

PRESENTED TO: ECONOMIC DEVELOPMENT COMMITTEE



BIPOC CHAMBER OF COMMERCE

1



INTRODUCTION

BIPOC refers to Black, Indigenous, People of Color – it is a term to acknowledge the diversity of people of color around the globe. This research project seeks to gather the opinions of BIPOC business owners – to assess the feasibility of a BIPOC Chamber of Commerce in Tacoma-Pierce County. A chamber of commerce is a business network that furthers the interest of its members.

2



Colemon and Associates has activated its team of 5 to connect with businesses. Data is being gathered to create profiles and perspectives that will be aggregated to reflect themes and levels of interest in a BIPOC Chamber.

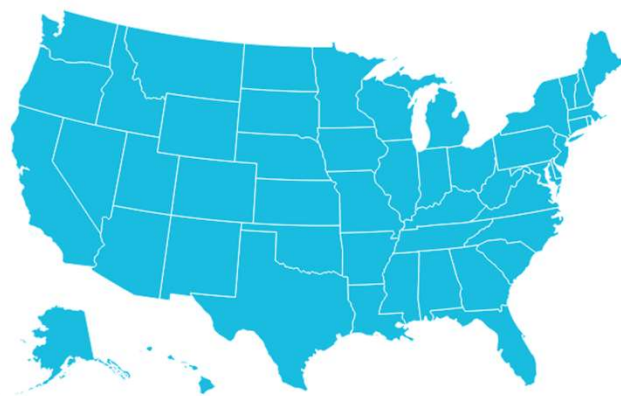


Colemon & Associates Research Process

3

Comparative Analysis

C&A is researching the structure, financing, and sustainability of comparable chambers of commerce across the U.S. to inform recommendations.



4

SAMPLE OF DATA COLLECTED

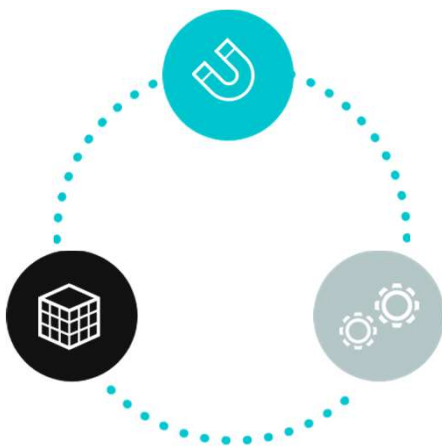
Below is a sample of data collected between December 2022 to April 2023

Business	Licensed or Sub-economy	Level of Interest	Source of Connection
Hurtado Painting, Construction	L	Learn more first	Thumbtack
"Sneaker Seller"	S	Some participation	Social Media
The Fish House	L	Full participation	Patron
Kennedy Gichobi	L	Learn more first	Thumbtack
Rise, LWP	L	Full participation	Know Personally

5

ASPECTS OF SPECIALIZED CHAMBERS

Below are core elements of specialized chambers of commerce.



NONPROFIT DESIGNATION

Most chambers of commerce that target underserved communities are nonprofit organizations.

MEMBERSHIP

Most chambers of commerce are structured as a membership association with fees and benefits for participation.

ADVOCACY

Most chambers provide advocacy which is demonstrated by employing lobbyists, liaising with electeds, and raising the visibility of member businesses.

6

Testimonials

WHAT ARE FOLKS SAYING?



" I'm interested, but not sure I can afford membership fees, how will I know it's worth my investment?"

Brown Betty 253



" There are many forms of currency - can a chamber honor currency other than the US dollar?"

Advocates of the Sacred

7

Please feel free to refer businesses, interested parties or inquiries directly to us.



253.973.7739

chat us up!



Email

pcolemon@colemonassociates.org



Social Media

hit us up on Facebook or Instagram @colemonassociates

CONTACT US

8

THANK YOU!

THE END

DO YOU HAVE ANY QUESTIONS?