



INDIANA
BLACK
EXPO

2023 IMPACT REPORT



*Uplifting Our People and Culture,
While Impacting Our Communities*



INDIANA
BLACK
EXPO

2023 AT A GLANCE

The strategic impact goals that continue to drive IBE's work in 2023 are Economic Equity: Black Business Development (Increase the number, strength, and impact of Black businesses in Indiana); Education: Educational Equity and Youth Development (Expand options and choices for Black youth and young adults to pursue their education and career goals); A Sense of Belonging, Elevating African American Voice: Community Empowerment (Promote the cultural identity and strengthen the voice of the Black community in Indiana); and Health: Health Equity and Justice (Promote access to and awareness of community health resources to inspire healthy behaviors across Indiana's Black community).



Business Development

624 businesses trained

31 training workshops

8 grants provided

Sense of Belonging



total volunteers **1,844**

chapter members **1,031**

community events **65**



Educational Equity & Youth Development

8,521 youth reached

21 scholarships provided

767 educators trained

Reach



chapter cities **12**

event attendees **297k+**

email subscribers **26.6k**

social media followers **49.1k**

Health



2023 health screen value **\$4k**

total participants **13.3k**

health exhibitors **96**

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indianablackexpo.com



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THANK YOU

Donor Recognition


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A Message from Alice Watson, President & Chief Executive Officer

Our mission – to serve as an effective voice and vehicle for the social and economic status of African Americans – is as relevant today as it was 53 years ago. Unfortunately, significant disparities in income, employment, education, and homeownership continue to exist for African Americans in Indiana. Addressing these disparities will continue to require concerted efforts from policymakers, businesses, and community organizations such as IBE.

Our 2023 Community Impact Report demonstrates the many ways that we are working to advance social and economic mobility for African Americans in Indiana.

We look forward to advancing our efforts and working alongside stakeholders to improve the quality of life for African Americans and transform communities.



Alice Watson,
President & CEO





A Focus on Community Engagement And Stakeholder Alignment

Last year was a year of leadership transition for Indiana Black Expo. Alice Watson, IBE's President & CEO, spent a significant amount of time traveling across the state and meeting with IBE's chapter presidents and community leaders in Anderson, Muncie, Kokomo, Fort Wayne, Lafayette, Michigan City, East Chicago, Gary, Elkhart, South Bend, Evansville, and Indianapolis. President Watson also met with numerous stakeholders, community partners and funders to gather valuable information to ensure IBE's strategies and goals are in line with their needs and expectations and to further develop a network of support to help IBE achieve its goals. Community engagement and ensuring that IBE has the trust of the community has been her focus over the last 12 months.

**Advancing IBE's Mission
to over 300,000**

Economic Equity: Black Business Development

Black business owners continue to face unique challenges that can hinder their success such as limited access to capital, networks, and resources as well as systemic discrimination. Consequently, IBE's strategic priority is to provide additional support and training to help them navigate these obstacles and thrive in the competitive business landscape.

Black Business Training Institute

Eighty-nine small Black business owners from Central Indiana participated in IBE's Black Business Training Institute's spring and fall cohorts. Those businesses received training in the following areas: Business Development and Planning, Financial Management, Operational Management, Marketing and Branding, Technology, Doing Business with the Public and Private Sector, and Access to Capital. Of the 89 participants, 97% completed their business plan before graduating from the program.

As part of IBE's Black Business of the Month initiative, BBTI graduates were highlighted on our social media pages, and their profiles were highlighted on LinkedIn to increase their visibility and highlight their successes.

BBTI has found the best professionals for sharing a wealth of knowledge.

– Aaron Noble, Scholars Inc.



BBTI Distributed Over \$30,000 in Growth Grants To:

Bodied By Fairy Fitness
Multiple Pathways to Recovery,
Edit Me Lo
Naima Naturals
Gib Got Tips
Wright Way2Go Financial Consulting
Scholars Inc
A Breath of Life

These grant funds were used for marketing, equipment purchases, and bookkeeping/legal services.

My experience with BBTI has helped me to network and build my clientele. Stay focused and endure to the end. Utilize every tool that's on the table and make it work.

– Johnette Grant, Grant & Associates BSE, LLC

Black Business Training Institute

624

Businesses Trained

31

Training workshops

95%

Of business owners have an increased understanding of credit, Small Business Administration lending, and other loan and financing opportunities.

95%

Of attendees stated they now have the knowledge to effectively read and develop financial statements, budgets, sales projections, and forecasting documents.

BBTI had a profound impact on me and my business. I was able to learn so many things I didn't know about business. I was able to grow from it. There were a lot of gems that were dropped here at the BBTI program that I was able to utilize in my business.

- Britteny Weathers, A Breath of Life, LLC



2023 Delta Faucet Business Conference

IBE's Business Conference presented by Delta Faucet took place in the Indiana Convention Center and workshop presenters and expert panelists shared business opportunities and diversity initiatives within Central Indiana, universities, and state and federal agencies. Business experts and financial representatives provide strategies for growing and sustaining businesses through obtaining financial resources and long-term planning strategies to 535 attendees. The sessions covered the following topics: City of Indianapolis - Project Pipeline - 2024 Opportunities and Beyond; Fueling Your Growth: Strategies for Accessing Capital; So, You Want to Be Drafted? Doing Business with Professional Sports Teams; Opportunities to Grow Your Business in Underutilized HUD Zones; Business Diversity Strategies and Opportunities in Indiana's Higher Education Institutions; When Preparation Meets Opportunity: Doing Business with the State; and Breaking Borders: Navigating the Global Business Landscape. Attendees of the conference rated it a 4.9 out of 5.0.

4.9

Satisfactory score out of possible score of 5.0

535

Total conference attendees.



Youth Entrepreneur Series (YES)

Last year, 94 middle and high school students participated in IBE's Youth Entrepreneur Series (YES). Youth entrepreneurship has been proven to improve academic performance, school attendance, interpersonal skills, job readiness, problem-solving skills, and decision-making abilities. YES workshops are created to introduce young people to the basic ideas, activities, and skills needed to successfully launch, lead, and grow a business. Workshops focused on Business Planning, Operations, Branding, Networking, and their Pitch. Antonio Sanchez, Community Affairs Specialist of OneAmerica, served as the keynote.

94

Participants

4.8

Satisfactory score out of possible score of 5.0

75%

of students reported they feel confident in completing their business plan after attending the virtual business plan sessions

61%

Presented their business plan to a panel of business and community leaders.



I most enjoyed the opportunity to meet and talk with folks about providing cultural support and tools for student success"

– Youth Event Attendee

Education: Educational Equity & Youth Development

Educational equity and youth development remain one of our strategic priority areas. Both goals are necessary to improve academic and economic outcomes for Black and Brown students, to provide opportunities for youth to develop their leadership skills, and to drive economic mobility. Last year, 8,521 youth were reached, 66,705 youth were indirectly reached through our Education Conference, 767 educators and administrators were professionally trained, and 21 scholarships were provided to Indiana students to help defray college expenses.

8,521

Youth Reached

21

Scholarships Provided

2023 Education Conference Presented By Indiana University

The 16th annual Education Conference presented by Indiana University provided professional development to 767 educators and administrators at the Indiana Convention Center in July. IBE partnered with IPS, MSD of Warren Township, MSD of Washington Township and MSD of Lawrence Township to offer administrators and educators the following professional development sessions.

4.8

Satisfactory score out of
possible score of 5.0

767

Educators and Administrators

Education Conference 2023 Sessions

21st Century Scholars: Increasing Access and Opportunity

Jose Medina, Indiana Commission For Higher Education

Critical Conversations for Ensuring Outcomes-Focused Equity Work

Dr. Renae Azziz, Virtuoso Education Consulting

Challenges and Opportunities in the Learning Environment

Panelists: Alexis Gonzalez, Gail Brown, Jordan Teske-Harrison and Virgil Giles

Strategies for Educating Males of Color who have Experienced Trauma

Robert Jackson, Robert Jackson Consulting LLC

Fostering Educational Equity in Indiana

Panelists: LaQuita Maxey, Dr. Hardy Murphy, Cathy Fuentes-Rohwer, and Dr. Jim Scheurich,

School of Tomorrow: Implications of AI, VR, and the Metaverse on Education

Dr. LaTonya M. Turner and Dr. Erika Wise

Connection Before Correction: Being the Teacher Struggling Students Need

Bwana Clements, BC Consulting Group, LLC

It Takes a Village: Families, Schools, and Communities Partnering for Student Success

Panelists: Samuel R. Young II, Kimberly Stewart-Brinston, Antoine Hawkins

State of K-12 Education

Dr. Katie Jenner, Indiana Secretary of State

Keynote Speakers



Broadcast Journalist Linsey Davis and Glen Eric Singleton, Founder and CEO of Courageous Conversation



"Mr. Robert Jackson was fantastic! He was informative and inspirational."

- Principal

"I enjoyed watching deserving educators getting the love and recognition they deserve"

- Educator

"This conference was full of relevant, current topics in education and specifically with Indiana Education"

- Educator



My experience was amazing for my first time. I met lots of people my age, and learned a lot about being a leader"

– Youth Event Attendee

Youth Leadership Summit presented by Purdue University

"Our Legacy. Our Influence. Our Culture."

Over three days, 256 middle and high school students from across the state explored STEM and other high-demand career opportunities and gained increased confidence and leadership skills among like-minded students. Workshops covered Mental Health Awareness, Mental Health Knowledge, Future Black Leaders, Your Media Print, Back in Tech, and Art Speaks. Of the 256 participants, 95% reported that they will likely return, the overall experience rating averaged a 9 out of 10, and 72% stated the STEM workshop session inspired them to consider entering a STEM-related career.

72%

Stated the STEM workshop session inspired them to consider entering a STEM-related career.

9

Average overall experience rating out of 10.



Performing Arts Academy

Last year, 98 youth participated in The Performing Arts Academy (PAA) where they received high-quality performing arts training in dance, photography, music production, acting, and videography in addition to academic and social supports.

IBE expanded its partnership with the Indianapolis Motor Speedway. The PAA students and their families were invited to the IMS in the Spring and Fall. A total of 42 students shadowed industry professionals and learned how IMS Production is executed on race day, gaining exposure to technical skills useful in various industries, including film, television, and digital media. Additional experiences for the students and their families consisted of tours of the property, racing staff meet and greets, and the opportunity to watch and cheer on Force Indy, the first African American racing team local to Indianapolis.

Throughout the year, students participated in financial literacy workshops and worked in collaboration on multimedia projects leading up to PAA on Location inside the Indiana Convention Center that consisted of dance competitions, an onsite acting studio, DJ station, and journalist booth. 2023 culminated with the PAA Showcase that highlighted the skills and talents developed over the year. Students from dance, photography, and videography performed and captured content that will be used for various Indiana Black Expo marketing collateral.

90%

Of 2023 participants completed a high school graduation plan.

98

PAA youth participants



Education Day

Education day, IBE's college fair, was held in September inside of the Lucas Oil Stadium as part of Circle City Classic®. Approximately 1,095 middle and high school youth participated in the event. The main objective of Education Day is to encourage, support, and motivate middle and high school students to pursue post-secondary education.

The following universities and organizations participated:

HBCU Campaign Fund
 Butler University
 Rose-Hulman Institute of Technology
 Marian University's Saint Joseph's College
 GEO Next Generation Academy
 Indiana University Bloomington
 Mississippi Valley State University
 Indianapolis University, Purdue University - Indianapolis
 Purdue University
 University of Indianapolis
 North Carolina Central University
 Sallie Mae
 Martin University

Coronation

Last year, 11 high school students participated in the Circle City Classic® Coronation. Prior to the Coronation attended by 400 people, participants attended workshops over a 12-week period that focused on the importance of teamwork, leadership styles, college admissions requirements, study skills, effective communication (oral and written), dress for success, social etiquette, college financial aid, and modern dance. In addition to the workshops, the participants spent hours on mental health education, participated in an HBCU Panel, health and fitness workshops, public speaking, and stage presence. Nia Mitchell was named Miss Circle City Classic®, the 1st runner-up was Kelsi Edwards and the 2nd runner-up was Kristian Austin. All three finalists received college scholarships totaling \$10,000.



1,095

Middle and high school youth participated during the event.

13

Colleges and Universities participated.

400

Total Coronation Attendees.

Three finalists receive scholarships totalling \$10,000

Winner: Nia Mitchell

1st Winner Up: Kelsi Edwards

2nd Winner Up: Kristian Austin

Talent Day

Presented by Eli Lilly

"Where Future Meets Fortune"

The first inaugural Circle City Classic® Talent Day was designed for HBCU student athletes, recent regional and state college graduates, and aspiring professionals to network and learn about employment opportunities with employers headquartered in the state of Indiana. The first Talent Day hosted 26 employers and 400 attendees.

Talent Day is a great avenue to identify and develop black leaders.

– Indianapolis Motor Speedway

Human Resources really enjoyed inclusion in Talent Day. We had great engagement opportunities."

– NCAA



Participating Organizations:

Ascension St. Vincent
Carrier
Cincinnati Children's Hospital
CNO Services
Cummins
Delta Faucet
Eli Lilly
Enterprise Holdings
First Financial
Ford Harris LLC
Frito Lay
Gatorade
Hiring Hoosiers (WRTV)
Indiana Black Expo, Inc.
Indianapolis Airport Authority
Indianapolis Motor Speedway
IPS School
Ivy Tech
JD / Finish Line
KeyBank
NCAA
Old National Bank
Republic Airways
Teach for America
USPS
WISH TV

Scholarship Program

2023 Scholarship Recipients

University of Southern Indiana

Breanna Davis

Indiana University Purdue

University Indianapolis

Dominique Harris

Jared Johnson

Ryann McMillan

Howard University

Dorien Hamilton

Xavier Ntamere

Indiana State University

Taylor Jackson

Indiana University

Kristian Austin

University of Notre Dame

Jahdyn Haynes

University of Tampa

Aubrey Evilsizer

Ohio State University

Joseph Jideonwo

Ball State University

Dalioanna Jones

Purdue University

Ava Kendrick

Butler University

Maythazin Minthu

University of Louisville

TaSharra Moore

Hampton University

Jeremiah Robinson

North Carolina Central University

Tionna Thompson

Ball State University

Kennedy Winfrey-Ragland

University of Cincinnati

Merrin Woods

Purdue University / Indiana University

Kelsi Edwards

Hampton University / Indiana University

Nia Mitchell



A Sense of Belonging, Elevating African American Voice: Community Empowerment

IBE believes it is important for our community to feel a sense of belonging for their mental and emotional well-being and for social cohesion, economic growth, and combating systemic racism. Our nationally known events are designed to provide our communities with a sense of belonging and to elevate their voice. Approximately 297,322 people attended Summer Celebration and Circle City Classic, two nationally known events that celebrate Black culture. Approximately 1,844 volunteers participated in IBE's programming, 1031 members joined IBE chapters across the state of Indiana and 65 events and programs were planned and executed by IBE staff and volunteers.

Summer Celebration

Summer Celebration, Indiana Black Expo's largest event that showcases Black Culture in Indiana, attracted 157,567 attendees in July. The celebration included the Indiana Black & Minority Health Fair, All White Affair presented by Pacers Sports & Entertainment, Business Conference presented by Delta Faucet, Mayor's Breakfast presented by Delta Faucet, Governor's Awards Reception, Policy Summit, Cultural Arts Pavilion, Ecumenical Service, Indiana Convention Center Exhibits, Music Heritage Festival, Pacers Sports & Entertainment Corporate Luncheon presented by Indiana University, Education Conference presented by Indiana University, Sponsor Appreciation Reception, Amateur Boxing, Art Speaks Café, and Youth Leadership Summit presented by Purdue University.



A Sense of Belonging...

Continued

At this year's Pacers Sports & Entertainment Corporate Luncheon presented by Indiana University, Jim Irsay, owner of the Indianapolis Colts, announced a generous donation of \$1 million dollars to IBE. The funds will be used to advance our programming and increase capacity of the organization as set forth in our 5-year strategic plan.

Circle City Classic®

Circle City Classic® is a weekend event in September that showcases the spirit and energy of historically black colleges and universities while providing scholarships to Indiana students. Last year, the event attracted 109,205 attendees. The weekend included a Praise & Worship Service, Tailgate/Fan Fest, Parade, Education Day, Pep Rally, Business & Entrepreneurship Day Party, Talent Day, Coaches Luncheon presented by NCAA, HBCU Football Game and Battle of the Bands.

Volunteer Appreciation

Our volunteers are essential to the success of our events and programs. We prioritize their training and development to ensure they have the skills to play an integral role in our year-round programs and events. Our partnership with Visit Indy has enabled us to provide comprehensive training to our volunteers to empower them to deliver exceptional hospitality services and experiences.

To acknowledge their contribution and thank our volunteers for their commitment to the organization, IBE hosted a Volunteer Appreciation Reception where we recognized individuals for their outstanding leadership and hard work and presented them with the Chairperson of the Year and Golden Volunteer awards. We extend our gratitude to our community partners, including Carrier, OneAmerica, the Indianapolis Department of Public Works, and The National Black Nurses Association of Indianapolis for their volunteer services.



Health Equity & Justice

African Americans account for 41% of premature deaths. One of our key areas of focus is health equity. African Americans often face significant health disparities because of historical and systemic factors such as racial segregation, discrimination, and unequal access to healthcare services. As a result, African Americans are more likely to suffer from chronic diseases and have shorter life expectancies. One of the ways that IBE tries to help improve health outcomes for our community is through our partnership with the Indiana State Department of Health (ISDH) on the Health Fair and our Tobacco Prevention and Cessation Initiative.

Indiana Black & Minority Health Fair

The goal of the Indiana Black & Minority Health Fair is to increase awareness of chronic diseases, such as diabetes, heart disease, stroke, hypertension and cancer, and how to prevent them. Last year, 96 health exhibitors and 13,294 people participated in the health fair administered by ISDH. The free screenings were valued at \$4,000.

**5,500**

People Reached

Tobacco Prevention & Cessation Initiative

IBE has been a champion and advocate for promoting racial health equity for over 53 years. We aim to increase access and awareness to health issues in the African American community. To combat tobacco use and health disparities disproportionately affecting the African American community, IBE works with partners such as the Indiana Minority Health Coalition, Marion County Public Health Department, Indianapolis Urban League, and the American Lung Association. IBE utilizes its statewide infrastructure and network to implement a health campaign, provide outreach, educate youth and adults on the dangers of tobacco, and advocate for policy-focused interventions through the African American Coalition Against Tobacco coalition partnerships. At IBE's 29th Statewide Conference, we held a panel discussion titled *Clearing the Air: Empowering Communities to Say No to Tobacco*.

Commercial tobacco use is the number one cause of preventable death among African Americans, claiming 45,000 Black lives every year. IBE has advocated for a ban on menthol cigarettes. Last year, in partnership with churches in Indianapolis, Elkhart, and South Bend, IBE celebrated No Menthol Sunday on May 21st in support of a ban on menthol and other flavored tobacco products. IBE reached over 5,500 people through physical and online congregation attendance.

Chapter Programming & Development

IBE Chapters

IBE Chapters play a critical role in ensuring that IBE's mission is delivered throughout the state of Indiana. Each chapter hosts programs and initiatives that align with the needs of their communities.

IBE Statewide Leadership Training

In April, IBE hosted its statewide Chapter Leadership Training in Indianapolis and trained 60 chapter leaders and members. The outcomes from the training include coalition building, advocacy, and community engagement. IBE Board leadership facilitated workshops on Board Development for Your Chapter, Chapter Member Recruitment, and Understanding the Difference between Event and Program Implementation. Other workshops included Accessing Your Community Needs, Financial Reporting, Diverse Recruitment and Retaining Members, Indiana Civil Rights Commission Fair Housing Update, Outward Inclusion- An Outward Approach to Diversity, Equity, Inclusion & Belonging, and 3 Keys to Attract Strategic Partners to Rapidly Grow Your Organization.

The aim of the workshops are to inspire members to take the information they receive back to their local chapters and implement and expand their chapter work in their respective communities.

The Elkhart Chapter was named the 2023 Indiana Black Expo Chapter of the Year for the impact they made in their local community due to numerous community programs and engagement activities.

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Thank you to all our funders as we could not do what we do without you!

\$1,000,000+

Indianapolis Colts - Jim Irsay
Lilly Endowment, Inc.

\$50,000 - \$999,999

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For a complete listing and overview of IBE programs and initiatives, visit **indianablackexpo.com**

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