

Fact Sheet

Madison Black Chamber of Commerce (MBCC)

(Formerly African American Black Business Association)

Background: The Madison Black Chamber of Commerce was established in May 2012 and evolved from the work and goals of the African American Black Business Association. Adopting the name of the Madison Black Chamber of Commerce, the organization achieves instant recognition of its intended purpose to support and promote commerce, specifically black businesses, as well as its instant affiliation to other local and/or national Chamber of Commerce organizations. As a result, we are confident that our members will be better served with this name change.

Mission: The Madison Black Chamber of Commerce will empower and engage greater Madison's Black community in the region's economic development by supporting the establishment and growth of Black businesses and Black leadership through the employment of Black people and promoting the power and impact of Black commerce.

Vision: The Greater Madison region will recognize, promote, and invest in the economic and consumer power of the Black population through the presence of a thriving marketplace of successful Black entrepreneurs, engaged and productive Black business leaders and Black men and women employed at every level of business and industry.

Black Business Retreat

MBCC recently held a highly successful Black Business weekend Retreat, (May 2012), attended by over 40 Black businesses where MBCC led by example. We were able to directly affect commerce within the Black community by collaborating with 19 Black businesses and generate revenue for those businesses. In addition, we had participation from over 30 businesses in terms of providing information, service and seminars as part of the Retreat.

Partnerships:

- Urban League of Greater Madison
- Madison College
- WWBIC
- UWSBDC
- Latino Chamber of Commerce
- Wisconsin Black Chamber
- Madison Development Corporation
- Greater Madison Chamber of Commerce
- Dane County Buy Local
- Summit Credit Union
- McFarland Bank
- Others

Organization Accomplishments

- Organized and sponsored 2012 Black Business Retreat attended by over 40 business owners
- Organized and sponsored 2011 Black History Month Membership and Recognition Reception featuring role-model entrepreneurs who started locally and grew into international entities
- Organized and sponsored 2008 highly successful two day Business Boot Camp with nationally known marketing specialist Gerry Foster for 33 Black Businesses
- Sponsored seminars on funding, legal entities, credit scores, marketing and investments
- Surveyed Black businesses to assess general needs and emerging trends
- Provided financial technical assistance grants to Black businesses
- Featured in local media such as the Wisconsin State Journal, Madison Times and UMOJA Magazine on several occasions for events or other positive coverage
- Purchased tile at Urban League of Greater Madison in support of Building campaign
- Referred loan clients to an approved SBA lender
- Scheduled businesses for legal counsel paid for by MBCC

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Mission: The Madison Black Chamber of Commerce will empower and engage greater Madison's Black community in the region's economic development by supporting the establishment and growth of Black businesses and Black leadership through the employment of Black people and promoting the power and impact of Black commerce.

Proposal: MBCC is requesting funding of \$65,000, (\$32,500 for each year in the 2013 – 2014 funding cycle), to support its mission of economic development by providing technical services to support the establishment and growth of Black businesses.

Program Need:

- Black community represents 7.3% of the Madison population; however, Black owned businesses represent less than 1% of the 18,693 businesses in Madison.
- MBCC is positioned to provide technical assistance to support the establishment and growth of Black businesses to raise the percentage of Black owned businesses in Madison from the 1% level to the 7% level.
- Increasing the level of commerce within the Black community provides many additional benefits, including:
 - The positive impact on Black youth and youth in the majority community as they witness successful Black owned business and learn they too can have success as an entrepreneur.
 - The recognition that Black businesses are a major partner in fulfilling Madison and Wisconsin goals to grow businesses and increase jobs which will contribute to a healthy tax base, infrastructure and human services.

Program Goals:

- Serve 20 Black businesses in 2013 and 2014
- Service includes technical assistance in areas typically required for business to operate successfully
- Offer 6 information sessions annually in areas typically required for business to operate successfully
- Update and distribute Black Business Directory annually
- Hire Program (Business) Coordinator (.50 FTE) to support mission of the Madison Black Chamber of Commerce

Experience:

MBCC and the entrepreneur technical assistance program staff, (who are members of the board of directors, and also black business owners), have a total of over 160 years of business experience. Information and other resources are available to share with MBCC members. MBCC members are encouraged to actively request materials and other beneficial information so that MBCC's resources represent the most current information to meet the needs and increasing demands of a thriving business. MBCC volunteers are qualified to provide not only general business advice, but are available to provide specific technical advice as well. In addition, each of these volunteers are seasoned business professionals who are experts in their field and have a high level of commitment to the MBCC organization / mission, the entrepreneur technical assistance program, & the economic development of the Black business community, and the Madison area community at large. MBCC partnered, and will continue to partner with institutions such as Summit Credit Union, WWBIC, Madison college, UWSBDC and others to provide financial and other professional educational opportunities

Service Description:

- Develop website – create exciting, informative, user friendly website for business owners and educate by example how to navigate social media
- Networking events – where Black businesses get to know and do business with each other and with majority businesses
- Workshops, seminars, business retreats – provide business fundamentals in areas required for business success: Legal services, access to capital, accounting, payroll services, business plan development, website development, advertising, marketing, mentoring, industry trends and advancements
- Supplier diversity programs – advocate for local businesses to proactively implement this and help Black businesses become partners
- Leadership development – establish fellowship program where promising Black business owners will be coached by experts over a one-year period in business analytics: Finance & capitalization, profit & loss, human resources, business planning, statistical projections, market analysis, competitive measures, benchmarks, investment opportunities, industry specific data

- Campaign to promote Black businesses – through media & public relations, MBCC will spotlight Black businesses, the Black consumer & the financial strength they add to the local economy through vehicles such as: Black business directory, press releases & news stories, festivals & exhibitions, collaborations with WWBIC, Latino Chamber of Commerce, Madison Development Corporation, Greater Madison Chamber of Commerce, Urban League of Greater Madison, Madison College, Dane County Buy Local, UWSBDC, Wisconsin Black Chamber, MBCC Newsletter and Website.

Partnerships:

- Urban League of Greater Madison
- Madison College
- WWBIC
- UWSBDC
- Latino Chamber of Commerce
- Wisconsin Black Chamber
- Madison Development Corporation
- Greater Madison Chamber of Commerce
- Dane County Buy Local
- Summit Credit Union
- McFarland Bank
- Others

State & County QuickFacts

Madison (city), Wisconsin

People QuickFacts	Madison	Wisconsin
Population, 2011 estimate	NA	5,711,767
Population, 2010	233,209	5,686,986
Population, percent change, 2000 to 2010	12.1%	6.0%
Population, 2000	208,054	5,363,675
Persons under 5 years, percent, 2010	5.8%	6.3%
Persons under 18 years, percent, 2010	17.5%	23.6%
Persons 65 years and over, percent, 2010	9.6%	13.7%
Female persons, percent, 2010	50.8%	50.4%
White persons, percent, 2010 (a)	78.9%	86.2%
Black persons, percent, 2010 (a)	7.3%	6.3%
American Indian and Alaska Native persons, percent, 2010 (a)	0.4%	1.0%
Asian persons, percent, 2010 (a)	7.4%	2.3%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	Z	0.0%
Persons reporting two or more races, percent, 2010	3.1%	1.8%
Persons of Hispanic or Latino origin, percent, 2010 (b)	6.8%	5.9%
White persons not Hispanic, percent, 2010	75.7%	83.3%
Living in same house 1 year & over, 2006-2010	71.5%	85.3%
Foreign born persons, percent, 2006-2010	10.2%	4.6%
Language other than English spoken at home, pct age 5+, 2006-2010	14.8%	8.4%
High school graduates, percent of persons age 25+, 2006-2010	94.1%	89.4%
Bachelor's degree or higher, pct of persons age 25+, 2006-2010	52.2%	25.8%
Mean travel time to work (minutes), workers age 16+, 2006-2010	18.7	21.3
Housing units, 2010	108,843	2,624,358
Homeownership rate, 2006-2010	52.2%	69.5%
Housing units in multi-unit structures, percent, 2006-2010	50.1%	25.5%
Median value of owner-occupied housing units, 2006-2010	\$220,200	\$169,000
Households, 2006-2010	98,216	2,274,611
Persons per household, 2006-2010	2.22	2.41
Per capita money income in past 12 months (2010 dollars) 2006-2010	\$29,782	\$26,624
Median household income 2006-2010	\$52,550	\$51,598
Persons below poverty level, percent, 2006-2010	17.9%	11.6%

Business QuickFacts	Madison	Wisconsin
Total number of firms, 2007	18,693	433,797
Black-owned firms, percent, 2007	3.6%	2.6%
American Indian- and Alaska Native-owned firms, percent, 2007	0.2%	0.6%
Asian-owned firms, percent, 2007	2.9%	1.6%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	S
Hispanic-owned firms, percent, 2007	1.7%	1.3%
Women-owned firms, percent, 2007	29.1%	25.9%
Manufacturers shipments, 2007 (\$1000)	2,418,297	163,563,195
Merchant wholesaler sales, 2007 (\$1000)	2,321,341	59,996,244
Retail sales, 2007 (\$1000)	4,103,644	72,283,321
Retail sales per capita, 2007	\$17,937	\$12,904
Accommodation and food services sales, 2007 (\$1000)	595,323	9,247,311

Geography QuickFacts	Madison	Wisconsin
Land area in square miles, 2010	76.79	54,157.80

Persons per square mile, 2010	3,037.0	105.0
FIPS Code	48000	55
Counties		

(e) Includes persons reporting only one race.
 (b) Hispanics may be of any race, so also are included in applicable race categories.

D: Suppressed to avoid disclosure of confidential information
 F: Fewer than 100 firms
 FN: Footnote on this item for this area in place of data
 NA: Not available
 S: Suppressed, does not meet publication standards
 X: Not applicable
 Z: Value greater than zero but less than half unit of measure shown

Source U.S. Census Bureau, State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, County Business Patterns, Economic Census, Survey of Business Owners, Building Permits, Consolidated Federal Funds Report, Census of Governments
 Last Revised: Wednesday, 06-Jun-2012 17:26:26 EDT

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State & County QuickFacts

Dane County, Wisconsin

People QuickFacts	Dane County	Wisconsin
Population, 2011 estimate	495,959	5,711,767
Population, 2010 (April 1) estimates base	488,073	5,686,986
Population, percent change, April 1, 2010 to July 1, 2011	1.6%	0.4%
Population, 2010	488,073	5,686,986
Persons under 5 years, percent, 2011	6.1%	6.2%
Persons under 18 years, percent, 2011	21.3%	23.2%
Persons 65 years and over, percent, 2011	10.5%	13.9%
Female persons, percent, 2011	50.5%	50.3%
White persons, percent, 2011 (a)	86.8%	88.4%
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White persons not Hispanic, percent, 2011	81.5%	83.1%
Living in same house 1 year & over, 2006-2010	79.4%	85.3%
Foreign born persons, percent, 2006-2010	7.4%	4.6%
Language other than English spoken at home, pct age 5+, 2006-2010	11.1%	8.4%
High school graduates, percent of persons age 25+, 2006-2010	94.3%	89.4%
Bachelor's degree or higher, pct of persons age 25+, 2006-2010	45.4%	25.8%
Veterans, 2006-2010	29,264	440,265
Mean travel time to work (minutes), workers age 16+, 2006-2010	20.2	21.3
Housing units, 2010	216,022	2,624,358
Homeownership rate, 2006-2010	62.1%	69.5%
Housing units in multi-unit structures, percent, 2006-2010	38.3%	25.5%
Median value of owner-occupied housing units, 2006-2010	\$230,800	\$169,000
Households, 2006-2010	196,383	2,274,611
Persons per household, 2006-2010	2.36	2.41
Per capita money income in past 12 months (2010 dollars) 2006-2010	\$32,392	\$26,624
Median household income 2006-2010	\$60,519	\$51,598
Persons below poverty level, percent, 2006-2010	11.6%	11.6%
Business QuickFacts	Dane County	Wisconsin
Private nonfarm establishments, 2009	13,265	140,861 ¹
Private nonfarm employment, 2009	247,333	2,355,879 ¹
Private nonfarm employment, percent change 2000-2009	11.7%	-2.4% ¹
Nonemployer establishments, 2009	30,842	310,178
Total number of firms, 2007	41,464	433,797
Black-owned firms, percent, 2007	2.5%	2.6%
American Indian- and Alaska Native-owned firms, percent, 2007	0.3%	0.6%
Asian-owned firms, percent, 2007	1.9%	1.6%
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Hispanic-owned firms, percent, 2007	1.1%	1.3%
Women-owned firms, percent, 2007	27.5%	25.9%
Manufacturers shipments, 2007 (\$1000)	6,968,111	163,563,195

Merchant wholesaler sales, 2007 (\$1000)	6,042,966	59,996,244
Retail sales, 2007 (\$1000)	7,132,444	72,283,321
Retail sales per capita, 2007	\$14,976	\$12,904
Accommodation and food services sales, 2007 (\$1000)	916,701	9,247,311
Building permits, 2011	1,371	9,939
Federal spending, 2010	6,407,937	54,866,078 ¹

Geography QuickFacts	Dane County	Wisconsin
Land area in square miles, 2010	1,197.24	54,157.80
Persons per square mile, 2010	407.7	105.0
FIPS Code	025	55
Metropolitan or Micropolitan Statistical Area	Madison, WI Metro Area	

¹ Includes data not distributed by county.

(a) Includes persons reporting only one race.
 (b) Hispanics may be of any race, so also are included in applicable race categories.

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Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits, Consolidated Federal Funds Report
 Last Revised: Thursday, 07-Jun-2012 13:42:34 EDT

New Black Chamber holds Business Retreat 2nd annual Boot Camp



AABBA or African American Black Business Association is now MBCC or Madison Black Chamber of Commerce.

While the new initials don't quite have the ring of ah-baa, the new name draws on the familiarity of the chamber of commerce name and gives the Black Business Association a stronger identity. Organizations such as the Madison Chamber of Commerce and the Milwaukee Black Chamber of Commerce are instantly recognizable. This makes it easier to remember the name, Madison Black Chamber of Commerce.

The mission of the Black Chamber remains the same and is embedded in its slogan *Making Smart Black Businesses Smarter*.

The name change was announced and christened at the organization's 2nd annual

Weekend Business Retreat, informally called the Business Boot Camp, held on April 28-30 at the Grand Magnunson Hotel. This three day Camp was chock-full of workshops, motivational speakers, networking and good food. Up to 40 people participated in the various workshops held during the Retreat Weekend.

The Madison Black Chamber is proud that all expenses related to the Retreat went to small, locally-owned businesses. The catered food was provided by Black businesses, namely Melly Mells, JD's Steak, Teddy Wedgers, Mo'BettaButter Cookies and desserts by Valice Gross. "This is in keeping with our key mission of supporting Black businesses," said Chamber President Joseph Roy. He recalled that one entrepreneur, LaTisha McDuffy, brought her cookies as a door prize on Friday night. "She went home and

baked several dozen more the next day. Every single cookie was sold at the Business Retreat over the next two days. Overall, the Chamber bought goods and services from 16 Black businesses. "We consciously spent money with 19 local businesses all total," continues Chamber President Roy, "because we believe that supporting the local economy is the right thing to do."

One event which drew a lot of interest was the *Panel of Expertise* with veteran Black business owners. Participating were Ray Allen, Publisher, *Madison Times*; Wayne Hyler; Hyleco Financial Services; Ray Smith, Hiring & Staff Serviced; LaTanya Webb, Divine Transformations Salon; Jeff Patterson, JP Hair Designs and Larry Sain, State Farm Insurance agent. Combined, this panel represented over 100 years in business experience.

Continued on page14



Some of the participants in the Boot Camp



The Red Zone

- The field constricts to 1,300 square yards
- Conditions are more violent and volatile
- Everything happens faster
- Cost of mistakes are high
- A premium is placed on execution
- Conflict of values surfaces
- Decisions made in the Red Zone determine one's character

Above: Keynote speaker and sports pro Spencer Tillman from Dallas, Texas brought a wealth of inspiration to entrepreneurial thinking at the Business Retreat. He is shown speaking in front of the Red Zone Facts screen as he talks about the similarities between making decisions in critical times in your life and the red zone on the football field.

Entrepreneur presentations



Charles Latimer, *Silent Options Investigations*
 Gordon Wilson, *Small Byte Computer Tech*
 Genia Stevens, *Consultant in marketing and social media*
 Gina Currie, *Cure Rx, Personal fitness coach*
 Camille Carter, *Met Life Insurance*

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