



COMMUNITY
COLLEGE OF
PHILADELPHIA

Power Up Your Business

Community Business Innovation and Acceleration Program

GROWING BUSINESSES
IN PHILADELPHIA—
BLOCK BY BLOCK

January 2017 - June 2022

IMPACT REPORT



GIBSON SCHOOL OF MUSIC AND ARTS

Olney

Wilhemina Gibson is the executive director of the Gibson School of Music and Arts (GSMS). She has served in this role since 2003, overseeing the staff and heading up projects at the school. The school was founded in 1995 by Wilhemina's husband, Professor **Randy J. Gibson**, a veteran who taught for over 17 years in colleges, universities, privately and at other music schools. A child prodigy, Professor Gibson became passionate about music and wanted to impart his knowledge to young children of all cultures.

Professor Gibson then purchased the Zapf's Music School, which had been in business for over 67 years. Purchasing the school provided Professor Gibson the opportunity to take over more than 450 students, 40 teachers, an office clerk, a few instruments and the lease for a 12,000 square foot building. His original vision for the business included a music conservatory, recording and rehearsal studios, exhibition for artwork (painting and drawings), and a recital hall. The enrollment, diversity and profits increased after several years of Professor Gibson taking over. The Zapf Music School continued to operate its music store adjacent to GSMS for the next 10 years. In 2003, the Gibsons purchased the building, located in the center of a business district of the Olney section in Philadelphia. The school now has one full-time office manager, Shirley Baker, and seven teachers. It is a multicultural community, which makes it unique.

www.gibsonschoolmusicarts.org



PHILADELPHIA SMALL BUSINESS LANDSCAPE:

Small businesses are vital for creating jobs, paying taxes, innovating, generating neighborhood vibrancy and stability, and building wealth for families and communities.

The Pew Charitable Trusts recently released a report on the impact of the pandemic on Philadelphia's economy, highlighting some harsh realities that existed before COVID-19. While the city's economy was expanding before the pandemic, job opportunities were not equally distributed, with most being low-wage positions in low-paying sectors.

As a result, wages for Philadelphians working in the city declined by 5 percent over almost a decade. With the pandemic-induced loss of jobs, concentrated in lower-wage sectors such as retail and leisure and hospitality, city workers in those positions, especially Black and female workers, were disproportionately affected.

However, there is some good news for small businesses in Philadelphia. The Economy League of Greater Philadelphia has noted that targeted emergency support programs have been established by the government to help small businesses. For instance, the City of Philadelphia organized a \$9 million COVID-19 Small Business Relief Fund that provides grants and loans to small businesses.

Additionally, the Commonwealth of Pennsylvania has allocated \$60 million to its COVID-19 Working Capital Access Program to support small businesses that have been adversely impacted by COVID-19. Both programs were quickly utilized and reached their limits within a week.

Power Up Your Business, a program established in partnership with the City of Philadelphia in 2017, has also adapted in the wake of the pandemic. In response to COVID-19, the program geared toward small business owners and aspiring entrepreneurs has transitioned to a fully remote, synchronous model to continue peer learning and network building among small business owners.

The program has helped businesses adapt and pivot through this difficult period and will leverage its learnings from COVID-19 to further innovate its peer-based learning programmatic delivery model.

Through Power Up, we are reaching businesses throughout the city in every census tract, every ZIP code and every City Council District—block by block.

Economic Impact Cited Sources:

<https://www.pewtrusts.org/en/research-and-analysis/reports/2022/04/philadelphia-2022-state-of-the-city>
<https://www.economyleague.org/resources/covid-19-and-greater-philadelphias-small-businesses>



Power Up Your Business Program

We provide education, training, coaching and targeted technical assistance to small businesses, which are the drivers of the neighborhood economy and bring vibrancy to Philadelphia communities.

Power Up Your Business launched in January 2017 and has since run **18 Peer-based Learning Experience** cohorts (15 in English and three in Spanish), and **more than 151 workshops** in the last five years.

The Power Up Your Business program supports small businesses in several ways, including a 12-week multilingual **Peer-based Learning Experience**, 12-week **Community Startup Accelerator**, 8-week **Industry Best Practices Series** and community small business workshops.

The **Peer-based Learning Experience** is a 12-week, 36-hour cohort-based small business program that provides training and coaching support during and for one year after completion. These programs normally rotate to each of our three Regional Centers, a satellite location in South Philadelphia and our Main Campus throughout the year, targeting businesses in the surrounding commercial corridors and neighborhoods. This enables the College to serve businesses in West, North, Northwest, Northeast, and South Philadelphia, Center City, and adjacent communities. During COVID-19, we successfully transitioned to online programming, enabling businesses to continue participation directly from their homes or businesses.

The **Store Owner Series** includes free workshops on topics such as social media strategy, financial management, understanding city taxes, and other areas to help small businesses stabilize and grow. New workshops are introduced regularly and are also held directly in the community with more than 60 neighborhood partners.

Community Small Business Development Workshops

Community workshops are organized in collaboration with local community organizations and business associations, allowing us to reach more businesses and develop training workshops that are relevant to the needs of business owners in that neighborhood.

New Innovations to Improve Program Access

In order to expand access to important business education, training and coaching for a wide variety of communities in Philadelphia, we have implemented new initiatives:

- The **Power Up Global Series** was launched to convert all training curriculum into other languages. So far, our Peer-based Learning curriculum has been translated into four languages—Mandarin Chinese, Spanish, Korean and Russian.
- The **Industry Best Practices Series** was established to provide a deep dive into different industry sectors. Starting with Child Care Best Practices, new series were added in 2020 and 2021 to address sectors most affected by COVID-19, including retail, restaurants and micromanufacturing businesses.
- The **Community Startup Accelerator** started in 2020 to support many businesses that were being launched at home. This initiative provides training, technical assistance, coaching and resources to build the infrastructure needed for businesses to better navigate their early years and increase their likelihood of long-term sustainability. This program was supported by the AT&T Foundation.



Peer-based Learning Experience

To date, a total of 373 businesses have participated in the Power Up Your Business **Peer-based Learning Experience**. The program has held 18 cohorts—three at the Northwest Regional Center, two at Main Campus, two at the West Regional Center, two at the Northeast Regional Center, two in South Philadelphia, four virtual cohorts and two in collaboration with two community organizations.

To make our entrepreneurship programming more inclusive and accessible, we launched the **Power Up Global Series** to translate our training curriculum. We have held three all-Spanish Business Owners cohorts with our partners, FINANTA/Community First Fund (GS1) and Impact Services (GS2). Additionally, plans are underway to run Mandarin, Russian and Korean cohorts in these unique business communities.

The businesses represent all 10 council districts across 43 of 48 ZIP codes in Philadelphia. Eighty-four percent of the businesses are minority-owned companies, and 73.6 percent are women-owned businesses. Combined, they provide 596 full-time and 536 part-time jobs in Philadelphia.

The program is supported by six part-time instructors, a financial coach and five to nine general business coaches, depending on class size. All students produce a tactical improvement plan at the end of the program, presenting it for feedback from their peers, coaches and instructors. The feedback and evaluations from all 18 graduating cohorts have been very positive, noting that the program improved their skills and knowledge in marketing, financial management and the development of a tactical improvement plan. Many of the businesses were able to implement strategies from their plans during the training and continue to do so upon completion of the program.

2017 – 2022 BY THE NUMBERS:



367

Total
Businesses



373

Total
Participants*



636

Full-time
Employees



536

Part-time
Employees



43

ZIP Codes
Represented



10

City Council
Districts Represented



84%

Minority-owned
Businesses



73%

Women-owned
Businesses



652

Temporary
Workers
(1099s)



32

Home-based
Businesses



49%

Lease Space



16%

Own Space

**Three percent of participants either have various business locations or did not respond.*



BUSINESS OWNER AND COMMUNITY LEADER SPOTLIGHT

ACTION KARATE

Mt. Airy

Rochelle Brenner is the director of Action Karate Mt. Airy. She is an accomplished martial artist, as a third-degree black belt in Kenpo Karate and former USA Boxing judge and coach. She began her martial arts career as a child and earned her black belt from Action Karate in 2000. Rochelle was the 2008 National Women's Golden Gloves Boxing Champion. That same year, she was the first woman ever honored by the Boxing Writers Association of America for her first-person account of fighting in the ring.

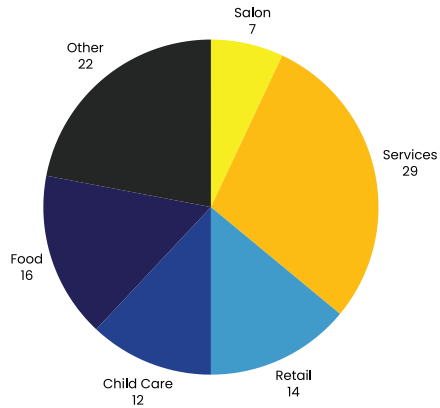
She has won numerous sports writing awards. Rochelle has completed multiple business development programs including Kaleo, a faith-based leadership program; Power Up Your Business; and Philly iHub. She is an active volunteer in the nonprofit Action Scholarship Fund. She is also on a team launching two new martial arts schools in Collingswood, NJ and Martha's Vineyard, MA.

www.actionkaratema.com

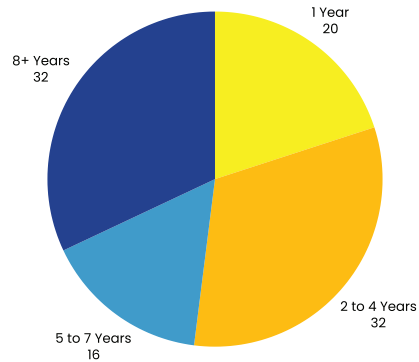
PEER-BASED LEARNING EXPERIENCE

Business Profile (2017 – 2022)

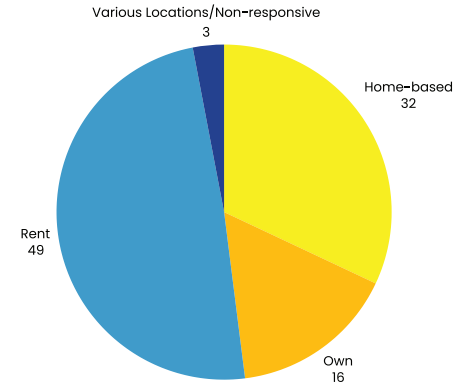
TYPES OF BUSINESSES (%)



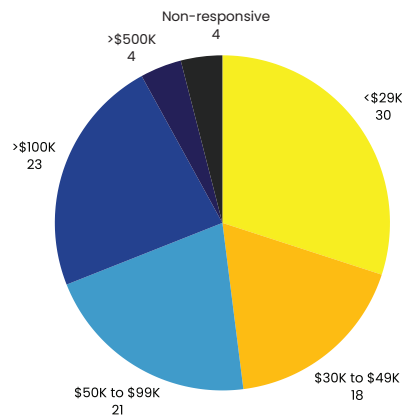
YEARS IN BUSINESS (%)



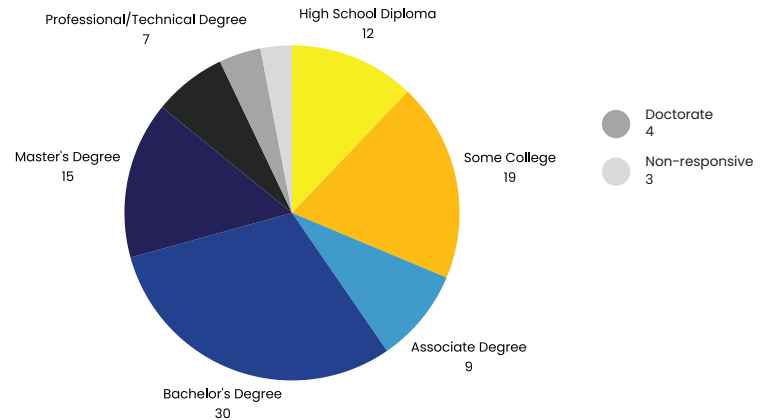
LOCATION (%)



YEARLY SALES (%)



PARTICIPANTS' EDUCATIONAL STATUS (%)





BUSINESS OWNER AND COMMUNITY LEADER SPOTLIGHT

ZANA CAKES

Chestnut Hill

In 1993, **Zana Billue** graduated from culinary school and began working at one of the largest food service companies in the country shortly afterward. There, she decided to bake cakes for the holiday season—Thanksgiving and Christmas only. The Simply Delicious, an old-fashioned butter pound cake and her mother's original recipe from her childhood, was off to a good start. As customer demand started increasing, Zana decided it was time to bake and sell cakes all year round. A few years later in 1998, Zana Cakes was established with three flavors. Currently Zana Cakes has nine delectable flavors, including a holiday special, an Eggnog Rum Splash pound cake.

In early 2022, Zana Cakes created blondies, a bar cookie to add to the product line. Unlike the pound cake, the blondies are individually wrapped, making them easy to eat on the go.

Zana says participating in Power Up gave her insight into opportunities she had not considered. During the program, she created a tactical plan to identify various revenue opportunities to increase her sales. Discussions with her coach also helped her to outline the different components and action plans needed to increase her sales by a target date.

Zana has also really enjoyed being invited to participate in several pop-up shops all over Philadelphia. Her most notable invitation to date was receiving a call from a producer at FOX 29's Good Day Philadelphia to discuss her annual fundraiser cake sale to benefit the Alzheimer's Association, which raises money and brings awareness to Alzheimer's and dementia.

www.zanacakes.com

**"I still get excited each time
someone calls to say they
enjoyed one of my cakes. It's like
the first time, every time."**

– ZANA BILLUE



STORE OWNER SERIES IMPACT DATA

September 2017 – June 2022



603

Total Businesses
Participated



967

Total Number
of Workshop
Attendees



53

Total Number
of Workshops



47

ZIP Codes
Represented



10

City Council
Districts Represented

COMMUNITY SMALL BUSINESS DEVELOPMENT WORKSHOPS

Since September 2017 to date, we have hosted **204 workshops**, attracting **4,262 participants**.

STORE OWNER SERIES WORKSHOPS

We have held sets of the Store Owner Series workshops at the College's Main Campus, three Regional Centers and in South Philadelphia, for a total of 53 workshops. The workshops have been a great opportunity to connect with small businesses in these communities. Many have taken the next step by enrolling in the Peer-based Learning Experience program. Others have taken more than one workshop, demonstrating a clear interest and a drive to improve their business knowledge.

SOME 2019–2022 WORKSHOP TOPICS:

- *Business Model and Value Proposition*
- *Business Processes and Operations*
- *Manufacturing Procedures for Small Businesses*
- *Digital Merchandising*
- *Export/Import 101 for Small Businesses*
- *Business Compliance Issues for Small Businesses*
- *Search Engine Optimization Basics for Your Small Business*
- *Growing Your Business Online*
- *Know Your Financial Numbers*

PHILADELPHIA LANGUAGE SERVICES LLC

Center City

In 2015 **Roseanne Toritto** co-launched Philadelphia Language Services, deciding to combine her love of languages with her determination to help empower the limited English-speaking community. As a single mother of a child with special needs Roseanne knew how difficult advocating for a child could be. She imagined how much harder it would be for a parent whose first language was not English.

Today, with four employees and 250 independently contracted trained linguists, Philadelphia Language Services provides interpretation and translation in over 200 languages to early intervention services, special needs organizations, schools, nonprofits, social justice and refugee organizations, child and youth services, homeless shelters, immigration attorneys, and autism and neuropsychological research centers.

Power Up Your Business helped Philadelphia Language Services tighten up its legal structure and create standard operating procedures. Business coaches helped Roseanne organize the company's data so that she could hone in on target clients and realize untapped markets. The creation of a tactical plan was key in growing her business as it required the creation of specific goals, tactics and deadlines.

Citizens Bank recognized Philadelphia Language Services' impact on the community in May 2022 and awarded it a small business grant, which Roseanne used to purchase simultaneous interpreting equipment.

www.phillylanguageservices.com



COMMUNITY WORKSHOPS

The Power Up program uses the hub-and-spoke model, where it partners with local community organizations to host workshops at local libraries, businesses and community organizations. By working alongside local community organizations and business associations, we can reach more businesses and develop training workshops that are relevant to the needs of business owners in each community.

To provide relevant workshops, we collaborate with our community partners to conduct small business needs assessments to inform workshop topics and identify businesses that would benefit from the program. We maintain the quality of the workshops by providing expert instructors who have firsthand experience and practical knowledge.

Some of these partners have included Philadelphia Chinatown Development Corporation, Oxford Circle CCDA, SCORE Philadelphia, LA21 CDC, Mt. Airy CDC, Northern Liberties Business Improvement District, Esperanza, FINANTA, East Passyunk CDC, Philadelphia Department of Commerce, Asian American Chamber and New Kensington CDC. Workshops are held at Free Library locations across Philadelphia, as well as in restaurants and barbershops to ensure we reach businesses in the community.

Community workshop topics included LinkedIn for business, staffing and retaining employees, Google, SEO strategies, bookkeeping, digital marketing, building your brand, commercial leasing, and Facebook marketing. In partnership with FINANTA, we were able to offer three workshops in Spanish, which focused on business bookkeeping, Google and social media.

ONLINE WORKSHOPS

Since March 2020, the College transitioned to hosting online workshops as part of offering expanded learning models.

We have hosted **52 workshops** attracting **1,558 participants** from all over the city.

COMMUNITY WORKSHOPS IMPACT DATA

September 2017 – June 2022

IN-PERSON	ONLINE
<div>55</div> <div>Total Number of Workshops</div>	<div>52</div> <div>Total Number of Workshops</div>
<div>1,343</div> <div>Total Number of Participants</div>	<div>1,558</div> <div>Total Number of Participants</div>

CUSTOM ARTS STUDIO

Mt. Airy

Keisha Whatley is the founder and creative director of Custom Arts Studio, a full-service fine arts and design company located in the Mt. Airy neighborhood of Philadelphia. Since its launch in 2014, Custom Arts Studio has been driven by excellent customer service, high quality art and design, and bursting creativity. Custom Arts Studio's work has been collected by three museums, is highly awarded, and is recognized in the Philadelphia arts and culture community.

Keisha was inspired to pursue entrepreneurship by both her father, Ron "Wandering Feather" Randolph, and maternal grandmother, Maxine Whatley. Both were lifelong entrepreneurs who employed their passion to create a life filled with creativity, drive and fulfillment. Their "gift of grit" has propelled Custom Arts Studio to grow from a one-person operation to a team of four creative professionals working to make a difference through the arts.

According to Keisha, the Power Up program's peer-to-peer framework is priceless. Connecting with small businesses from a wide variety of industries creates a space of support, education and empowerment. Power Up connected Custom Arts Studio to online, user-friendly platforms for accounting and business services, namely 17Hats and Xero, that have supported Custom Arts' growth and efficiency tremendously over the last few years.

Keisha says the most powerful result of participating in the Power Up program was the company's ability to secure a loan to acquire and renovate a commercial building, the Germantown ArtHaus, in April of 2021. She credits the Power Up program for giving Custom Arts Studio a solid foundation, and the community will be better for it!





BUSINESS OWNER AND COMMUNITY LEADER SPOTLIGHT

PHILADELPHIA LASER & INDUSTRIAL DESIGN (PLAID)

Old City/Penn's Landing

Sharif Pendleton is an entrepreneur and creative consultant with a diverse skill set. He graduated from University of the Arts with degrees in both Interactive Design and Strategic Advertising. As a response to being laid off in 2009, Sharif decided to become his own boss and started Masters of None, an e-commerce shop specializing in laser cut housewares and accessories. After five successful years, Sharif closed his first business in order to pursue other projects.

In 2017, realizing that his journey as a creative entrepreneur wasn't quite over, Sharif launched Philadelphia Laser & Industrial Design (PLAID). In 2018 PLAID opened a brick-and-mortar store at Cherry Street Pier. At PLAID, Sharif makes and sells atypically clever, beautiful and useful goods and offers custom laser cutting services.

As part of a growth strategy for PLAID, Sharif joined Power Up (Cohort 18) and found a wealth of knowledge and tools that helped him to better understand the blind spots in his business. The Business Model Canvas and collaborative spirit of one-on-one coaching gave Sharif a new perspective on his growing business. In addition, focused learning around the tactical improvement plan helped Sharif to organize and launch a refresh of products and promotions that has already started rolling out on the PLAID site and storefront.

www.laserphilly.com





NEW INNOVATIONS TO IMPROVE PROGRAM ACCESS: Responding to the City's Unique Business Community Needs

Philadelphia is as diverse as its neighborhoods and commercial corridors. Entrepreneurs face unique challenges, including language barriers, and limited access to the technology, tools, resources and research needed to plan a business. Against this background, the College pursued innovations to address some of these challenges, which have been further exacerbated by the devastating effects of COVID-19 and the inequities in our society revealed by the pandemic. These new programs were created to support greater access to important business education, training and coaching for a wide variety of communities in Philadelphia:

Industry Best Practices

Established to provide a deep dive into specific sectors that reflect the industries represented by our Peer-based Learning graduates. The College started the series partnering with Children's Village on a child care deep dive and new series were added in 2020 to address sectors most affected by COVID-19, which include retail, restaurants, and micromanufacturing businesses.

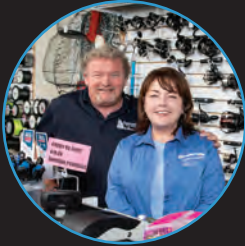
Community Startup Accelerator

Also established in 2020 to support many businesses that were being launched at home with training, technical assistance, coaching and resources to build the infrastructure needed to better navigate their early years and increase their likelihood of long-term sustainability. This program was supported by the AT&T Foundation.

- **5 Total Cohorts**
- **81 Businesses Graduated**

INDUSTRY BEST PRACTICES

2020-2022



RETAIL BOOT CAMP

2 Total Cohorts

32 Total Businesses

32 Total Participants



MANUFACTURING BEST PRACTICES

1 Cohort

23 Total Businesses

23 Total Participants



E-COMMERCE BEST PRACTICES

2 Total Cohorts

36 Total Businesses

36 Total Participants



RESTAURANT BEST PRACTICES

5 Total Cohorts

66 Total Businesses

175 Total Participants



CHILD CARE BEST PRACTICES

2 Total Cohorts

34 Total Businesses

42 Total Participants

PARTNER SPOTLIGHT

The Comcast RISE Grant Program partners with Community College of Philadelphia to provide monetary and in-kind consultative services grants.

In 2022, Power Up Your Business joined forces with the **Comcast RISE Grant program**. Together, they hosted three "Award Awareness Webinars," which were detailed informational sessions. In these sessions, the regional leadership team collaborated with the Power Up Your Business program's leadership to provide comprehensive information on the various grant types available, including both monetary and in-kind marketing and technical support.

As part of the partnership, the Power Up Your Business program provided one-on-one coaching and technical assistance on a first-come, first-served basis to program alumni who expressed interest in obtaining support to navigate the grant application process.

As a result of these efforts, we are proud to report that 14 alumni from the Peer-based Learning Experience program applied for and received Comcast RISE grant funding in the Philadelphia region. The recipients are as follows:

**Monetary Grant Recipients
(\$10,000 Cash)**

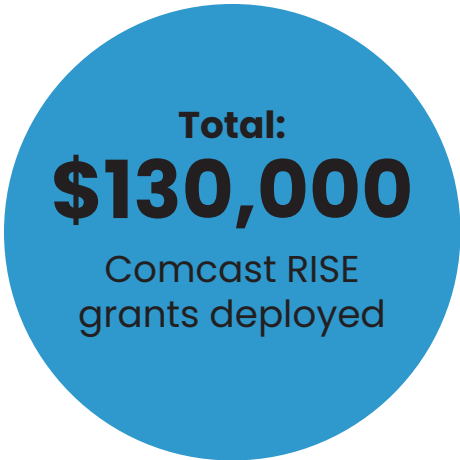
- Enspire Consulting Group LLC
- Gibson School of Music and Arts LLC
- Lobo Mau Designs LLC
- Really Real Ginger
- Soie by C. Dior Hair LLC

Subtotal: \$50,000 in cash grants

**In-kind: Marketing and Technology
(\$10,000 Value)**

- Baby Bottle Brush Bib Co.
- Dondaria Culinary Consulting Services, Inc.
- God’s Given Gifts Salon, Inc.
- Mini Studio LLC
- Natures Hair Foods
- The Flavor Spot
- Top Dawg Groomer
- Zana Cakes

Subtotal: \$80,000 in-kind consulting services



PARTNERS SPOTLIGHT

Community College of Philadelphia and Impact Loan Services teamed up in 2021 to launch a second cohort of the **Power Up Global Series**, offering an all-Spanish version of Power Up Your Business Peer-based Learning Experience with a group of Latinx entrepreneurs. **Power Up en Español** is tailored to Latinx small businesses in Philadelphia that are interested in building their capacity and developing innovative strategies to accelerate their business growth.

THE KEY COMPONENTS OF THE 12-WEEK PEER-BASED LEARNING EXPERIENCE INCLUDES:

- **Building Your Business**
Refining your business model and clarifying your revenue streams
- **Understanding Your Business Financials**
For better decision making and profitability
- **Legal Governance, Risk Management and Compliance**
Having the right entity and tax structure with the right insurance protection
- **Marketing Your Business**
To support customer acquisition, retention and boosting sales
- **Running Your Business**
Building reliable, productive teams and optimizing business operations
- **Tactical Improvement Plan**
Specific actions and steps to guide business growth (required for graduation)
- **Coaching**
Direct one-on-one business counseling to help clarify the business vision and assist the owner in moving their plan forward

The first **Power Up Global Series** class en Español was held in October 2019 and was hosted at FINANTA's location in the Kensington neighborhood of Philadelphia. Sixteen business owners and entrepreneurs graduated from the program with a tactical plan and customized growth plan for their business.

The second **Power Up en Español** was held in March 2021 in collaboration with Impact Loan Services also to serve businesses in the Kensington area. Seventeen business owners graduated.

Power Up en Español leverages the techniques of the Growth Wheel and the Canvas Business Model to build clients' technical knowledge to better run and operate their businesses.

POWER UP GLOBAL SERIES SPANISH

- **3 Total Cohorts**
- **48 Total Businesses**
- **50 Total Participants**

2017–2022 PARTNERS INCLUDE:

60th Street West Market Street Business Association

63rd Street Business Association

ACANA

African American Chamber of Commerce (PA, NJ and DE)

African Caribbean Business Council (ACBC)

AFRICOM

Asian American Chamber of Commerce of Greater Philadelphia

Beech Interplex

BOOST Community Development Corporation (CDC)

Business Association of West Parkside Called to Serve CDC

City of Philadelphia Department of Commerce

Comcast RISE Grant

Earl Harvey (Black Professional News)

East Falls CDC

Entrepreneur Works

Esperanza

Ethiopian Community Association of Greater Philadelphia

Fairmount CDC

FINANTA

Free Library of Philadelphia

Germantown United CDC

Greater Northeast Philadelphia Chamber of Commerce

Greater Philadelphia Hispanic Chamber of Commerce

Haitian American United for Change

Holmesburg CDC

I Buy Black Inc.

Impact Services Corporation

Jumpstart Germantown

Korean Community Development

Services Center

Lancaster Avenue (LA) 21st Century Business Association CDC

Lancaster Avenue Business Association

Mayfair CDC

Mt. Airy CDC

New Kensington CDC

Newbold CDC

NextFab

North 5th Street Revitalization Project

Ogontz Avenue Revitalization Corporation (OARC)

Overbrook West Neighbors CDC

Oxford Circle Christian Community Development Association

PA Professional Image Alliance

People's Emergency Center

Philadelphia Area Cooperative Alliance

Philadelphia Chinatown Development Corporation

PIDC

SCORE Philadelphia

SEAMAAC

South Street Headhouse District

Sustainable Business Network

Tacony CDC

Temple SBDC

The Business Center

The Enterprise Center

The Universal Muslim Business Association

Urban League of Philadelphia

Welcoming Center for New Pennsylvanians

West Philadelphia Corridor

Collaborative

Women Business Enterprise Center - East

Women Opportunity Resource Center



PARTNER SPOTLIGHTS

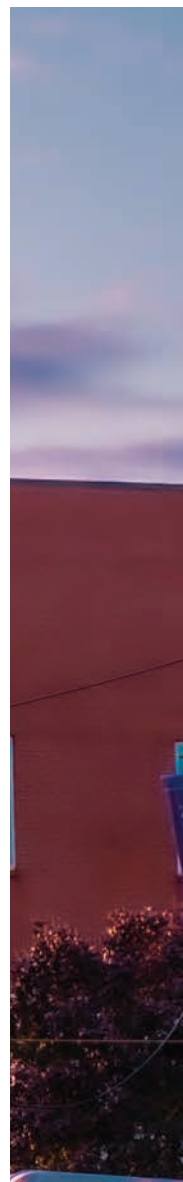
LANCASTER AVENUE 21ST CENTURY BUSINESS ASSOCIATION COMMUNITY DEVELOPMENT CORPORATION (LA21)

LA21 is a technical assistance referral partner of Power Up and has been supporting businesses in the West Philadelphia business community for over a decade.

LA21 is located in a federally mandated Promise Zone, serving communities in the Mantua section of West Philadelphia and University City. They represent businesses and organizations along the Lancaster Avenue corridor, which is a cultural, historic and business hub.

IMPACT LOAN FUND, INC.

Impact Loan Fund, Inc. is a partner in the Kensington Lending Partnership, a collaboration of four community development financial institutions whose goal is to increase small business support, and entrepreneurship in the Kensington area. Impact Loan Fund, Inc. collaborated with Power Up to create a 12-week training course to help Latinx business owners develop and implement a growth plan. Working with the Dominican-American Chamber of Commerce for outreach and recruitment, the training was entirely in Spanish and focused on modules like business financing, legal and risk management, marketing, operations, and more. The course is followed by five months of coaching and financial advising, and graduates get access to capital to help fund their growth.





COMMUNITY
COLLEGE OF
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Power Up Your Business

Resource Event Partners:



Philadelphia



CITY OF PHILADELPHIA
DEPARTMENT OF COMMERCE



www.ccp.edu/powerup