

2024

IMPACT REPORT



PHxKC



“

*(The public) spending money with local businesses that support the right values; you are voting as well. **Every time you spend money, you are voting.***

- Huang's World

Season 2 | Washington D.C. (26:25)

”

The Significance

The Porter House KC

Folks often ask us 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."

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 Squad

The Letter from



What up PHKC Fam!

Reflecting on 2024, our cups are overflowing with so much gratitude for the loving support of our community. ***This year marked a huge milestone with the opening of our 811 Retail Incubator, the first of its kind in the Kansas City metropolitan area.*** This innovative space has become a vibrant hub for entrepreneurship - housing 9 dynamic businesses and fostering growth in ways that were previously unimaginable.

This past year we continued to expand our reach, empower entrepreneurs, foster economic mobility, and build a stronger Kansas City. Together, we've made incredible strides in reducing barriers to entrepreneurship and creating pathways to success for underrepresented communities.

To our entrepreneurs, thank you for letting us rock with you on each of your unique entrepreneurship journeys! Your partnership fuels our work, and we look forward to continuing to make a lasting impact together.

With gratitude,

Dan, Miranda, and Charon

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01. The Story

Our Mission

Our mission is to **serve, be, and further build** a “bridge” between underrepresented individuals and access to community-driven entrepreneurship support.

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

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

Our Purpose

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

- Providing physical (and mental) space
- Creating the line of connection to expertise
- Facilitating education for resilient business owners



02. The Programming

Our Methods

We intentionally serve a variety of individuals with the goal of building, transforming, and further developing their businesses through our **three 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

811 Retail Incubator Program

PHYSICAL INFRASTRUCTURE

With incubator-style programming and an educational component, this Retail Incubator teaches up to (9) retail-based entrepreneurs the in’s and out’s of running a business within a physical space.

3

* 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.

* Due to organizational capacity, we paused the mentoring program for the 2024 Year.

03. The Numbers

TOTAL ALUMNI

242



COMMUNITY PARTNERSHIPS



25

PROGRAM GRADUATES

52



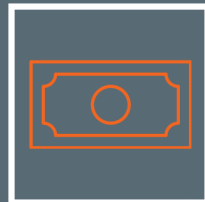
(GRATIS) SERVICES



\$142,200

SMALL-DOLLAR FUNDING

\$82,000



TEAM MEMBERS



6

EVENTS

20



FUNDING PARTNERSHIPS



6

04. The Alumni

Our Graduates

Alumni are **entrepreneurs and small business owners who have participated in PHKC programming**, helping to strengthen the economic, social, and cultural fabric of historically under-resourced communities.

TYPE of BUSINESSES

Small Businesses who identify as: BIPOC - Owned

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



95%

Small Businesses who identify as: WOMAN - Owned



84%

Small Businesses who have a: PRODUCT / RETAIL-BASED Business Model

(e.g., [CRWND Illustrations](#), [Thrift The Runway](#), [Tresses Au Naturelle](#), [WeirdoNailz](#))



41%

Small Businesses who have a: SERVICE-BASED Business Model

(e.g., [Legacy Inspired HR Solutions](#), [TouchBase Chiropractic & Wellness](#), [Mich On The Mix](#))



67%

Small Businesses who operate in a: BRICK-AND-MORTAR

(e.g., [Grace Fitness](#), [The BeVel Barber Studio](#), [The Black Pantry](#), [Equal Minded Cafe & Event Space](#))



21%

* Above numbers are based on the 78 Alumni who self-attested within the Yearly Check-In Survey.

04. The Alumni

YEARS in BUSINESS

The **BUSINESS AGE** reported by PHKC Alumni in the 2024 Year.



TOTAL JOBS CREATED by BUSINESSES

The total amount of **EMPLOYEES** (FTE, PTE and Intern) PHKC Alumni reported hiring in the 2024 Year.



DOLLARS KEPT IN THE COMMUNITY because of BUSINESSES

The total amount of **REVENUE** PHKC Alumni reported generating in the 2024 Year.

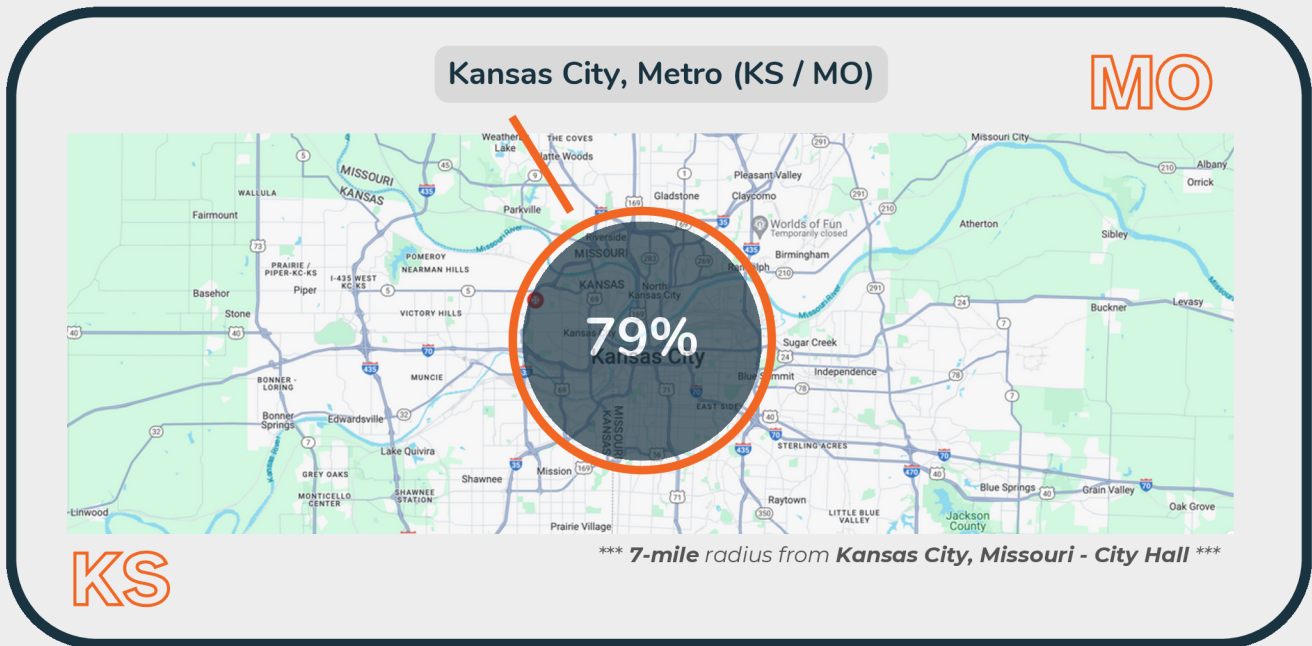
\$3,703,452

* Above numbers are based on the 78 Alumni who self-attested within the Yearly Check-In Survey.

04. The Alumni

LOCATION of BUSINESSES

The **BUSINESS LOCATION** reported by PHKC Alumni in the 2024 Year.



JACKSON COUNTY

* 12 urban core Zip Codes of Kansas City, Missouri (KCMO).



58%

of KCMO-based PHKC Alumni are located from
3 primary urban core zip codes:
64108, 64110, 64128

WYANDOTTE COUNTY

* 6 urban core Zip Codes of Kansas City, Kansas (KCKS).



67%

of KCKS-based PHKC Alumni are located from
3 primary urban core zip codes:
66101, 66106, 66109

* Above numbers are based on the 78 Alumni who self-attested within the Yearly Check-In Survey.

04. The Alumni

Our Spotlights

GRADUATE of: Small Business Development Program



JAMES HOGUE | Fathers Assisting Mothers

James Hogue, founder of **Fathers Assisting Mothers** (FAM), empowers expectant fathers with the knowledge and tools to improve childbirth outcomes for mothers and children. **During our Small Business Development Program, James won the end-of-class pitch competition, securing \$10,000 from JPMorgan Chase to expand his reach through virtual programs.** His journey, from considering closure to being featured on The Kelly Clarkson Show, demonstrates the transformative impact of mentorship, resources, and resilience.

GRADUATE of: 811 Retail Incubator Program



LATOYA EBONY-SIRLS | Someday Sunday

LaToya Ebony-Sirls, founder of **Someday Sunday**, turned her childhood passion for beauty, inspired by her mother's salon, into a mission to promote self-care through her line of natural, vegan, and nut-free skincare products. **As a member of the 811 Retail Incubator and a graduate of the Growth 360 Program, a partnership with Missouri's Small Business Development Center, LaToya has refined her operations, expanded her customer base, and secured her first intern through the KU School of Business Student Consulting project.** Her journey reflects the entrepreneurial spirit fostered by PHKC and the transformative power of strategic partnerships.

05. The Highlight

Our 811 Retail Incubator Program

The 811 Retail Incubator is a **bridge between ambition and opportunity**, designed to empower entrepreneurs and being a part of revitalizing Kansas City's urban core.



9 SMALL BUSINESSES

100+ LOCAL PRODUCTS

- By offering affordable retail space, tailored mentorship, and a network of resources, it creates a pathway for small businesses to transition from pop-up vending to sustainable operations.
- Currently home to **9 small businesses**, the incubator fosters economic equity, creating jobs and increasing vibrancy in historically underserved neighborhoods.
- Unlike traditional, tech-centric incubators, the 811 Retail Incubator is uniquely focused on retail-based businesses, **providing a safe and supportive space for entrepreneurs to “fail forward.”** Here, business owners are encouraged to take risks, learn from challenges, and refine their ideas without fear of failure. This approach fosters resilience and growth, empowering entrepreneurs to build sustainable businesses while contributing to a thriving, inclusive community.

1 COMMUNITY PARTNERSHIP

COUNTLESS OPPORTUNITIES

“It’s been instrumental in my growth as an entrepreneur, grounding my enthusiasm as a student, and shaping my evolution as a visionary.”

- Clark Roosevelt | CLVR WORLD

06. The Funding

Our Grantees

Small-dollar grants 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.

Grantees that are still
OPERATIONAL as of:
December 2024.



\$82,000

Small-dollar funds were utilized for:



26% EQUIPMENT COSTS



13% RENTAL ASSISTANCE



29% BACK-OFFICE SUPPORT



32% * GENERAL SYSTEM NEEDS

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

07. The Moments

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**.

8

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.***

6

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.***

4

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.***

2

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.***

08. The Partners

Our Community Support

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.



EDUCATION

Raytown School District | University of Missouri-Kansas City - Bloch School of Business | Kansas City Public School District | Kansas City Kansas Community College | Junior Achievement | CAPS | University of Kansas - School of Business



GOV. ENTITIES

Office of Advocacy (U.S. SBA) | Office of the Advocate for Small Business Capital Formation (U.S. SEC) | Greater Kansas City Chamber of Commerce | International Business Innovation Association



COMMUNITY ORGS.

Missouri Small Business Development Center | KCSOURCELINK | Build Trybe (Cornerstones of Care) | Young Leaders of the Americas Initiative | YEP KC | Uplift Worship Center | Startland News | Helzberg Entrepreneurial Mentorship Program




BUSINESSES

Polsinelli Law Firm | The Blakk Co. | The AI Hub | Kansas Manufacturing Solutions | Fenaroli & Associates | Seedfolk Partners

08. The Partners

Our Funding Support

New and existing **foundations, businesses, and government entities** that have chosen to “rock with us” in the 2024 Year.

FOUNDATIONS	BUSINESSES	GOV. ENTITIES
<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>

09. The Look-Ahead

Our Path Forward

As we progress into the 2025 Year, **we continue to be driven by our commitment to fostering growth, enhancing collaboration, and scaling deeper** within the entrepreneurial ecosystem. Our plans include:

- **EXPANDING** **the 811 Retail Incubator**
Supporting 9 retail-based businesses in the 811 Retail space, fueling economic growth and community vibrancy
- **OPENING** **The Art Incubator (The AI Hub)**
Introducing a dynamic second-floor hub to engage creatives and foster innovation through the arts
- **LAUNCHING** **Small Business Development Programs (Cohort 7 & 8)**
Advancing "main-street" entrepreneurial education to empower the next wave of business owners
- **RE-LAUNCHING** **Small Business Mentorship Program (Cohort 5)**
Strengthening connections and support systems for entrepreneurs on their journeys
- **NURTURING** **School District Collaborations**
Expanding outreach to inspire and cultivate future entrepreneurs within the community
- **BUILDING** **(and fostering) Community Partnerships**
Collaborating with local organizations to expand access to resources and support for entrepreneurs
- **STRENGTHENING** **our PHKC Alumni Program**
Building connections through quarterly family dinners, fireside chats, workshops, guest speakers, and special events

Let's Keep Building

A special shoutout to a few thought-partners:

Beth Embry | Mayra Aguirre | Charlotte Tritch |
LaVon Colhour | Maria Meyers | Patrick Sallee |
Michael Carmona



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