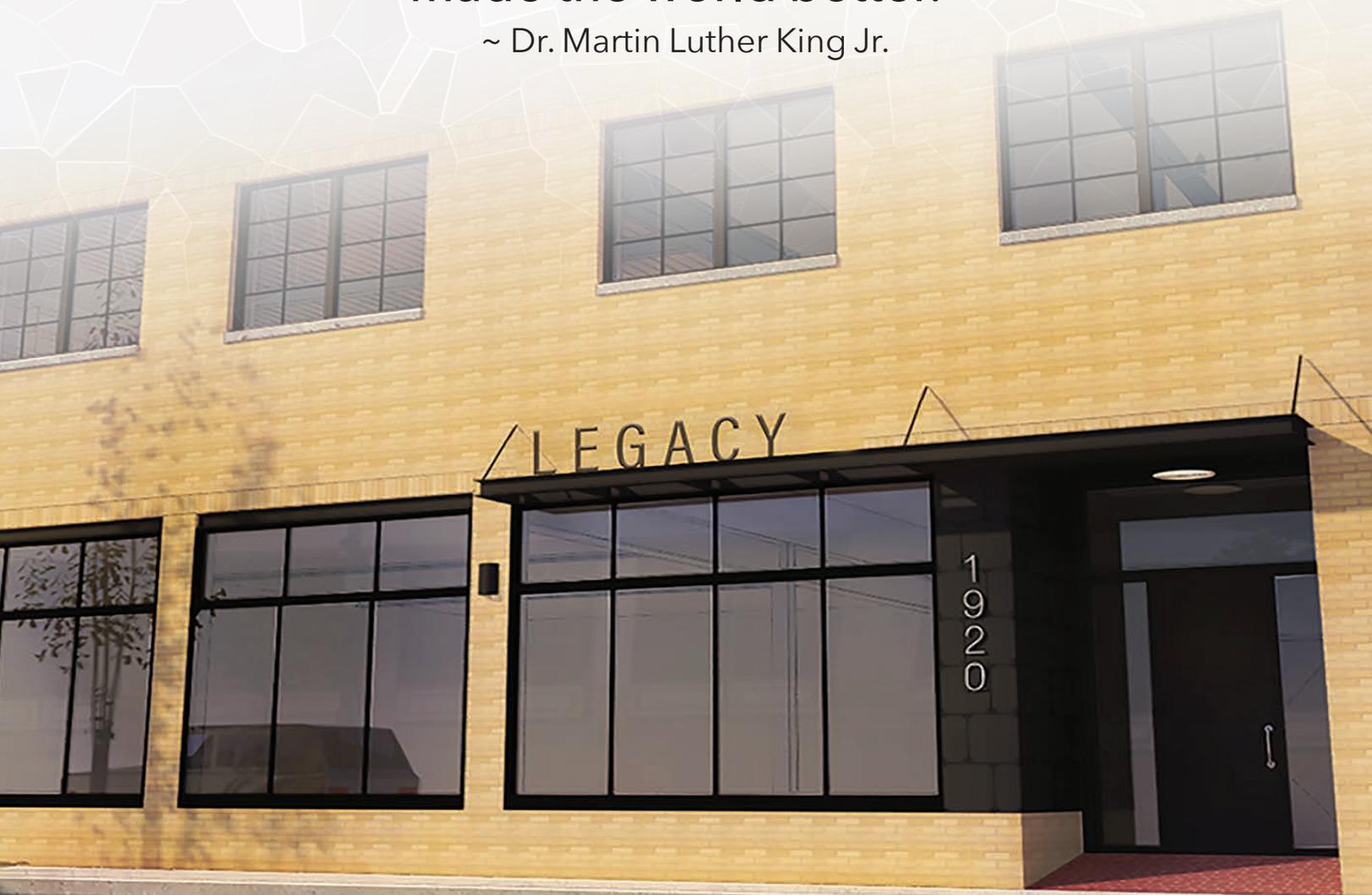




# LEGACY

**"Almost always, the creative  
dedicated minority has  
made the world better."**

~ Dr. Martin Luther King Jr.



## **Co-Working and Innovation Space**

1920 NORTH DR. MLK DRIVE • MILWAUKEE, WI

BROUGHT TO YOU BY THE AFRICAN AMERICAN CHAMBER OF COMMERCE OF WISCONSIN AND  
CAMPAIGN CO-CHAIRS: DEBORAH ALLEN, SUSAN LLOYD AND GREG WESLEY.

Since 1993, the African American Chamber of Commerce of Wisconsin (Chamber) has worked to champion the growth and sustainability of African American owned businesses by providing access to capital, education and advocacy through capacity building and strategic partnerships. The programs and events that we present today provide extraordinary opportunities to build productive networks and gain new insights to address the ever-changing challenges African American entrepreneurs face.

According to Fortune Magazine, the number of businesses owned by African American women grew 322% between 2015 and 1997, making African American women the fastest growing group of entrepreneurs in the U.S. We witness this phenomenon in Milwaukee. Of the 33 participants in our RISE Entrepreneurial Training Program, 31 are African American women. These entrepreneurs run successful, innovative businesses including AP Makeup Academy, Bronzeville Collective, Lush Popcorn, and PumpFive that provide important services and employment while building community. The Chamber recognizes our distinctive opportunity to provide an inspiring environment designed for minority entrepreneurs, innovators and influencers, where a variety of start-ups and freelancers can incubate, receive business development support, and network to explore their potential. Legacy will support individuals with ideas that grow into viable products and services. Ultimately, the Chamber creates economic vibrancy that fortifies African American communities and families through strong businesses.

The Legacy Co-Working and Innovation Space represents our commitment to our members and our community to be a catalyst for business growth now and into the future, by establishing a one-of-a-kind facility in the heart of Milwaukee. This inspiring, accessible and safe space for African American Entrepreneurs will advance Milwaukee and Wisconsin now and in the future. Legacy will be located on Dr. Martin Luther King Jr. Drive in the Bronzeville neighborhood and will offer affordable workspace and encourage partnerships in support of entrepreneurial growth and sustainability.



*Ossie C. Kendrix, Jr.*  
**Ossie C. Kendrix, Jr.**  
 President & CEO

*Wanda Montgomery*  
**Wanda Montgomery**  
 Chairwoman



### AACCW Mission

We champion the growth and sustainability of African American owned businesses by providing access to capital, education and advocacy through capacity building and strategic partnerships.

### AACCW Vision

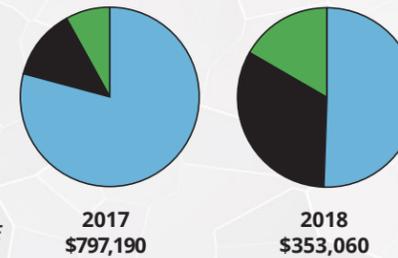
Economic vibrancy permeates African American families and communities because of strong businesses, an educated workforce, and limitless opportunities in entrepreneurship or the workplace.

### Finances\*

#### REVENUE

- GRANTS
- SPECIAL EVENTS
- MEMBERSHIPS & CONTRIBUTIONS

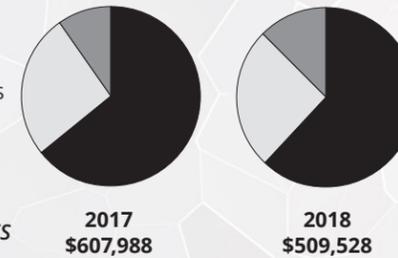
#### TOTAL REVENUE



#### EXPENSES

- PROGRAM SERVICES
- MANAGEMENT & GENERAL
- FUNDRAISING

#### TOTAL EXPENSES



\* The budget variances between 2017 and 2018 relate to the timing of grant payments and expenditures.

### Access to Capital

The Revolving Loan Fund provides gap financing from \$5,000 to \$35,000 at 6% interest in capital to launch a start-up or expand the capacity of an existing business. Since 2014, 11 loans have been granted totaling \$305,000, creating 12 new jobs and retaining 38 jobs.

### Business Education

RISE MKE, a 14-week Entrepreneurial Training Program designed for business development with a focus on marketing, branding, finance, business network development, coaching and other essential resources.

Since 2018, 33 entrepreneurs have completed the program, resulting in 26 new businesses established.

SPUR is a year long, capacity-building intensive series that combines workshop sessions, small group advisory roundtable discussions, and targeted networking sessions. All of which are designed to provide small businesses with focused, customized training and networking opportunities that address their specific needs.

In 2018, 430 entrepreneurs participated in SPUR programming.

### Networking

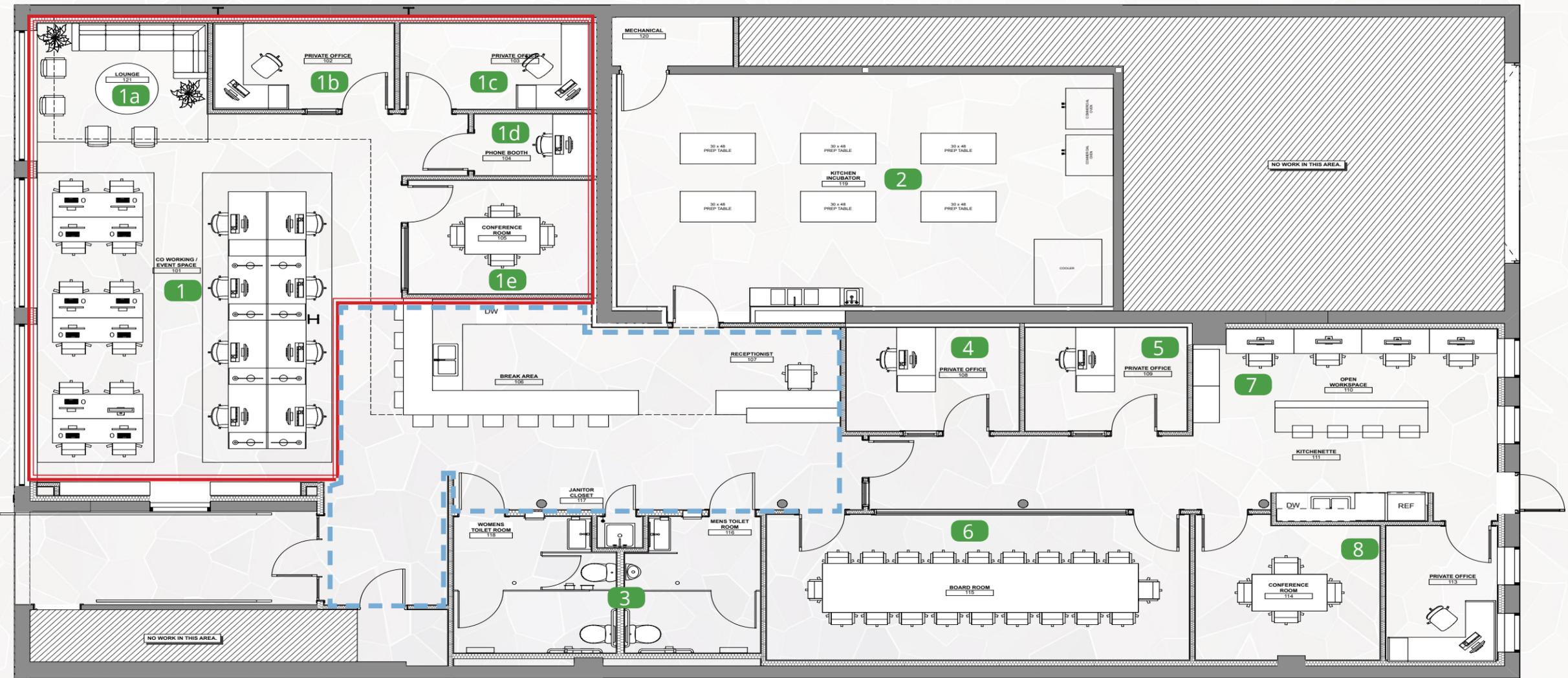
AACCW has over 200 members and hosts several events every month for current and prospective members to form bonds for professional and personal enrichment.

### Breakfast of Champions

The Breakfast of Champions continues to be the Chamber's most successful fundraiser, bringing together nearly 600 business and community leaders to attend the annual recognition event, network, and drive donor engagement.



# NAMING OPPORTUNITIES



Many opportunities exist to permanently recognize your contribution to the Legacy Project through naming of one of these important facility components. As a donor at one of these levels, your name will be recognized on a plaque near the room, on the AACCW website, and in any printed communication that refers to the space or room. This is a very significant and enduring way to recognize your commitment to the vibrancy and economic vitality of Milwaukee's African American community.

**— Convening Resource Center: \$200,000**

**- - - Event Center: \$75,000**

**1 Co-working space only \$150,000**

The front of the Legacy Co-Working and Innovation Space will be dedicated to supporting entrepreneurs from the community. The Co-Working Space along the front windows of MLK Drive has four tables for small meetings or co-working, and another table with eight workstations. This space alone can be sponsored for \$150,000, or for \$200,000, a donor can name the entire Convening Resource Center, including the other rooms available to community entrepreneurs.

**1a Private Lounge: \$10,000**

**1 b&c Private offices for short-term lease: \$25,000**

**1d Private phone conference room: \$25,000**

**1e Conference room with meeting technology: \$50,000**

**2 Commercial Kitchen: \$100,000**

The 800 sq. ft. commercial kitchen answers an extremely unmet need in the community for space for entrepreneurs to create products for retail sale and/or catering.

**3 Bathrooms: \$1,000 each**

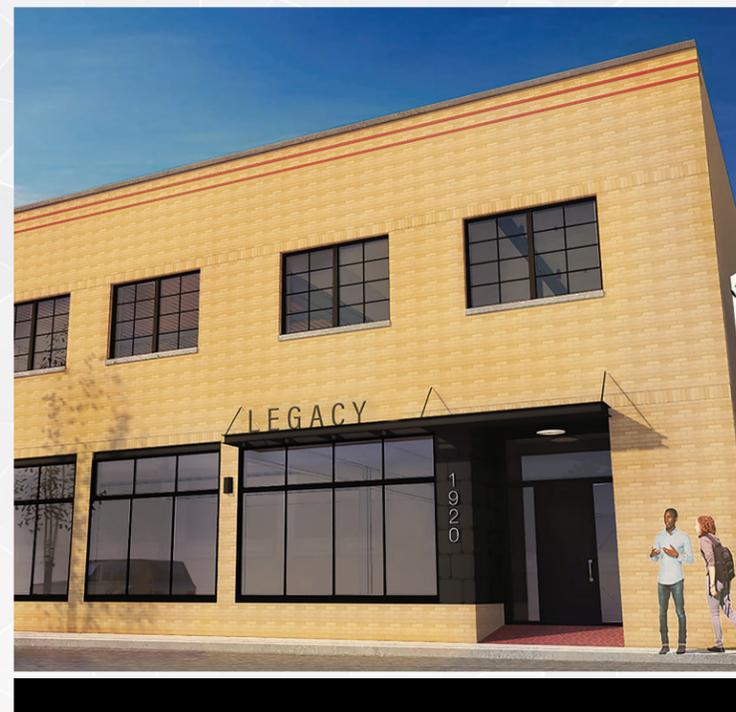
**4 & 5 AACCW Private Offices: \$2,500**

Private administrative offices for AACCW staff leaders

**6 Board room: \$40,000**

**7 Open workspace: \$25,000**

**8 Conference room: \$5,000**

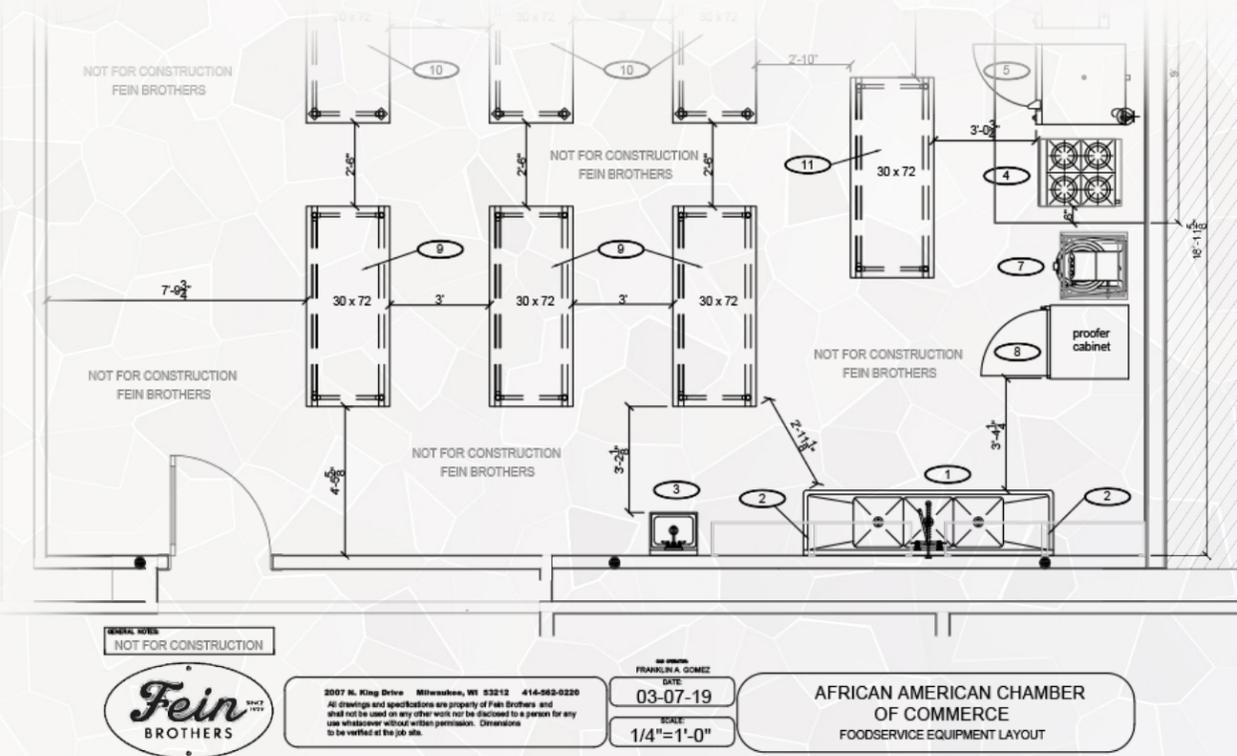


**LEGACY**

**Make Your Legacy – Name the Legacy Co-Working and Innovation Space.**

For a gift of \$300,000, you can name the Legacy Co-Working and Innovation Space.

# COMMERCIAL KITCHEN SUPPORTS INNOVATION AND ENTREPRENEURSHIP



The believes that an equitable and resilient local economy requires closing Milwaukee's growing wealth divide by promoting inclusive entrepreneurship and lending our resources to aid in strengthening our regional food economy.

The Legacy Co-Working and Innovation Space supports entrepreneurship in many forms – including Milwaukee's growing culinary industry. For this reason, there will be an 800 square foot

commercial kitchen with a specific focus on baking, consisting of six large workstations and the following commercial grade equipment:

- Combi Oven
- Convection Oven
- Planetary Mixer
- Proofer Cabinet
- Refrigerator
- Storage



*"When I started my bakery, I wished that a commercial kitchen such as this one would have been available for me to utilize. This is great because it provides food entrepreneurs with access to a kitchen and business support."*

**Adija Smith, Owner, Confectionately Yours by GGG**



To complete the Legacy project and sustain the organization operationally during the transition year AACCW aims to raise \$1 million:

- Funds generated above and beyond \$750k will be designated to an Endowment Fund, separated from operating and program funds, to save for future needs.
- Donors to the Legacy Project will be recognized on signage in the Legacy Co-Working and Innovation Space, on AACCW website, in the annual report, and at grand opening festivities.
- Pledges in excess of \$50,000 can be paid over two years.
- Gifts can be made payable to the African American Chamber of Commerce of Wisconsin, a 501c3 nonprofit organization.

## LEGACY CHAMPIONS



**DEBORAH ALLEN**  
DNA Network



**SUSAN LLOYD**  
Lloyd Consulting, Inc.



**GREG WESLEY**  
Medical College of WI

*"The Legacy Co-Working and Innovation Space will be transformative in advancing Milwaukee area African-American entrepreneurs – particularly those who are launching a business and those who are facing the challenge of leading a business without a broader network. It is critical for Milwaukee to support such entrepreneurs as next-generation models of leaders."*

**Greg Wesley, Co-Champion**



## 2019 Board of Directors

Wanda Montgomery, *Chairwoman*  
Children's Hospital of Wisconsin  
President at Village of Brown Deer

Deborah Allen, *Treasurer*  
DNA Network

Shirley McFarlane, *Director*  
Northwestern Mutual Financial Network

Nicholas Treder, *Secretary*  
Johnson Controls, Inc.

Matt Pazaras, *Director*  
Milwaukee Bucks

Clifton Phelps, *Past Chairman*  
JCP Construction

Ronny Thompson, *Director*  
PeachyClean

Julian Berry, *Director*  
U.S. Bank

Ranell Washington, *Director*  
American Family Insurance

Warren E. Buliox, *Director*  
MWH Law Group, LLP



*"As we continue to build the Chamber of the future, the Legacy Co-Working and Innovation Space will be a hub for fostering collaboration and serve as a strategic foundation for building minority owned businesses."*

**Wanda Montgomery**, *Chairwoman*

African American Chamber of Commerce of Wisconsin  
633 West Wisconsin Avenue, Suite 603  
Milwaukee, WI 53203  
414.462.9450

www.aaccwi.org