

ADVANCING

# Black Entrepreneurs

IN NYC



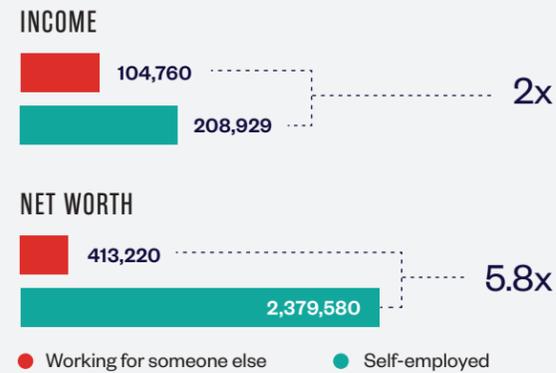
**NYC**  
Small Business  
Services

careers  
businesses  
neighborhoods

# We see a problem

## While entrepreneurship empowers families for generations...<sup>1</sup>

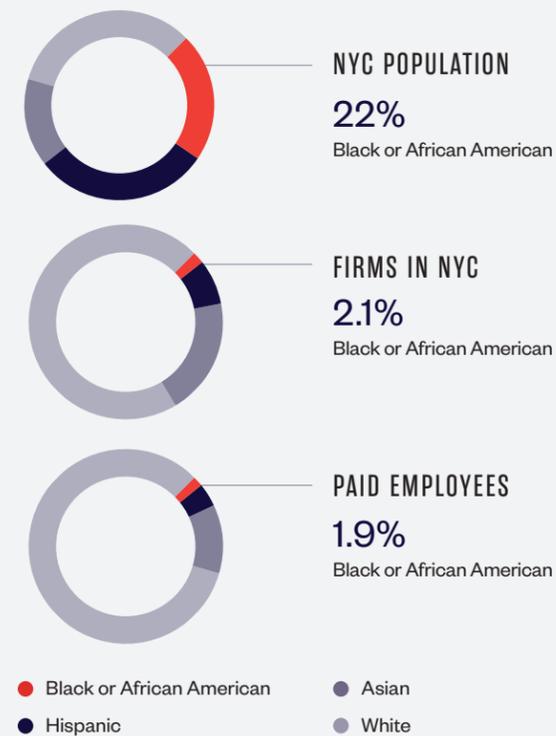
Families with a self-employed head of household earn two times the average income and have a net worth nearly six times higher than families with a head of household who works for someone else.<sup>2</sup>



## ... there's tremendous potential for more Black entrepreneurs to start and grow.

### — BUILD

While Black individuals account for more than 20% of New Yorkers, they own only 2% of NYC businesses, and hire only 1.9% of employees.<sup>3</sup> In other words, there are disproportionately few Black-owned businesses in NYC.



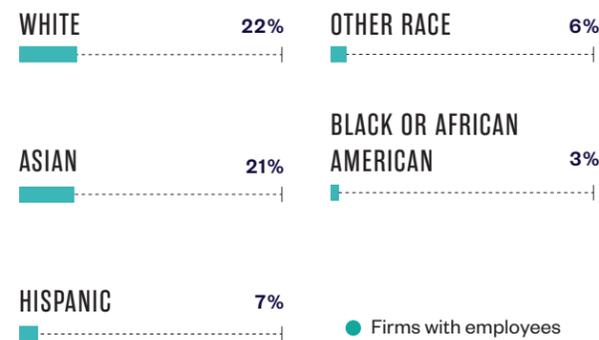
<sup>1</sup> Laura Feiveson and John Sabelhaus (2018). "How Does Intergenerational Wealth Transmission Affect Wealth Concentration?," FEDS Notes. Washington: Board of Governors of the Federal Reserve System, June 1, 2018, <https://doi.org/10.17016/2380-7172.2209>.  
<sup>2</sup> Board of Governors of the Federal Reserve System, 2016 Survey of Consumer Finances (SCF), Table 4  
<sup>3</sup> U.S. Census, 2012 Survey of Business Owners and Self-Employed Persons & NYC Metropolitan Statistical Area (MSA) Population Estimates

### — HIRE

Black-owned businesses that do exist tend to be disproportionately small. Only 3% of Black-owned firms have employees. White-owned businesses are seven times more likely to have employees than Black-owned businesses, and collectively employ 40 times more people.

### — COMPETE

And overall, Black-owned firms in NYC tend to be newer: half of Black-owned firms have only been in operation for less than five years, compared to 36% of all firms.<sup>4</sup> In other words, Black-owned businesses are less likely to survive after five years.<sup>5</sup>



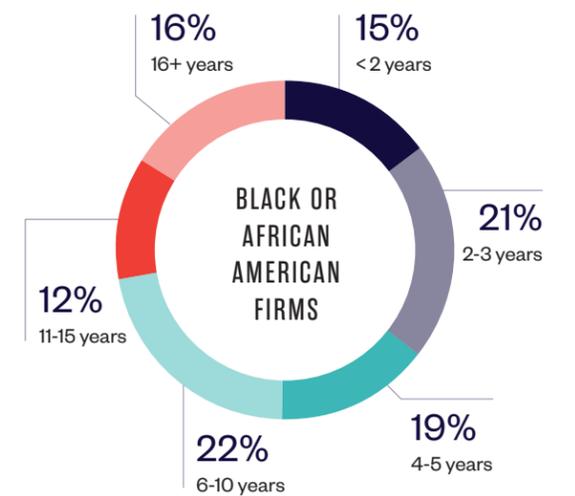
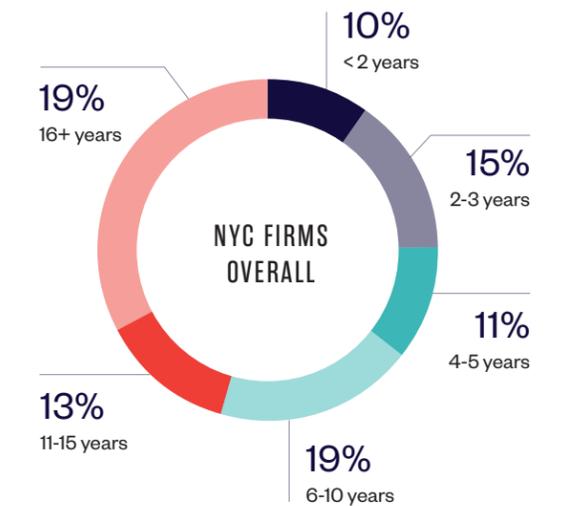
**7.7**

Employees at Black-owned firms in NYC

**8.4**

Employees at firms in NYC overall

### FIRMS BY YEARS IN OPERATION



<sup>4</sup> US Census, 2016 Annual Survey of Entrepreneurs  
<sup>5</sup> Magnus Lofstrom and Timothy Bates, 2013. "African Americans' Pursuit of Self-Employment." Institute for the Study of Labor (IZA).



# Let's fix this together

The City of New York is working to build a stronger and fairer city by creating opportunity for all, safeguarding the American dream, and addressing the racial wealth gap. Together with community members, organizations, advocates, and leaders, the NYC Department of Small Business Services (SBS) will design and tailor programs to help Black entrepreneurs start and grow thriving businesses across the five boroughs.

TO BE A BLACK ENTREPRENEUR MEANS...



"... you are the master of your own destiny."

**DR. DUCLAS CHARLES**  
Founder, Strivers' Row



"... you stand on the shoulders of ancestors who built this nation."

**LACHENA CLARK**  
Founder, Sudsy Water and Mia's Bathhouse for Pets



"... your perspective adds value to any conversation."

**JAHKEEN WASHINGTON**  
Founder, JTW Fit

# Here's how we'll do it

We're starting by listening and learning about the landscape of Black entrepreneurs in NYC, and their unique challenges. We'll report back with what we find and take direct action to launch programs to help.



# We need your help

If you're a Black entrepreneur dreaming of starting your own business, or taking your existing business to the next level, we want to hear from you!

- ✓ Share your thoughts online
- ✓ Join our mailing list to stay updated
- ✓ Sign up to attend a community conversation

## OUR GROWING LIST OF PARTNERS

- Brooklyn Business Center of Bedford Stuyvesant Restoration
- Caribbean American Chamber of Commerce
- Greater Harlem Chamber of Commerce
- Greater Jamaica Development Corporation
- Haitian American Caucus
- Harlem Business Alliance
- Harlem Commonwealth Council
- Medgar Evers College, The City University of New York
- NAACP
- New York Urban League
- One Hundred Black Men of New York
- South Bronx Overall Economic Development Corporation



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# About the Department of Small Business Services (SBS)

SBS helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building vibrant neighborhoods across the five boroughs.

For more information, visit **[nyc.gov/sbs](https://nyc.gov/sbs)**, call 311, and follow us on Facebook, Twitter, and Instagram.