not go unseen or appreciated.

2023 MEDC Committee

Laura Brown Evans-Edgecombe Small Business Center
Antoinette Goodwyn-City of Rocky Mount (MWBE)
Patrick Ignacio-Ward Specialty Pharmacy
Yalem Kiros- Prime Smokehouse
Stacy Andrews, CDJ Graphics
Dr. Haywood Parker -Pastor, Truth Tabernacle Ministries
Kirby Slade-UNC Health-Nash
Kimberly Hickerson-Down East Partnership for Children
Morgan Courtney-Cummins
Tierra Norwood-Ajon's Professional Solutions
Caneisha Berry-Berry Thoughtful Life
Derrick Armstead-Nash Small Business Center
Evan Covington Chaves-Rocky Mount Mills
Antonio Mitchell-Quadrant
Moe Deloach-Moe \$ D's
Dr. Angie Arrington Dsl-Evolve Consulting, LLC
Evy Hart-Molly's Day Care
Jacquelyn Lewis-BlueCross Blue Shield