

The Porter House KC

PHXKC



Impact Report

✕ 2023 ✕

The Porter House KC

Folks often ask about the significance of "**Porter**" in **The Porter House KC**.

In essence, a **porter**, historically associated with train service, plays the main role of guiding passengers from their starting point to their desired destination.

Back in the late 19th century and early 20th century, recently emancipated African American men found a unique opportunity under the patronage of an opportunist named George Pullman. Recognizing potential, Pullman enlisted these men as servers, offering them employment at low but consistent wages. Over time, Pullman's enterprise flourished, making him the largest employer of African American men in the United States.

"In an era when a significant portion of African Americans lived in dire poverty, the dedicated Pullman Porters played a crucial role in laying the groundwork for a burgeoning middle class within the black community. The landmark unionization of the Pullman Porters in 1935 marked a triumph over racism and exclusion, serving as a seminal precursor to the modern civil rights movement."

”

We see it as our duty to assist entrepreneurs in navigating their journey from where they are to where they aspire to be.

So what does the “Porter” in **The Porter House KC really mean?**

In the context of our organization, and our work, **we see it as our duty to assist entrepreneurs in navigating their journey from where they are to where they aspire to be.**

***“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

* Although the quote specifically mentions men, our organization firmly believes that this statement holds true for women and non-binary individuals, as well.

Letter from The Squad

Hey, Good People,

Welcome to **Impact Report** number 🕊️

Our original purpose for The Porter House KC was to create access to things we felt weren't as available as they should be to our community (e.g. education, mentorship, funding, etc.). When we dove-in, we decided education was the lowest hanging fruit that we could reach. We created an environment that people felt comfortable, understood, and valued - something we still strive for today as we grow as an organization. We have been able to create relationships of value that are only forged when mutual understandings are had, and reinforced through the work.

If we were to provide a high-level outlook on entrepreneurship from our vantage point, we would acknowledge the numerous hurdles that are still to be addressed, while also highlighting the organizations like ours that are dedicated to creating strong foundations in building economic equity in community. We see our continued commitment to the social determinants of health, with a focus on economic development, as a catalyst for positive change, aiming to enhance the life expectancy of people who live in the urban core.

Looking ahead, based on our research from [MERIC](#) and [IBISWorld](#), the outlook for retail-based businesses over the next decade indicates a consistent growth trajectory, which bodes well for the entrepreneurs we serve.

However, despite the positive outlook from our research, one of our biggest challenges and concerns still lies within the lack of understanding of "main street" entrepreneurship. And more importantly, it's impact on overall economic development, specifically in urban environments.

Embrace the change as we continue to advocate, educate, and inspire stakeholders to "think again" (shoutout to our boy, Adam Grant) when working on the future of our communities.

With a major (and exciting) new milestone approaching, we are thrilled to be **opening the first "pop-up" retail-focused incubator in Kansas City's urban core**. This space offers incubator-style programming with low-lease rates, empowering up to 9 entrepreneurs with practical skills and a safe space to "fail quickly."

None of this would be possible without the incredible **LOVE** from our community and funding partners. We're grateful for this support and the challenge to continuously refine and grow.

Be UNrEAsONaBLE, and see you at work!

TEAM PHKC



Table of Contents

01

The Story

02

The Numbers

03

The Alumni

04

The "Bridges"

05

The Education

06

The Small-Dollar Funding

07

The Engagement

08

The Support

09

The Hype

10

The Team

01. The Story

Our Mission:

The Porter House KC (PHKC) is an entrepreneurship support organization (ESO) with two core strategies:

- Providing access and resources to current and aspiring entrepreneurs in the Kansas City metro area, and
- Advocating for a broader, more equitable entrepreneurial ecosystem.

With these in mind, our mission is to serve, be, and further build a “bridge” between 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

01. The Story

Our Programming:

We intentionally serve a variety of individuals with the goal of building, transforming, and further developing their business through our **four** primary streams of programming:

1

Small Business Development Program

EDUCATION

A fifteen-week “cohort” style course designed for developing business owners (ideal range of 6 months to 3 years in business) to hone-in on the foundation (their entrepreneurial mindset), their core (the key components of what it means to own a business), and their “really real” (the “what’s next” of owning a business).

2

Small Business Mentorship Program

MENTORSHIP

This 6-month program matches aspiring and emerging small business owners with local entrepreneurs and business leaders, serving them holistically towards specific goals as they build their businesses.

3

Alchemy Sandbox Program

SMALL-DOLLAR FUNDING

This two-year program provided 35 businesses up to \$5,000 in grants that directly supported them with their back office, equipment cost, rental assistance, or general system needs (each quarter, small business owners attended a “How To Pitch” Workshop before competing in a pitch competition).

4

811 Retail Incubator

EQUITABLE ACCESS TO PHYSICAL INFRASTRUCTURE

With incubator-style programming and an educational component, this Retail Incubator teaches underserved entrepreneurs the in’s and out’s of running a business within a physical space (opening beginning of 2024).

02. The Numbers

TOTAL ALUMNI

190



COMMUNITY PARTNERSHIPS

(Created / Maintained)



41

PROGRAM GRADUATES

79



SMALL-DOLLAR FUNDING



\$90,000

EVENTS

19



TEAM MEMBERS

(Full Time / Contract)



4

FEATURED PUBLICATIONS

6



FUNDING PARTNERSHIPS



14

WHO ARE THEY?

a • lum • ni (ə-ˈləm-nī): noun

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

Small Businesses who identify as: **BIPOC / POC - Owned**

(those who identify within one or more systemically marginalized groups)



93%

Small Businesses who identify as: **Woman - Owned**



68%

Small Businesses who have a: **Service-Based Business Model**

(e.g., [The Art Incubator](#), [MJ Fitness](#), [Thriving Intent](#), [Madison's Towing Company](#))



57%

Small Businesses who have a: **Product / Retail-Based Business Model**

(e.g., [Amir'acle Body Butters & More](#), [paraMi](#), [Deeprooted Clothing Brand](#), [The Rolling Garden](#))



31%

WHO ARE THEY?

Small Businesses who operate as a: **Brick-and-Mortar Business**

(e.g., [Equal Minded Cafe & Event Space](#), [The Black Pantry](#), [Monarch Cigars](#), [Narues](#), [The Next Paige](#))



29%

Small Businesses who operate as an: **eCommerce Business**

(e.g., [The Pink Trunk](#), [The Wud Shop](#), [CRWD Illustrations by KDS](#), [N-Tune Life](#))



42%

Small Businesses who operate as a: **Home-Based Business**

(e.g., [Max Wilde Stories](#), [Marvelous Scents Candle Co.](#), [Gangsta Goodies Kitchen](#))



44%

Small Businesses who operate as a: **Mobile Business**

(e.g., [Brainfreeze Mobile Daiquiri Shop](#), [Pretty and Sassy Mobile Spa & Lounge](#), [Recess](#), [KC Top Pix](#))



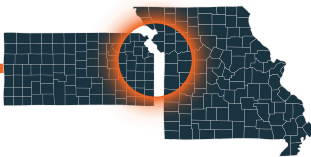
34%

Small Businesses who have an existing / new: **Business Bank Account**



98%

03. The Alumni

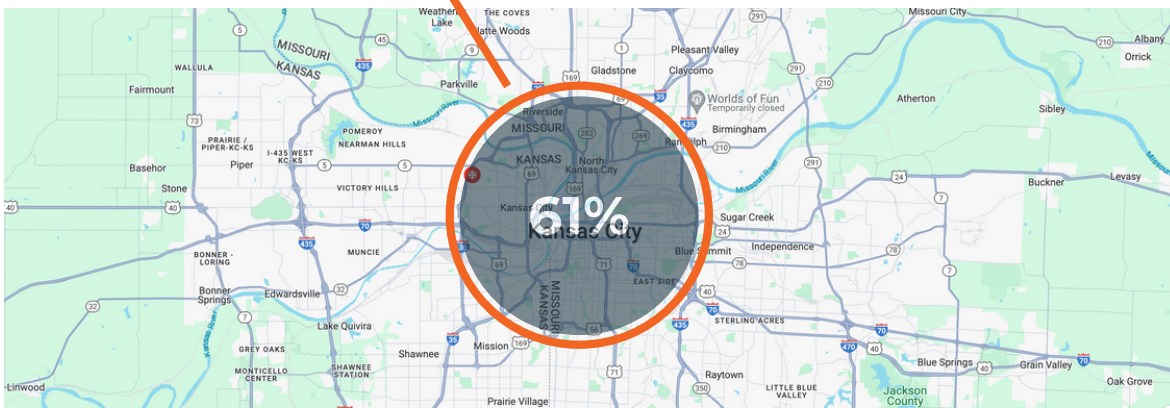


WHERE ARE THEY?

urban core ('ərbən kôr): noun
: refers to some of the central areas of the city that face economic challenges, limited access to resources, and social disparities.

Kansas City, Metro (KS / MO)

MO



*** 7-mile radius from Kansas City, Missouri - City Hall ***

KS

Wyandotte County

* 6 urban core Zip Codes of Kansas City, Kansas*

13%



Jackson County

* 12 urban core Zip Codes of Kansas City, Missouri*

87%

26% (Zip Code: 64128)

19% (Zip Code: 64108)



03. The Alumni

WHAT DO THEY DO?

im • pact ('im,pak(t)): verb

: refers to the role the entrepreneurs / small business owners play in positively contributing to the economic, social, and cultural fabric of their communities.

YEAR in BUSINESS

: The **business age** reported by PHKC Alumni in the 2023 year.



DOLLARS KEPT IN THE COMMUNITY because of BUSINESSES

: The total amount of **revenue** PHKC Alumni reported generating in the 2023 year.

\$2,717,361

TOTAL JOBS CREATED by BUSINESSES

: The total amount of **employees** (FTE, PTE and Intern) PHKC Alumni reported hiring in the 2023 year.

 : **260**

* Above numbers are based on the **63 Alumni** who self-attested within the Quarterly Check-In Surveys.

04. The “Bridges”

19
Events

Our Events:

Like a physical bridge connecting roads, we use the term "bridge" to signify the connections, resources, networks, and access points created through our **four** types of events.

Youth Mentorship Focus

Connecting PHKC Alumni with aspiring youth from various high schools, colleges, and programs within the Kansas City Metropolitan area. ***This focus aims to bridge the gap between ambition and opportunity, providing young minds with real-world insights, guidance, and inspiration from those that have walked the path first.***



Field Trip with
Center High School



Networking Focus

Connecting PHKC Alumni with new points of access through community-centered events. ***This focus aims to serve as an ‘opportunity conduit’, dismantling historically systemic barriers of access while providing small business owners / entrepreneurs with resources, potential collaborations, and connections.***



“Tables of 5” Event with
Helzberg Entrepreneurship Mentoring Program



Professional Dev. Focus

Connecting PHKC Alumni with curated programs, workshops, and resources that align with their evolving needs as entrepreneurs. ***This focus aims to empower small business owners / entrepreneurs to deepen their skillsets while fostering a mindset of continuous learning and adaptability with industry change.***



“The Little Desk Series” with
UMKC / KCSOURCELINK *



Access to Capital Focus

Connecting PHKC Alumni with accessibly-driven financial resources. ***This focus aims to serve as a catalyst bridging the gap between small business owners’ / entrepreneurs’ needs and the necessary financial capital, resources, and knowledge essential for building or sustaining their operations.***



Pitch Competition for
Alchemy Sandbox Program / UMB



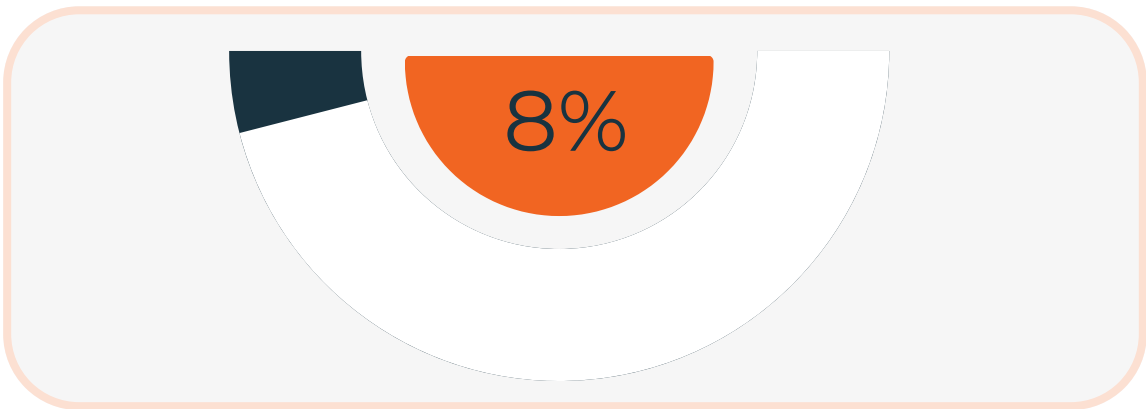
* Learn more about our partnership with UMKC / KCSOURCELINK for The Little Desk Series: [here](#).

Our Cohorts:

By making education accessible, we believe this serves as a helpful **equalizer** - providing small business owners / entrepreneurs the tools, insights, and confidence needed to navigate the complex landscape of entrepreneurship.



Percentage of Small Business Owners / Entrepreneurs Involved in > 1 Program



* The numbers represent total graduates per program. As some business owners participated in multiple programs, these figures do not match the overall program graduate count.

Our Grantees:

Small-dollar grants, though not delivering large capital injections, play a transformative role in small business sustainability. By providing opportunities for them to create a **scale deep approach**, these small businesses are able to foster a greater impact for their communities.

New Grantees that are still
OPERATIONAL
as of December 2023.



Small-Dollar Funds were utilized for:



* General System Needs is defined as: Legal Support, Professional Development, and Part-Time Employees

07. The Engagement



Our Community Partnerships:

Fostering community engagement takes many forms in our focus areas, from impactful **speaking engagements** and **youth mentorship partnerships** to **addressing social determinants of health**, **promoting professional development**, and **facilitating volunteer engagement**. Our commitment lies in both establishing new collaborations and nurturing existing partnerships to create a meaningful and lasting impact.



08. The Support



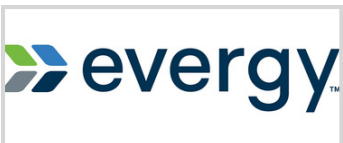
Our Funding Partnerships:

New and existing **foundations**, **businesses**, and **government entities** that have chosen to “rock with us” in the 2023 year.

FOUNDATIONS



BUSINESSES



GOV. ENTITIES

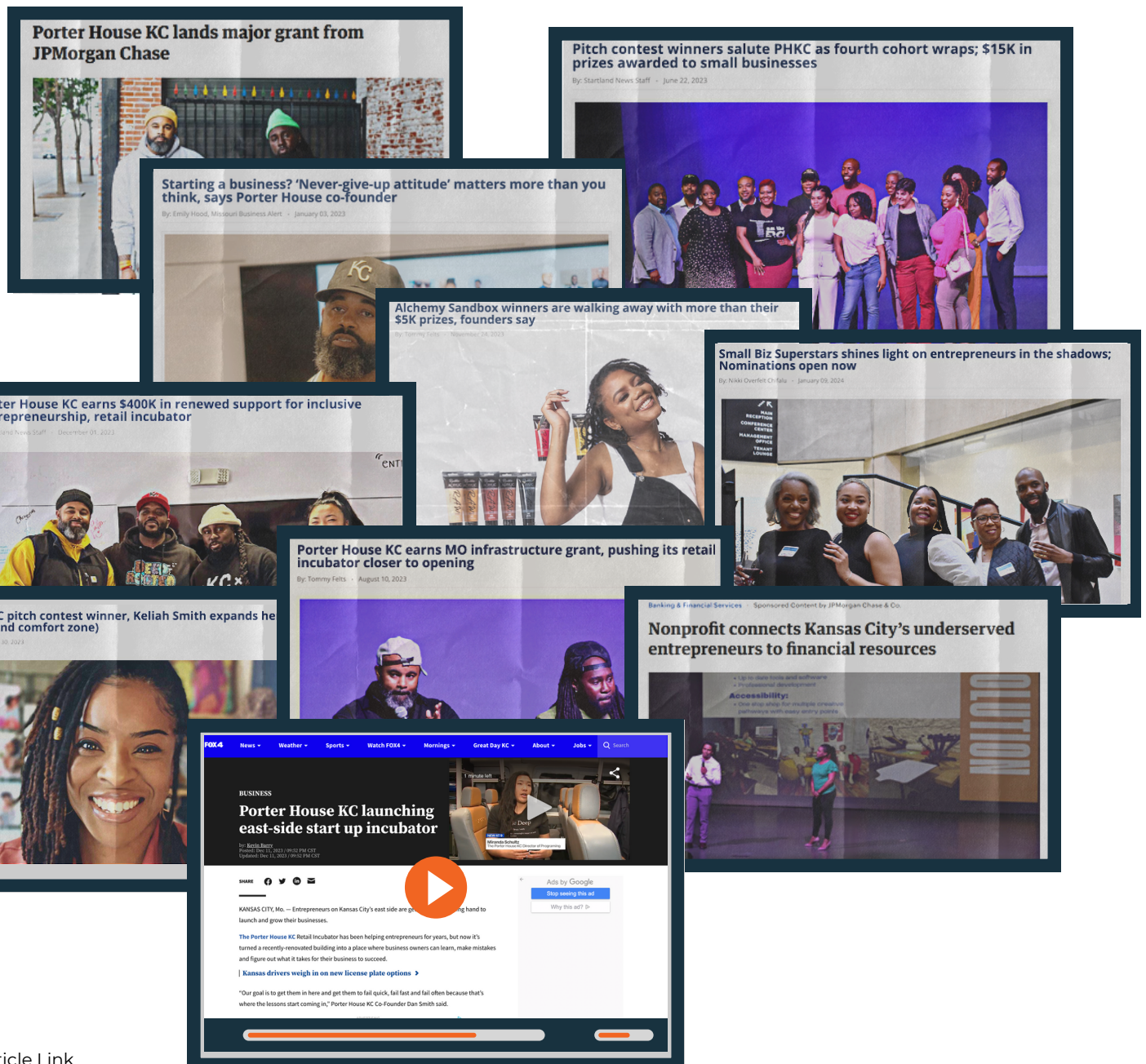


09. The Hype



Our Featured Publications / Media:

These features serve as a crucial avenue to **enhancing the legitimacy of the work** - not just for our organization, but the small businesses / entrepreneurs we support and the community surrounding them.



 = Article Link

10. The Team



Dan Smith

Co-Founder

Superpower: ARTIST *



Charon Thompson

Co-Founder

Superpower: DREAMER *



Miranda Schultz

Director of Operations

Superpower: THINKER *



James Bryant

Co-Facilitator

Superpower: MOTIVATOR *

* These personalities were determined based off of Adobe Creative's **My Creative Type Quiz**.
To learn more about the quiz, peep [here](#).

El fin.

PHXKC



A special shoutout to a few thought-partners:

Melissa Roberts, Mayra Aguirre, Maria Meyers, Charlotte Tritch, Beth Embry



www.theporterhousekc.com



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