



THE PORTER HOUSE KC

PHKC Family

Entrepreneurs
& Organizations

Impact Report

2021 - 2022

*"THE REASONABLE MAN ADAPTS HIMSELF TO THE
WORLD: THE UNREASONABLE ONE PERSISTS IN
TRYING TO ADAPT THE WORLD TO HIMSELF.
THEREFORE ALL PROGRESS DEPENDS ON THE
UNREASONABLE MAN."*

-GEORGE BERNARD SHAW

OUR WHY / "SCALING DEEP"

We started The Porter House KC a little over 7 years ago because - like most entrepreneurs - we recognized a problem, and wanted to be a part of the solution. And like most entrepreneurs, what started as a simple idea via phone call between Co-Founders, soon blossomed into specialized workshops dedicated to creating accessible resources for entrepreneurs that were building their crafts through what we now define as a "non-traditional" lens.

Unfortunately, like many of the world's deeper problems, we saw this lack of accessibility become even further exposed once the world was violently shaken through the 2020 global pandemic. At a local level, we spoke with and witnessed various women-owned, and black-/minority-owned businesses that closed or experienced severe financial hardships during the pandemic. This trend mirrors national statistics on the impact of the pandemic on BIPOC businesses, despite entrepreneurship in the urban core being over-mentored. We recognize that the entrepreneurship sector as a whole, especially in BIPOC communities, has considerable progress to be made when it comes to being invested in to ensure the economic mobility of urban core communities, those individuals, and the need to continue to accelerate new business creations.

Fast forward to 2021-2022. While the narrative of this problem has been forced to be brought to the surface, the outcome of this problem has not made a dramatic shift. After a few years of working with our client base, we began to realize that our focus was not on the "traditional" entrepreneur (i.e. loan-approved, viable resourced (funding), formally or informally educated in business / entrepreneurship), but on the "non-traditional" entrepreneur - and therefore, needed to find "non-traditional" ways to make an impact not just on their entrepreneurial journey, but on their lives, their families' lives, their potential employees, and the surrounding urban community.

Up until recently, unlike the coined phrases "scaling up" or "accelerator," our work (and our impact) had not been given a true "definition". However, after reading the Harvard Business Review research article, *How Entrepreneurship Can Revitalize Local Communities*, we found Suntae Kim and Anna Kim's research to align (and "truly define") with the work we continue to move towards. The summary of the article states, "Ventures that focus on scaling up may achieve financial success, but they will never turn a Detroit into a Silicon Valley by themselves. To make a meaningful impact on local communities, business leaders and policymakers should foster a mindset of scaling deep, supporting not only the ventures that offer strong returns, but also those that lift up poorer places to achieve sustained self-reliance." Our "why" continues to be built off of finding ways to educate, network, and fund a better supported local urban entrepreneurship ecosystem that promotes " **scaling deep** " and creating economic viability in the communities that need it most.

OUR PAST YEAR (21'-22')

To put it simply, our 2021-2022 year has been ahhhazing. We started off by welcoming two additional full-time employees, along with three contractors to assist with organization expansion, general and educational programming. We then (with some major assistance from UMB Bank) established our Alchemy Sandbox Program - giving us the opportunity to grant 20 businesses with \$100,000 in funding for the '22 year. This opportunity allowed us to find new ways to support businesses on both the Missouri and Kansas side, with additional funding partnership support from J.P. Morgan Chase, LISC, and NetWork Kansas. In between these programs, we were also able to host multiple Small Business Development Program Cohorts, along with starting our first annual 12-month Small Business Mentorship Cohort in partnership with the Helzberg Entrepreneurship Mentoring Program (HEMP).

OUR UPCOMING YEAR ('23)

We are proud of the work we have been able to accomplish in 2022, and even MORE excited for what's to come in 2023. Along with some of the aforementioned programs, we are also gearing up to open our first "pop-up" retail-focused building in the urban core. By creating a "pop-up" retail space, this will provide 9 of our entrepreneurs incubator-style programming with low-lease rates, short-term lease periods, and an educational component that teaches underserved entrepreneurs the in's and out's of running a physical space. We believe this opportunity will allow our business owners the practical application in running their businesses while simultaneously offering a safe space to "fail quickly". And if that's not enough change... we also plan to pilot our first Small Business Development Program with our own business development curriculum.


 - SQUAD

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OUR STORY, SO FAR...

Our Mission / Our Purpose

Our Mission:

The Porter House KC is an entrepreneurship support organization (ESO) with a focus of:

- advocating for a broader entrepreneurial ecosystem
- providing access and resources to current and aspiring entrepreneurs in the Kansas City metro area.

With these two focuses in mind, our mission is to continue to be (and further build) a "bridge" between under-served and underrepresented individuals and access to community-driven entrepreneurship support.

Our Purpose:

We have found a way to build this "bridge" of access by:

- providing the (mental and physical) space
- creating the connection of expertise
- facilitating the education for business owners.

OUR STORY, SO FAR...

Our Programming

Our Programming:

Through the foundation of Our Mission and the drive from Our Purpose, we have intentionally built-out three different programming streams:



Small Business Development (SBD) Program

Through this 15-week, cohort-style classroom training opportunity, business owners will be challenged and motivated to understand the "technical" skills of developing their business.

Small Business Mentorship (SBM) Program

Through this year-long program, aspiring and emerging business owners will be matched with local entrepreneurs and business leaders to develop a dedicated space, relationship, and specific goals catered around their business.

Alchemy Sandbox (AS) Program

Through this small-dollar funding opportunity, this quarterly program aims to provide 20 business owners with up to \$5,000 in grants that will directly support businesses back office, equipment cost, rental assistance, or general system needs.

OUR IMPACT, SO FAR...

Our Version of "Scaling Deep"

"Scaling Deep":

Our "why" / finding ways to educate, network, and fund our entrepreneurs that further fosters economic viability in the communities that need it most.



The Next Paige Agency

Founder, Elaina (Paige) Thomas, recently purchased a commercial space for her artist agency, The Next Paige; she was seeking new signage to make her new building standout. After winning [Q2's Alchemy Sandbox Program](#), Elaina was able to purchase and install signage.



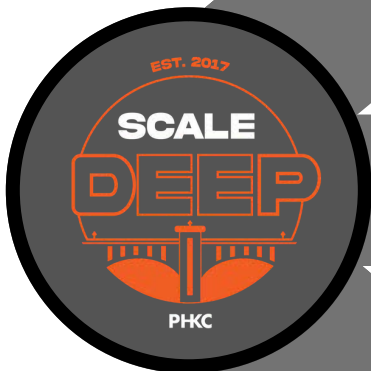
Margaret's Place Adult Recreation and Wellness Center

After purchasing a new building for her Recreation and Wellness Center, Founder Patricia McCreary needed funding to support her move, build-out, and preparation to open the new space. Being one of the (4) awardees of the [Scale Deep Grant Application](#) provided her with a \$10,000.00 cushion to support her new move.



Monarch Cigars

Two (2) additional Humidors were added to owner Alonzo Wyatt's cigar shop after being an awardee of [Q1's Alchemy Sandbox Program](#). These additional Humidors will allow Alonzo to hold more-specified cigar types, and further drive customer's into his shop.



THE "NUMBERS"

224

ENTREPRENEURS
CONNECTED TO
PROGRAM(S)

19

COMMUNITY PARTNERSHIPS

7

TEAM
MEMBERS

129

PROGRAM
GRADUATES

\$189,500.00

SMALL-DOLLAR FUNDING

8

FUNDING
PARTNERSHIPS

144

ALUMNI

10

EVENTS

PH×KC

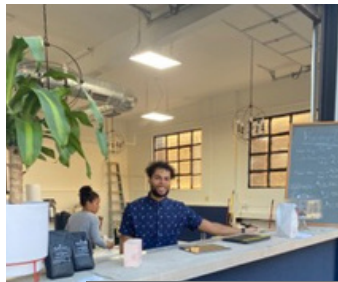
ALUMNI

~ *alumni* ~

: an entrepreneur / small business owner who has participated in PHKC programming.



Amarie Coaching

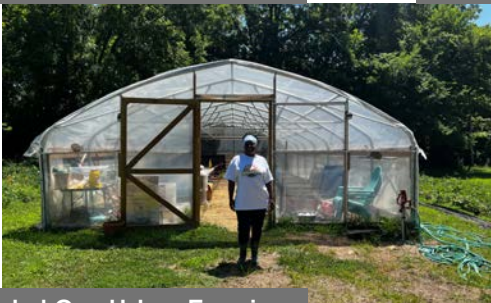


Kinship Cafe

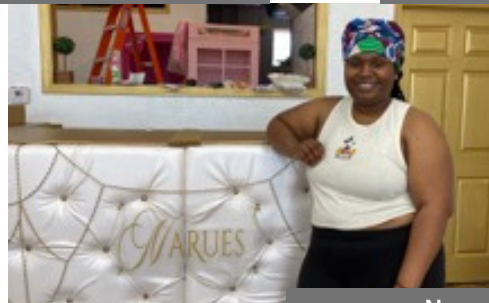


Regal Health & Wellness

144



Global One Urban Farming



Narues



SWAGG INC.



Fresh Factory KC



Royale Boy Blue



"My favorite memory being a part of the Small Business Development Cohort was making time sharing our gratitudes and challenges. I appreciated the space to be vulnerable and heard." - Ritchie Cherry, BOXOUT

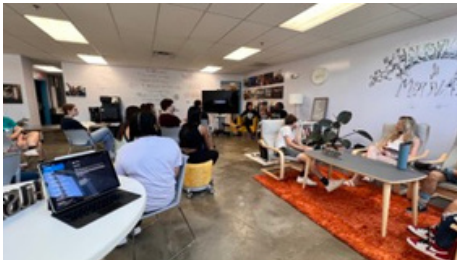
BOXOUT

PH X KC

EVENTS

~ "PHKC Event" ~

: collaborative community partnership events with the intention to create new opportunities for our business owners to grow in knowledge, resources, and network.



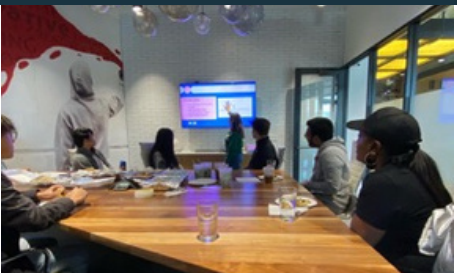
UMKC
Summer Scholars



First Friday's
Pop-Up



KC SourceLink x InnovateHER
Tales of Resiliency



Startland
NextGen Interns



KCPS x Fresh Factory
Exposure to Entrepreneurship



KC Youth Ambassadors
8-Week Cohort



NewBoCo (IA)
EntreFEST Speaker



HEMP
Circle of Reciprocity



KC Chamber
Lenders Forum

EDUCATION



TOTAL GRADUATES

129



ALCHEMY SANDBOX
"HOW TO PITCH"
WORKSHOP

56



SMALL BUSINESS
DEVELOPMENT PROGRAM

16



SMALL BUSINESS
MENTORSHIP PROGRAM

46



EMPOWER GRANT
"HOW TO PITCH"
WORKSHOP

11



(Already or Newly)
REGISTERED BUSINESS

100%



WOMAN-OWNED

88



ENGLISH AS SECOND
LANGUAGE (ESL)
BUSINESS

7



(Existing or New)
BUSINESS
BANK ACCOUNT

95%



MINORITY-OWNED

89%

Small-Dollar Grant Funding *Disbursed*

Total: \$189,500.00

ALCHEMY SANDBOX PROGRAM

EMPOWER GRANT PROGRAM

SCALE DEEP GRANT APPLICATION

Small Business Development (SBD) Program
PITCH COMPETITION

Small Business Resiliency For Entrepreneurs
of Color Initiative Grant



Small-Dollar Funding

\$100,000.00

ALCHEMY SANDBOX PROGRAM

With the support from UMB Bank, this program provided 20 businesses up to \$5,000.00 in grants that directly supported them with their back office, equipment cost, rental assistance, or general system needs. Each quarter, small business owners attend a "How To Pitch" Workshop before competing in a pitch competition in front of a selection of panel judges.



Small-Dollar Funding

\$20,000.00

EMPOWER GRANT PROGRAM

With the support from NetWork Kansas, this program provided 8 Wyandotte County (KS) businesses up to \$2,500.00 in grants. Translators were provided for Spanish-speaking entrepreneurs throughout the pitch competition.



SCALE DEEP GRANT

With the support from JP Morgan Chase, this grant application provided a total of \$30,000.00 to first, second, third, and fourth-place small business owners within the Kansas City community to assist with their back office, equipment cost, rental assistance, or general system needs.



Small-Dollar Funding

\$25,000.00

Small Business Development (SBD) Program PITCH COMPETITION

Part of the "graduation" process for the Small Business Development Program (SBD) is for business owners to be able to experience "pitching" their business. First, second, and third place awardees were granted a total of \$25,000.00.



Small-Dollar Funding

\$12,500.00

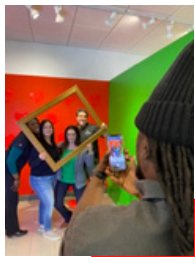
MetLife Small Business Resiliency for Entrepreneurs of Color Initiative GRANT

With the support from LISC, this grant provided five small business owners with "Restart Capital" funds—flexible emergency cash grants—available for expenses focused on maintaining, improving or relaunching business operations (e.g. health related/PPE, rent, technology).

COMMUNITY PARTNERSHIPS

~ *community partnerships* ~

: creation of new collaborations built around community partnerships across the "MINK" (Missouri, Iowa, Nebraska, Kansas) region.



NEBRASKA

1

IOWA

1



KANSAS

3

MISSOURI

14



FUNDING PARTNERSHIPS

~ *funding partnerships* ~

: new organizations, entities, and businesses that have chosen to "rock with" us throughout 21'-22'.



TEAM MEMBERS

*Their "Personalities"... based on the
MyCreativeTypes.com Quiz*

Dan:



Artist - Seeing beauty, creating beauty

Charon:



Dreamer - Power of imagination unleashed

Jahna:



Dreamer - Power of imagination unleashed

Miranda:



Thinker - Deep thoughts, big questions



TEAM MEMBERS

Their "Superpowers"...

James Bryant (Co-Facilitator):
Motivator

Kalia McKinley (Co-Facilitator):
Organizer

Keenan Randolph (Summer Intern):
Omnikinesis



Dan Smith
Charon Thompson
Miranda Schultz
Jahna Riley

SQUAD

PH × KC

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