

Reimagine Women's Center
Business Resource and Innovation Hub

2022
2023

RWC PROGRESS REPORT



WHY WE ARE EMPOWERED TO REIMAGINE.

"The potential of women entrepreneurs for spurring economic growth has not been fully realized." (American Express)

**\$422
BILLION**

minority women-owned businesses made \$422 billion in revenue in 2019.

Small Business Administration (SBA)

**42
PERCENT**

of all U.S. Businesses are owned by women (13 million).

National Women's Business Council Annual Report

**\$330,226
REVENUE**

in 2020, the average annual revenue for women-owned businesses was \$330,226.

Harvard Business Review

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Executive Director Message

We are dedicated to providing access to resources that support small business growth through education, training, collaboration, access to capital, and innovative workspace, all for the advancement of women and girl entrepreneurs.

Greetings - The 2022-23 fiscal year was an awesome year for the RWC as we established ourselves as one of the cities' impactful organizations at our grand opening premier. It gives me great pleasure to report on the progress and impact of our first year in providing critical resources to the small business community. In a very short period, our vision and mission have grown bigger and faster than we could have ever imagined! Although we are intentional about our priority of women advancement, the RWC has unintentionally grown into a more community focused center, providing resources and services that extend from small business matters to financial and health wellness, resiliency, housing, and STEM education. We are ecstatic about the growth and impact that was made during this year.

In 2022 our year-one impact goals were successfully met. We served over 700 individuals through invaluable collaborations with federal, state, local, private, and non-profit resource partners. We expanded the 10,400-square ft innovation hub's capacity, that is now home to 6 new tenants. Upgrades to multiple training and conference rooms, a day workspace, and the community disaster recovery annex have supported programs in partnership with SBA, LED, Hancock Whitney, TruFund, Hope Credit Union, the American Red Cross and the American Heart Association. Through this expansion and increased capacity, we have focused on the implementation of critical community and small business resources.

This report highlights the impact and measures of progress through programs and participants served. As we look ahead, we are motivated to be intentional, innovative, and forward-thinking about initiatives that directly impact the growth of this underserved community of color.

We are communities reimaged!



Bridget V. Bryant
Co-Founder and Executive Director
(225) 277-3282
Bridget@rwcme.org

About the RWC

Founded by professional women of color for the advancement of women and girl entrepreneurs. The Reimagine Women's Center opened its doors in April 2022.



Co-Founder Bridget V. Bryant (middle) serves as the full-time Executive Director of the center, while Ada Womack, Co-Founder (far left) and Deanna Williams Smith, Co-Founder (far right) were instrumental in the development and implementation of the center's foundation and concept. Together, these leaders are on a mission to help close the gap for women-led small businesses. They are the engines that power the Capital City's First Minority Owned, Women-Led Business Resource, and Innovation Hub.

MISSION:

The Reimagine Women's Center (RWC) REAL Women Connecting for the expansion of Resources, Education, Advocacy, and Leadership for the advancement of Women and Girl Entrepreneurship. Our mission is to provide small business resources and community outreach, in underserved communities of color.

CORE FOCUS:

- Small Business Matters & Women in Contracting
- Workspace Access & Business Resiliency
- Entrepreneurship Education and Training
- Community Engagement & Disaster Recovery Services

COMPANY PROFILE

Year Established: 2022

Legal Structure: Non-Profit Organization

Legal Name: RWC - REAL Women Connecting (Reimagining Education, Advocacy and Leadership)

Physical Address: 7600 Airline Hwy. Baton Rouge, Louisiana 70814

Phone: (225) 277-3282

Email: Info@rwcme.org

Website: www.rwcme.org

CORE COMPETENCY - Small Business Matters, Women in Business and Procurement, Contracting Readiness, Financial Literacy, Disaster Recovery and Preparedness, Small Business and CEO Round Table Facilitation, Technology and STEM Education, Health and Wellness, Safety Training / CPR and First Response, Workforce Development, Housing Education, and Community Engagement



The Reimagine Women's Center Business Resource and Innovation Hub was established in April 2022. Through private investments, the 10,400 square-foot facility was renovated and is now home to the RWC, a non-profit organization that offers a wide range of small business and community outreach services that target women entrepreneurs across the city of Baton Rouge and surrounding parishes.

The Co-Founders of the facility are a group of professional women who have leveraged their long-time experiences in various areas to extend additional resources to the small business community. While the RWC works across the board with state, federal, and local agencies as collaborative community stakeholders, the RWC is a self-funded non-profit entity.

The RWC was the first organization to recognize and answer the call of the unmet need for resources that specifically focuses on women, making it the Capital City's First Minority-Owned, Women-Led Innovation Hub. RWC relies on the voluntary services of its founders, board members, and individuals within the community to help with the operations of the non-profit.

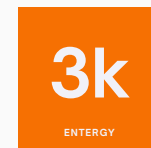
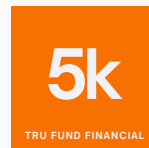
2022-23 Sponsorships & Contributions

Reimagine Women's Center Business Resource and Innovation Hub

RWC has significant collaborative partners for in-kind support services, however, the 2022-23 program sponsorships and financial contributions made to the RWC include the following organizations: Hancock Whitney, The Institute for Human Development, Nexus Louisiana, Baton Rouge North Economic Development Agency, TruFund Financial Services, and Entergy of Louisiana.

Programs and resources administered through the Reimagine Women's Center are free. As we continue to grow, we rely on the financial support, resources, and partnerships to continue to offer a wide range of educational support to women entrepreneurs in communities of color.

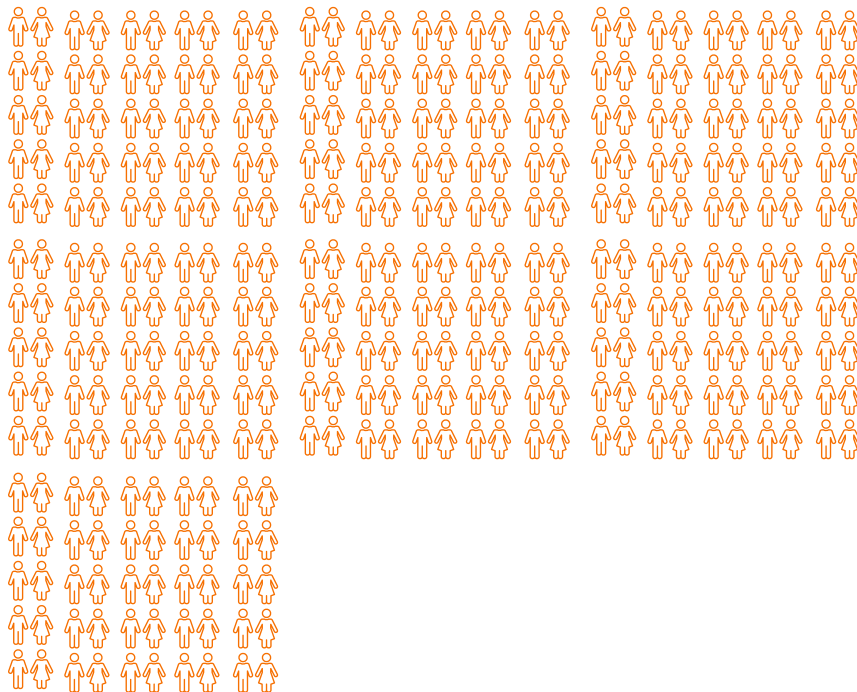
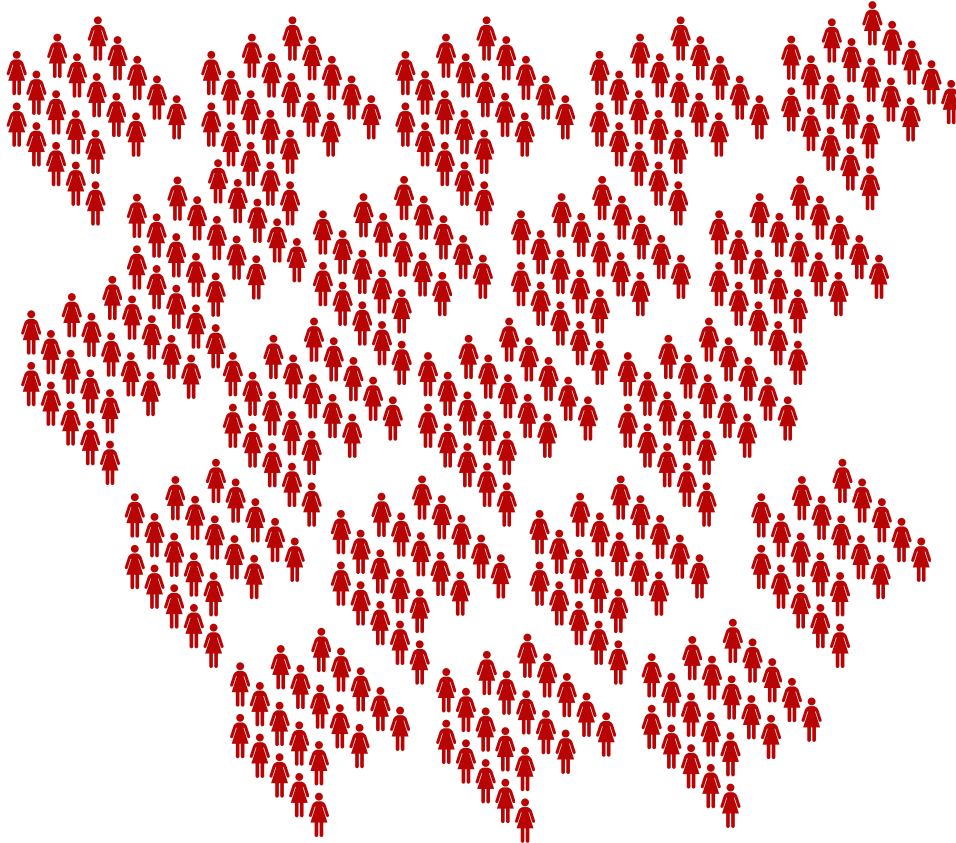
The Reimagine Women's Center (RWC) is not affiliated, associated, authorized, endorsed by, or in any way officially connected with any other company, agency, or governmental agency. All products and company names are the registered trademarks of their original owners and/or respective holders. The use of any trade name or trademark is for identification and reference purposes only and does not imply any association with the trademark holder of their product brand.



Measuring Progress

Data supporting 2022-June 2023 performance

Intentional about the priority of the advancement of women entrepreneurs, the RWC has greatly expanded its reach into a community focused center, providing resources and services that extend from small business start-up and scalability to financial and health wellness, education, and training. To date, the center has touch and served over 700 individuals through direct and invaluable collaborations with other small business resource partners. More than 400 women owned companies have registered through the RWC website, representing 21 industries.



400

Women Owned Companies
have registered on the
RWC Website (2022-23
Fiscal Year)

700+

Program Participants/
Facility Visitors

21

Industry related inquiries

- Art & Design
- Beauty
- Catering
- Consulting
- Construction
- Education & Training
- Health & Wellness
- Janitorial
- Housing Development
- Media & Marketing
- Manufacturing
- Real Estate
- Tax & Accounting
- Trucking & Logistics

Measuring Progress

Data supporting 2022-June 2023 performance

Information supporting our 2022-23 performance, which highlights activity/project details and data collected to support impact and outcomes. These activities were accomplished alongside our valuable resource partners at the Reimagine Women's Center Business & Innovation Hub.

Date	Activity/Project	Impact / Outcome
June 1, 2022	Disaster Recovery, Emergency Preparedness Forum in partnership with the Small Business Administration (SBA)	Disaster Opportunities, Registration requirements Step-by-process to receive assistance Importance of contacting your insurance company FEMA Assistance SBA Assistance Eligibility Requirements Application Process Denials Requests for Reconsideration Walkthrough of the Disaster Loan Application Portal and more...
June 2022	Small Business Roundtable In partnership with the Small Business Administration (SBA)	Open dialogue for business owners with Regional Administrator and SBA officials.
Aug 2022 (9th) Program	LSBDC Roundtable Supported by Louisiana Economic Development (LED)	Insurance Legal Marketing Advertising Financing Banking Technology Operations & Innovation Customer Service Financial & Accounting Sales Employee Relations Workforce
Sept 2022	Business Growth & Digital Resiliency Bootcamp TruFund Financial Services & Go Daddy	Marketing and branding products and services for small business growth.
March 2023	RWC Grand Opening Women's History Month	Attended by business owners, local, state, federal agencies.
March 2023	Participant in Annual 101 Women in Business Conference Women's History Month	3rd annual event to promote female entrepreneurs. Panel sessions, vendor booths, resources, opportunities.
April 2023	Breakfast with a Banker in partnership with Hope Credit Union	Businesses met with a Sr VP and team at Hope for honest & direct conversations about overcoming banking challenges in disinvested communities & their businesses.
May 2023	Reimagine Business Lunch, Learn & Networking Event in partnership with Hancock Whitney and LSBDC	Developing a solid business plan for success Building and maintaining good credit for your business Accessing funding and resources for small businesses Effective marketing strategies to reach your target audience Leveraging technology for business success.

Measuring Progress continued

Date	Activity/Project	Impact / Outcome
June 1, 2023	Disaster Recovery, Emergency Preparedness Forum in partnership with the Small Business Administration (SBA)	Disaster Opportunities & Registration Requirements Step-by- step process to receive assistance Importance of contacting your insurance company FEMA Assistance and more.
June 10, 2023	Housing and Financial Wealth Expo National Homeownership Month in partnership with Hancock Whitney	Sponsored by Hancock Whitney. An open public forum bringing awareness about available funding, programs, and multiple vendor resources that support housing for underserved communities.
June 10, 2023	T.H.R.I.V.E. Emerging Leaders Reimagined Train. Hope. Rise. Innovate. Venture. Elevate - T.H.R.I.V.E. Emerging Leaders in partnership with SBA	This intensive executive entrepreneurship series offers opportunities for small business owners to work with professional coaches and mentors, gain skills needed to grow, and develop connections with peers, local leaders, and the financial community.
June 2023	Procurement Power Program (PPP) Cohort in partnership with the LSBDC and The Institute for Human Development	The Procurement Power Program is a comprehensive training program designed to provide participants a complete understanding of procurement processes, requirements, and strategies. The program aims to equip participants with the knowledge and skills necessary to effectively navigate the procurement landscape, identify opportunities, and win bids.
June 2023	3-D Virtual Reality Immersive Educational Experience highlighting Coastal Erosion/Climate Change in Louisiana in partnership with The Institute for Human Development	STEM Education - 3-D Virtual Reality Immersive Educational Experience for rising 5th-8th graders. (25-30) student participants were exposed to the impacts of climate change and coastal erosion in Louisiana.



HOUSING & FINANCIAL HEALTH EXPO

Public event in partnership with Hancock Whitney.



Housing & Financial Health Expo

Free Event - Open to the Public

Saturday, June 10, 2023 • 10:00 am - 12:00 pm
 ReImagine Women's Center
 7600 Airline Highway • Baton Rouge, LA 70814

Join us for an empowering and informative day to connect with industry professionals ready to share resources to help you take the next step of your homeownership journey.

Thanks to our partners.



Register today.

To register for this free event scan this code or visit hancockwhitney.com/events/hr-homeownership.



Hancock Whitney Bank, Member FDIC and Equal Housing Lender. All loans and accounts subject to credit approval. Terms and conditions apply.

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Homeownership is closer than you think.

Housing & Financial Health Expo
 Free Event - June 10, 2023

PROCUREMENT POWER PROGRAM

PPP Cohort No. 1, in partnership with the Louisiana Small Business Development Center and The Institute for Human Development.



T.H.R.I.V.E.

Emerging Leaders Reimagined
Comprehensive program that offers business training and coaching to help small business owners accelerate growth and build a thriving enterprise. In partnership with SBA and IGS.



SEBD ROUNDTABLE Small and Emerging Business Development

LED's Small and Emerging Business Development (SEBD) Program provides the managerial and technical assistance training needed to grow and sustain a small business. SEBD Roundtables is based on the PeerSpectives™ Roundtable System developed by the Edward Lowe Foundation and considered a nationwide best practice.



SMALL BUSINESS PARTNERSHIPS

RWC partners with the U.S. Small Business Administration and other resource partners to host educational forums that support small business advancement through open dialog roundtables, disaster recovery seminars, and annual conferences that support women in business.



WE'VE GOT LOUISIANA COVERED

Small Business DISASTER RECOVERY
SMALL BUSINESS STRATEGIES

PARTICIPATING AGENCIES:

In Person and Virtual Dynamic Round-Robin Sessions WEDNESDAY | JUNE 1, 2022 | 9AM-2PM

General Session with GOHSEP and FEMA

Disaster Contracts
Identifying Disaster Contracts within your industry
SBA Disaster Contracts
DOTD Disaster Contracts
State Procurement Disaster Contracts
Pivoting Your Business to Respond to Disaster Contracts

Recovery and Resiliency Funding
SBA Mitigation Lending
SBA Disaster Funding
New Traditional Funding
Financial Management Documents
Disaster Assessment School
IT Continuity Planning
CRM Systems
Cyber Security
Client Database Security
Remote and Virtual Functionality
Contingency Plan

Understanding Insurance Coverage
Know your Policy
Legal Rights
Reassessment of Property Upgrades
Recoverable Depreciation

REGISTER @ LOUISIANASBDC.ORG

AMERICA'S SBDC **LED** **LOUISIANA ECONOMIC DEVELOPMENT** **SBA**

BRANCOCK WHITNEY

Business of the South Hosted on the campus of SOUTHERN UNIVERSITY

BUSINESS AT THE BLUFF

Welcome

101

WOMEN IN BUSINESS
Entrepreneurship | Empowerment | Education



June
21st

Registration
Open!

3-D Virtual Reality IMMERSIVE Summer Day Camp Experience

DAY CAMP FOR RISING 5TH - 8TH GRADERS



STEM EDUCATION

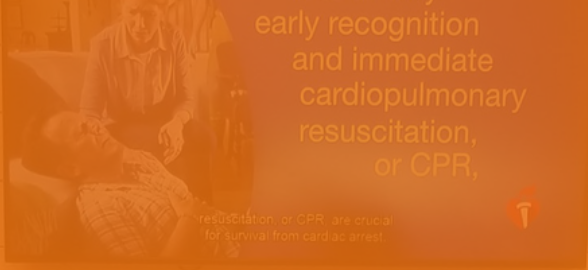


STEM Education - 3-D Virtual Reality Immersive Educational Experience for rising 5th-8th graders. Cultivating exposure in STEM, specifically focused on the impacts of climate change and coastal erosion in Louisiana. This program is made possible in partnership with the Institute for Human Development and the Southern University College of Engineering Sciences.



RWC GRAND OPENING

Celebrating National Women's Month at the Grand Opening of the Reimagine Women's Center Business Resource and Innovation Hub.



CPR TRAINING

AMERICAN RED CROSS AND AMERICAN HEART ASSOCIATION CERTIFIED TRAINING SITE.

The Reimagine Women’s Center host CPR training twice a week within the facilities’ disaster recovery annex. Through collaborative partnerships the RWC provides educational health and wellness classes, first response, yoga and lifesaving skills training.



RESOURCES REIMAGINED!

"The Reimagine Women's Center partners with Hancock Whitney to establish a Small Business Matters Program to support and provide resources to small business clients. Through this partnership, businesses have access to the resource room, access to programs that target financial literacy, housing, recovery, and resilience. "Partnerships of this magnitude, helps elevate the mission of the RWC to its greatest capacity. Resources of this kind are needed to provide and sustain unmeasurable impact for small businesses and new entrepreneurs." *Deanna Smith, Co-Founder and Strategic Engagement Advisor*



SHE IS BUSINESS CAMPAIGN!

Hancock Whitney celebrating inspiring women of achievement.

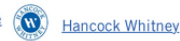


SMALL BUSINESS MATTERS PROUD SPONSOR REIMAGINE WOMEN



She Is...Business: Baton Rouge Trio Empowers Female Entrepreneurs to Succeed and Collaborate

June 16, 2023



Subscribe

A Baton Rouge business center is helping female entrepreneurs learn how to grow their businesses, earn federal and state certifications, and collaborate with other companies.

The Reimagine Women's Center Business Resource and Innovation Hub opened about a year and a half ago at 7600 Airline Highway. The location serves as a one-stop shop for business owners to learn more about financing options, legal services, contracts and procurement, disaster preparedness, marketing, and more.

"Women are go-getters and have a can-do attitude. The challenge is in being prepared and having an equal opportunity in business, especially in fields where women have historically not been very prominent," said Ada Womack-Bell, a co-founder of the center and an advisor with Hancock Whitney's Small Business Matters program. "This resource center helps connect them with the capital and tools that they need. Once they have the knowledge and skills, we know these women can thrive."

Coming Soon

Where Do We Go From Here?

The RWC is excited about the expansion of programs, facility upgrades, and community initiatives. Below is a snapshot of proposed opportunities for community resources and a five-year strategic outlook on what's ahead.

- 01 **Creation of the Small Business Legal Hub**
- 02 **Access to Capital - Reimagine Small Business Loan (Powered by TruFund Financial)**
- 03 **Expansion of Downstairs Education & STEM Training Room & Corporate Event Space**
- 04 **Virtual Office and Business Meeting Services**

Interior Facility and Program Expansion

The RWC is excited about the expansion of programs and facility upgrades and additions. Below is a snapshot of other proposed opportunities for a commitment of resources and collaboration:

- 05 **Downstairs Facility Upgrade**
We are prioritizing the renovation of the downstairs portion of the facility to offer a larger space for impactful meetings, programs, and workshops to be held.
- 06 **Industry Collaboration Workshops**
We're cultivating an environment for inspired businesses to collaborate with others in their industry to obtain knowledge and work opportunities.
- 07 **Vendors & Suppliers Symposiums**
A collaborative series where businesses can hear from area corporate leaders about how to become suppliers and vendors to obtain contractual opportunities and establish relationships.
- 08 **Personal & Business Finance Workshops**
Addressing the financial knowledge gap and providing resources to improve both personal & business financial standings.

Highlighting the Area's Need for Collaboration

The RWC is ecstatic about the potential for community engagement with meaningful and impactful collaborations amongst the leading authorities in the Baton Rouge Area. Here are highlights of the solutions we are creating.

- 09 **Large Community Corporations**
We appreciate our corporate partners who are truly vested in our goals and mission and who participate in win-win solutions for our communities.
- 10 **Non-Profit & Community Partners**
We are looking to collaborate with other community partners to leverage their strengths to help create impactful solutions.
- 11 **Financial & Service Industries**
Collaborate on solution-based initiatives to bridge the wealth gap and improve relationships between financial institutions and minorities, school-aged children, and women business owners.
- 12 **Area Schools & Universities**
Addressing the financial knowledge gap and providing resources to improve both personal & business financial standings.

Coming Soon

Exterior Facility expansion and upgrades

The RWC three-to-five-year strategic plan includes expansion of our current facility. Upgrades include facelift to the Airline Hwy entrance, increased parking on front and rear of building, lighting, and facade. Additionally, the expansion of training rooms, and addition of space for the legal hub, kitchen prep room for culinary clients, virtual office spaces and mailroom.

Current Facility



Upgrade Renderings



The Reimagine Women's Center has 10,400 square feet of collaborative business space. On-site resources at the Innovation Hub include:

- Private offices and dedicated desks
- Shared coworking spaces
- Conference rooms with audio/visual resources
- Meeting and event spaces
- Open collaboration areas with audio/visual resources
- High-speed Wi-Fi internet access
- 24/7 secure tenant access and parking
- Kitchen Lounge facilities
- Virtual office packages available

Level 1:

- Executive Conference Room
- Dynasty Training Room
- Legacy Training Room
- Hancock Whitney Small Business Matters Resource Room
- Podcast Studio

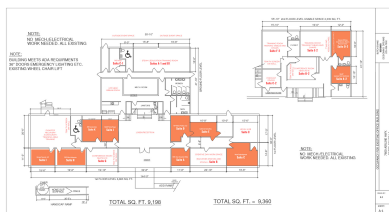
Level 2:

- Lobby/Reception Area
- Main Conference Room
- Community Educational Training/Disaster Recovery Area
- Small Business Creative Day Workspace

Level 3:

- Education and STEM Training Room
- Kitchenette and Tenant Lounge

Tenant Office Spaces on levels 1, 2, and 3



REIMAGINE
Women's Center Business Resource and Innovation Hub

PURPOSE PROGRESS AND PERSISTENCE.

Thank you to all of our strategic partners and collaborators.

The network of individuals like you, help to create a net worth of critical resources needed in the small business community. We have challenged the RWC leadership to be purposeful in our approach to the growth of small businesses and our community; progressive in our ideals; and persistent in creating opportunities for those we serve.



EXECUTIVE TEAM

BRIDGET V. BRYANT, Co-Founder
Executive Director

NIKKI "PEA" WILLIAMS, MBA, Board Chair
Advisor for Outreach

RINALDI JACOBS, JR., Board Member
Advisor for Programs and Economic Development

DEANNA W. SMITH, MA, Co-Founder
Advisor for Federal Contracting and Strategic Engagement

ADVISORY BOARD

Dr. Kim Carter Evans
Mr. Kenyatta Sparks
Ms. Rosalyn DeVuall
Ms. Kimberlee Collins Walker
Ms. Kayla Bryant
Mrs. Loretta Robillard
Ms. Catesha Williams



COMMUNITIES
REIMAGINED.

www.rwcME.org