The New Orleans Regional Black Chamber of Commerce

A resource and voice for black businesses and entrepreneurs in the New Orleans region.

ANNUAL REPORT

2020-2021

Presented by JP Morgan Chase
Leaning in on Entrepreneurship

No community is complete without successful small businesses and entrepreneurs.

At JPMorgan Chase, we are committed to helping Black and minority job creators across the country gain access to the credit they need to launch, grow and scale their businesses.

Communities can only grow by supporting local businesses and creating opportunities for new businesses and job growth.

JPMORGAN CHASE & CO.

jpmorganchase.com/impact
MISSION
The mission of the New Orleans Black Chamber of Commerce (NORBCC) is to support, promote, and educate our members for sustainable growth and expansion. Also, to empower and sustain the African-American business community through entrepreneurship and economic activity in the greater New Orleans region and global economy as a whole.

The NORBCC is focused on promoting inclusivity and awareness of the opportunities for local small and emerging minority-owned businesses within our 10-parish region of Orleans, Jefferson, St. Tammany, Tangipahoa, St. Bernard, Washington, St. John, St. James, St. Charles, and Plaquemine. Through our outreach efforts and programs, we work to connect the local business community by communicating policy updates, contracting opportunities, financial assistance, and educational courses focused on strengthening this viability of our minority business community.

VISION
The New Orleans Regional Black Chamber of Commerce (NORBCC) advocates to influence and sustain the economic viability of Black businesses and our community.
A MESSAGE FROM OUR BOARD CHAIR

Dear NORBCC Members:

What a year! It is hard to believe 20 months have passed since the pandemic. Yet, the New Orleans Regional Black Chamber of Commerce (NORBCC) did not slow in its effort to serve as your best advocate for growth and recovery. Despite the continuing challenges of COVID-19 and Hurricane Ida, our Board of Directors and dedicated staff proved steadfast in our mission to serve you with advocacy, resources, educations, and programming.

As your regional chamber of commerce, we see it as our absolute mission to be forward-thinking leaders who provide practical responses to local and regional needs. As the Chair for the past year, I am proud of the performance outlined in the pages of this year’s Annual Report. You will see that we are committed to advocacy, member services, civic engagement, regional collaboration, and tireless efforts to impact Black business across the region.

Our work is fueled by the support of our corporate partners, volunteers, and members. Thank you for your continued investment in NORBCC. It is your collaboration, partnership, and leadership that empower us to do good and serve well.

None of this would be possible without our committed staff, ever-involved Board of Directors, and the support of members and community, who supported us and helped us move forward this year. As a result, the New Orleans Regional Black Chamber of Commerce (NORBCC) is proud to share its “Annual Report” with you. And, with this report, we set a new par for our next year’s achievement.

NORBCC continues to be a resource and a voice for Black businesses.

With kindest regards,

Krista Pouncy-Dyson
Chair

Krista Pouncy-Dyson
Board Chair
SAME VOICE.
SAME RESOURCES.
NEW LOCATION.

NORBCC is now located at:
2021 Lakeshore Drive, Suite 303
New Orleans, LA 70122
NEW ORLEANS REGIONAL BLACK CHAMBER OF COMMERCE

2021 BOARD OF DIRECTORS

Krista Pouncy-Dyson  
Board Chair

Perry Sholes  
Board Vice-Chair

Dr. Margaret Montgomery Richard  
Immediate Past Chair

Joseline Gosserand Frank  
Secretary

Vanessa James  
Treasurer

Shawntele Green  
Membership Committee Chair

Edward Robinson

Arlanda Williams

Karl Weber  
Program Committee Chair

Inez Jordan  
Program Committee Co-Chair

Rubi Brown  
Program Committee Co-Chair

Dana Brown Martin

Stephanie Chambliss

Andre Lewis

OUR STAFF

LaVerne Toombs  
Executive Director

Jazmine McDaniel  
Director of Membership

Asha Thomas  
Executive Administrative Assistant & Social Media Manager
BOARD INVOLVEMENT

Hurricane Ida Community Recovery
The NORBCC was eager to help the community get back on its feet with relief giveaway efforts. During the days after the storm, we gave cleaning supplies, paper products, food, and ice to residents in need.

NORBCC HURRICANE IDA RELIEF GIVEAWAY

Do you need assistance after Hurricane Ida? Join NORBCC for a hurricane relief giveaway. We will be giving away the following items at the following dates and times:

**CLEANING SUPPLIES**  
**PAPER PRODUCTS**  
**FOOD**  
**ICE**

**WED., SEPTEMBER 22**  
2 PM - 4 PM  
P/F COFFEE  
5735 Read Blvd.  
New Orleans, LA 70127

**FRI., SEPTEMBER 24**  
10 AM - 12 PM  
PLYMOUTH ROCK BAPTIST CHURCH  
1000 Wallis St.  
Houma, LA 70360

**THURS., SEPTEMBER 23**  
11 AM - 1 PM  
VICTORIOUS LIFE FAMILY WORSHIP CENTER  
8806 Richmond Drive  
LaPlace, LA 70068

Contact: LAshore@lashore.com  
Contact: 504-468-0991
The Power of Women Doing Business Conference

This three part virtual conference featured “Soul Of Money”, “What Are Health Disparities?” and “Celebrating ‘I Am Woman’ Networking”. Our 174 attendees gained a wealth of information and heard from leading business women in their respective industries!

NORBCC Hosts Our Open House

NORBCC hosted several of our members at an open house to showcase our new location. We also spoke with members about the resources that they could take advantage of, while listening to their needs and discussing how we may better serve them and their businesses.
Ladies With Drive

The LWD Beginner Golf Class is designed to introduce the new golfer to the fun of golf by providing the fundamental skills and knowledge needed to play the game.

Annual Crescent City Golf Tournament

Presented by Liberty Bank & Trust Co. the 8th Annual Crescent City Classic Golf Tournament was our only in person event during 2021. Held at the historic Joseph M. Bartholomew Municipal Golf Course, the classic joined the forces with Professional Golfers Association of America (PGAA) to provide a series of educational and economic networking webinar opportunities.
NORBCC
MEMBERSHIP 2021

Our Membership Numbers Are On The Rise

164 January 2021 Membership

420 November 2021 Membership

SPOTLIGHTING OUR MEMBERS ON SOCIAL MEDIA

Allimac Mobile Phlebotomy Lab
Peace of Serenity
Box of Care NOLA
NOLA Cookie Co.

NEW MEMBERS ORIENTATION
Presented by Blue Cross Blue Shield of Louisiana

For both current and prospective members, this event is designed to introduce NORBCC, the benefits of joining, Chamber staff, Chamber events, and how best to utilize Chamber membership.
Ambassadors are chamber members in good standing who volunteer their time to help grow the membership and exposure of the New Orleans Regional Black Chamber of Commerce. Ambassadors also assist in various other activities.

2021 AMBASSADORS

Shawntele Green
Membership Chair
Star Auto motive

Lazedrick Thompson
Blue Cross Blue Shield of Louisiana

Nanette Nelson
The Loft Nonprofit Organization

Jolie Bernard
The Bernard Group, LLC

Frances Harris
Peace of Serenity Massage & Wellness Day Spa

Edward Robinson
L&R Security Services

Michelle Octave
P.L.A.M. LLC.

Kiva Reynolds
Fidelity Bank

Glynis Eugene
GE Enterprise

Peggy Joseph

Ambassador-Hosted Networking
NORBCC Member Ribbon Cuttings
The NORBCC is proud to celebrate our new and established businesses alike with ribbon cutting ceremonies. Whether it’s a grand opening or a complete remodel, we are excited to announce to the world that our members are open for business!

NORBCC continues to be a resource and a voice for black businesses throughout New Orleans.
PROGRAMMING FOR OUR MEMBERS

NEED TO KNOW PROCUREMENT OPPORTUNITIES
Thursday, March 18, 2021, 9:30 – 10:30 a.m.

Save the Date
STRAIGHT TALK SERIES
AMERICAN HEART ASSOCIATION OF NEW ORLEANS
Join us for conversation with the American Heart Association and partners to discuss policies regarding healthy/unsafe outdoor restaurants.

Securing Coastal Contracts
Are you a minority-owned business looking to learn more about contracting for coastal projects?
Join the session to explore the fundamentals of contracting for coastal projects both at the state level and with the federal government.

Lunch & Learn - Expanding 101
Join the New Orleans Regional Black Chamber of Commerce (NORBCC), Small Business Administration and U.S. Commercial Service to learn about:
- Identifying Markets
- U.S. Financing & Loans
- Enhancing Your Brand's Digital Footprint
- Government Resources & Services
- Hedging Against Risks

ACCESS TO CAPITAL FAIR
THURSDAY, JUNE 17, 2021
1:30 P.M. – 7:00 P.M.
REGISTER HERE: bit.ly/CAPITALFAIR
Join the New Orleans Regional Black Chamber of Commerce (NORBCC) in partnership with J.P. Morgan Chase to discuss accessing capital as a non-profit and small business.

THE BULLETPROOF BUSINESS: INSURANCE AND BUSINESS RESILIENCE
TUESDAY, JULY 13, 2021
12:00 P.M. - 1:30 P.M.
REGISTER HERE: bit.ly/BULLETPROOFSF
Join us for a conversation around the different types of business insurance, what each covers, and why a business should be properly insured.

BUSINESS BUILDING BLOCKS
with State Treasurer John Schroeder and Clencore Knight, CPA
Learn about tax filing requirements and the latest info on EIDL and PPP

NORBCC BIKE RACK INITIATIVE
SUNDAY, APRIL 25, 2021, AT 9:00 A.M.
D.D.S. COFFEE IN NEW ORLEANS EAST

KEEP YOUR BUSINESS SHIELDED
Learn how your business can stay in compliance with the Affordable Care Act

WEBINAR
THURSDAY, OCTOBER 28, 2021 AT 12 NOON TO 1:30 P.M.
NORBCC’S LEGISLATIVE WORK

Legislative Updates Webinars

**LEGISLATIVE UPDATE**

**with Rep. Jason Hughes, District 100**
**Rep. Gary Carter, District 102**
**Sen. James Harris, District 4**

April 9, 2021 12:00 P.M. - 1:00 P.M.
Register at NABCUpdate

Join the New Orleans Regional Black Chamber of Commerce for a legislative update with members of our Louisiana Legislative Black Caucus.

For more information contact 504-861-8699 or visit www.norbecchicago.org

**LEGISLATIVE UPDATE**

**with Louisiana U.S. Senator Bill Cassidy**

March 3, 2021 2:00 - 3:00 P.M.
Register at NBCCASSIDY

Join the NORBCC for a legislative update with Senator Bill Cassidy. Q&A will follow.

NORBCC at the Louisiana State Capitol

[Images of NORBCC at the Louisiana State Capitol]
U.S. Black Chamber
NORBCC was the recipient of $60,000 from USBC via the SBA Navigator Grant.

New Orleans & Company
One-year free for NORBCC membership

Small Business Development Center (SBDC) Louisiana
Provide valuable resources and technical assistance

Greater New Orleans, Inc. (GNO, Inc.)
- Partner legislative session
- E.D. serves on the Economic Mobility Working Group Meeting

Propeller Incubator – MOU
NORBCC and Propeller established a partnership to share resources to grow an alliance and support of each other’s goals and objectives. Propeller recently paid for 20 of their cohorts’ membership.

University of New Orleans (UNO) – MOU
NORBCC and UNO established an agreement to provide UNO students access to internship opportunities, and UNO stakeholders access to NORBCC’s membership base and usage of each other’s logo to promote events.

U.S. Small Business Administration
As a minority organization, NORBCC partnered with SBA to establish a business recovery center

Fidelity Bank
Provided valuable resources to NORBCC and its members

City of New Orleans
- E.D. serves on the Stimulus Command Task Force
- E.D. serves on the Vieux Carre Commission

Lieutenant Governor’s Office
- Provided valuable resources to NORBCC and its members
- Hosted breakfast for NORBCC and members at Dooky Chase

Greater New Orleans, Inc. (GNO, Inc.)
- Partner legislative session
- E.D. serves on the Economic Mobility Working Group Meeting

State Treasurer’s Office
- Financial series on Tax Preparation webinar
- Banking 1 on 1 webinar

Tulane University – MOU
NORBCC and Tulane University established an agreement to foster an environment for innovation, promote entrepreneurial initiatives, and cultivate innovative mindsets.

Greater New Orleans Sports Foundation
The NORBCC Office served as a hub for the Small Business Administration to assist businesses impacted by Hurricane Ida.
Lt. Governor Billy Nungesser hosted a breakfast at Dooky Chase Restaurant for the NORBCC Board of Directors showcasing the launch the Louisiana Civil Rights Trail exhibit.
With a goal to provide more procurement opportunities to our member businesses, NORBCC and NO & Co. partnered to give each Chamber member access to a one year membership with New Orleans & Company.

BECOME A MEMBER OF NEW ORLEANS & COMPANY

The Official Destination Marketing and Sales Organization for the New Orleans Tourism Industry

In partnership with the New Orleans Regional Black Chamber of Commerce (NORBCC), New Orleans & Company is offering all NORBCC members a

FREE ONE YEAR MEMBERSHIP

Basic Level membership free
June 1, 2022-May 31, 2023 - a $570 value!

⭐⭐⭐⭐⭐

BENEFITS INCLUDE:

Access to Industry Updates
Listing on NewOrleans.com
Listing in Supplier Diversity Directory
Networking & Promotional Opportunities
Through Member Facebook Group
Educational Webinars
And So Much More!

⭐⭐⭐⭐⭐

For questions, contact Pamela Roger at (504) 566-5027 or PRoger@NewOrleans.com
Branding & Advertising
NORBCC has increased our reach as the voice for our existing members, and those to come, through various avenues of advertising. We’ve seen our brand on billboards, bus shelters, and street cars throughout the city!

Website
Our newly updated website was launched this year and is always up to date with the latest information needed for members to get all the resources they need.

Hurricane Recovery
During Hurricane Ida, NORBCC reached out to our 400 plus members daily. We also partnered with various organizations throughout the city to develop a comprehensive Construction and Contractors list of businesses under BIPOC.

Asha Thomas
Executive Administrative Assistant & Social Media Manager

INCREASING OUR REACH

- NEWS UPDATES: March 2021 - 36.6%
  - NOW: 41.6%

- NEWSLETTER READS: March 2021 - 14.7%
  - NOW: 24.2%

- TWITTER: March 2021 - 1,804
  - NOW: 1,852

- INSTAGRAM: January 2021 - 3, 446
  - NOW: 4,261

- FACEBOOK: March 2021 - 3, 822
  - NOW: 4,121
Getting Our Voice Heard

Providing Vital Resources When They’re Needed Most
The NORBCC was in contact with our members on a daily basis during the aftermath of Hurricane Ida. Together with several experts from the insurance industry, and an attorney from a prestigious local law firm, we held a virtual seminar educating about the do's and don'ts concerning Hurricane Ida insurance claims.

A Voice For Our Community
As a voice for Black businesses throughout the New Orleans area, NORBCC makes it a point to be a part of the conversation regarding current events. We regularly formulate Op-Eds that express the opinions of the organization, while informing our members and the community as a whole.

Donald Rouse, Sr. (Rouses Market)
The NORBCC conveyed our disappointment in learning that Donald Rouse, Sr., co-owner of the grocery chain Rouses Market, participated in the treasonous rally that led to the attack on our nation’s Capitol.

Applauds The New Orleans City Council
We applauded the City Council for taking a stance in support of local Black-owned media companies.

COVID, Vaccines, & National Immunization
Partnering with the All Of Us Research Program, we hosted a virtual event to answer some of the questions about the COVID-19 vaccine. Having our City's residents vaccinated is paramount in revitalizing our local economy.
100% GROSS REVENUE GROWTH
YEAR OVER YEAR
<table>
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<th>Our Members</th>
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| Brown Public Relations | Daydream Koffuca LLC |
| Brown & Tervalon, LLP | DBA BUSINESS CENTRE LLC |
| Bryan Alexander Real Estate | DBA Graze Dat |
| Business Council of New Orleans & The River Region | Deep South Center for Environmental Justice |
| Busy Bee Cleaning Service | BypassLines |
| Capital One | Caribbean Carnival/Friends Of Culture |
| Carpet Masters LLC | Carriere & Dunn Tax/Accounting Services |
| CD ENTERPRISE PRODUCTS CO. | CFAH CBD |
| CFO Ink & Notary, LLC | Champagne Transport |
| Chester Electric, LLC | Chevron |
| Chevron | Chief of Minds, LLC |
| Children's Palace Learning Academy 1 & 2 | Choice Marketing Group, LLC |
| Christ First Christian Academy | Christ Smith Law Firm |
| Club 117 | CMB Adjusting Co. |
| Coalition to Restore Coastal Louisiana | Coco Visions |
| Coconut Visions | ColeCorp LLC |
| Colin Family Organization dba McDonald's | Collaborative Community Initiative, Inc |
| Collection of Collections | Collection Of Citizens For A Better Algiers |
| ColorfulDreams INC | Connecting Forward, INC |
| Concerned Citizens For A Better Algiers | Conventional Insurance Group |
| Conventional Insurance Group | CORE: Louisiana Counseling & Recovery Center |
| Corporate Business Supplies, Inc. | Corporate Internship Leadership Institute |
| Corporate Internship Leadership Institute | Corporate Playbook |
| Cory Williams-Thrivent Financial | Covered Kids Learning Academy |
| Covered Kids Learning Academy | Cox Communications |
| Crescent City Chiropractic Center | Crown Me Foundation |
| Cultivate Advisors | Cumulus Media New Orleans |
| CupCake Fairies | Curry with a Flavor Festival, LLC |
| DailyNOLA.com Inc. | Daisy Queen |
| Daraja Consulting, LLC | Dynamic Consulting Solutions LLC |
| Ed Mitchell Construction LLC | Enhanced Destiny Services |
| Entergy | Enterprise Fleet Management |
| Fat Creole Tomato, LLC | Equali Tees, LLC |
| Federal Reserve Bank of Atlanta - New Orleans Branch | Erica Garner - Insurance Agent |
| Fidelity Bank | Eugene's Dream, LLC dba Eugene's Dream Organics |
| First Class Enterprise, LLC | Event Restroom |
| First Tee of Greater New Orleans | Every Way Insurance Agency LLC |
| flaming Arrows Entertainment Llc | Exquisite Realty |
| Freedom Peak Financial LLC | Fat Creole Tomato, LLC |
| Fresh Fruit Sensations | Fresh Hibiscus Tea LLC |
| Fresh Hibiscus Tea LLC | Friends of WWOD, Inc. |
| Friends of WWOD, Inc. | Fund 17 |

- (DRP) Dexter Ruffin Photography
- 123 Title & Notary LLC
- 1532 Tulane Holdco
- 2 B Chic Boutique
- 2 Oaks Apartments
- 3GXL dba Subway
- 3rd Millennium Insurance & Financial Services, Inc.
- 445 Behavioral Healthcare
- A La Carte Specialty Foods LLC
- A Taste of Chef Ash
- A.Leigh Solutions LLC
- A.N.H. Consulting, LLC.
- Advanced Allergy Associates
- Agape Care Providers
- Ah - Dair - Ya! Louisiana Kitchen LLC.
- Airwave Transportation & Logistics, LLC
- AJ Williams Consulting, LLC
- AKC ENERGY SOLUTIONS
- Alka Financial LLC
- Allimac Mobile Phlebotomy Lab LLC
- American Heart Association
- American Legion Post 438
- American Health Caritas Louisiana
- AMGL Services LLC
- Art Addiction Tattoo of New Orleans
- Ashé Cultural Arts Center
- Asya Howlette
- AT&T
- Atmos Energy
- Audubon Nature Institute
- B.A.D.U. LLC
- Backatowm Coffee Parlour
- BAMM Communications, LLC
- Bar-B-Clean New Orleans
- Bayou Land Design, LLC
- Be Loud Studios
- Bee Realty
- Benjamin and Yancy Foundation, Inc.
- BENOLA, Inc
- Big Mama Cooking & Catering
- BigEasy Praline Connection Llc
- Bike Easy / New Orleans Complete Streets Coalition
- Blossoming Minds Health Center and Family Services LLC
- Blue Cross and Blue Shield of Louisiana
- BOUNDLESS LOGISTICS
- Box Of Care Gift Company
- BRC Construction Group, LLC
- Brent House Hotel
- Brite Shine Cleaning and Floor Care LLC
- Broussard Baloney Law Firm, APC
- Broussard Dispute Solutions, LLC
- Brown Girl Media
- GalCan Electric & General Contracting
- Gallo Mechanical LLC
- Gambel Communications
- Gasery and Associates, EH&S, LLC
- GE Enterprises
- Generations Health Inc dba ShopGHI
- Glass Half Full
- Global Golf Institute LLC
- Global Parking
- Go Geaux John
- Go.Be.
- Goldman Sachs 10,000 Small Businesses
- Good Look Creative LLC
- GOTCHA COVERED HR
- GP INC dba LEVEL Water
- Greater New Orleans Sports Foundation
- Growhaus Foundation, LLC
- Gulf Coast Bank
- H & W Drug Store Inc.
- Hammerman & Gainer International LLC
- Hancock Whitney
- Harrah's New Orleans Casino and Hotel
- Helping Hand Accounting Services LL
- Henry Consulting LLC
- Hewitt-Washington & Associates, Architects and Planners (APC)
- Hispanic Chamber of Commerce of Louisiana
- Holli Seaux Pretty
- Hope Enterprise Corp/ Hope Credit Union
- Hotel Intercontinental
- Hotties Tamales
- HousingNOLA
- HR BOARD AND MORE INC
- Humana Health Benefit Plan of Louisiana
- HYPE Academy
- Iberia Bank
- iHeart Media
- Image360
- Impeccably IT
- In and Out Tax Service
- Initiatives Etcetera LLC
- Innovative Strategic Partners
- Integrative Management Consultants
- J.B. Holton and Associates, LLC
- Jackson Offshore Operators LLC
- Janet Tobias
- Java Copy Zone LLC
- Jefferson Law Firm, A.P.L.C.
- Jerusalem Church of God in Christ
- JP Morgan Chase
- JPR Insurance Company
We will continue to be a resource and a voice for Black businesses.

The New Orleans Black Chamber of Commerce
The NORBCC would like to give a special thank you.
For more information, get in touch.
Jazmine McDaniel | jazmine.mcdaniel@norbchamber.org
Asha Thomas | asha.thomas@norbchamber.org

Connect with us at:
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norbchamber.org | info@norbchamber.org | 504.948.0991