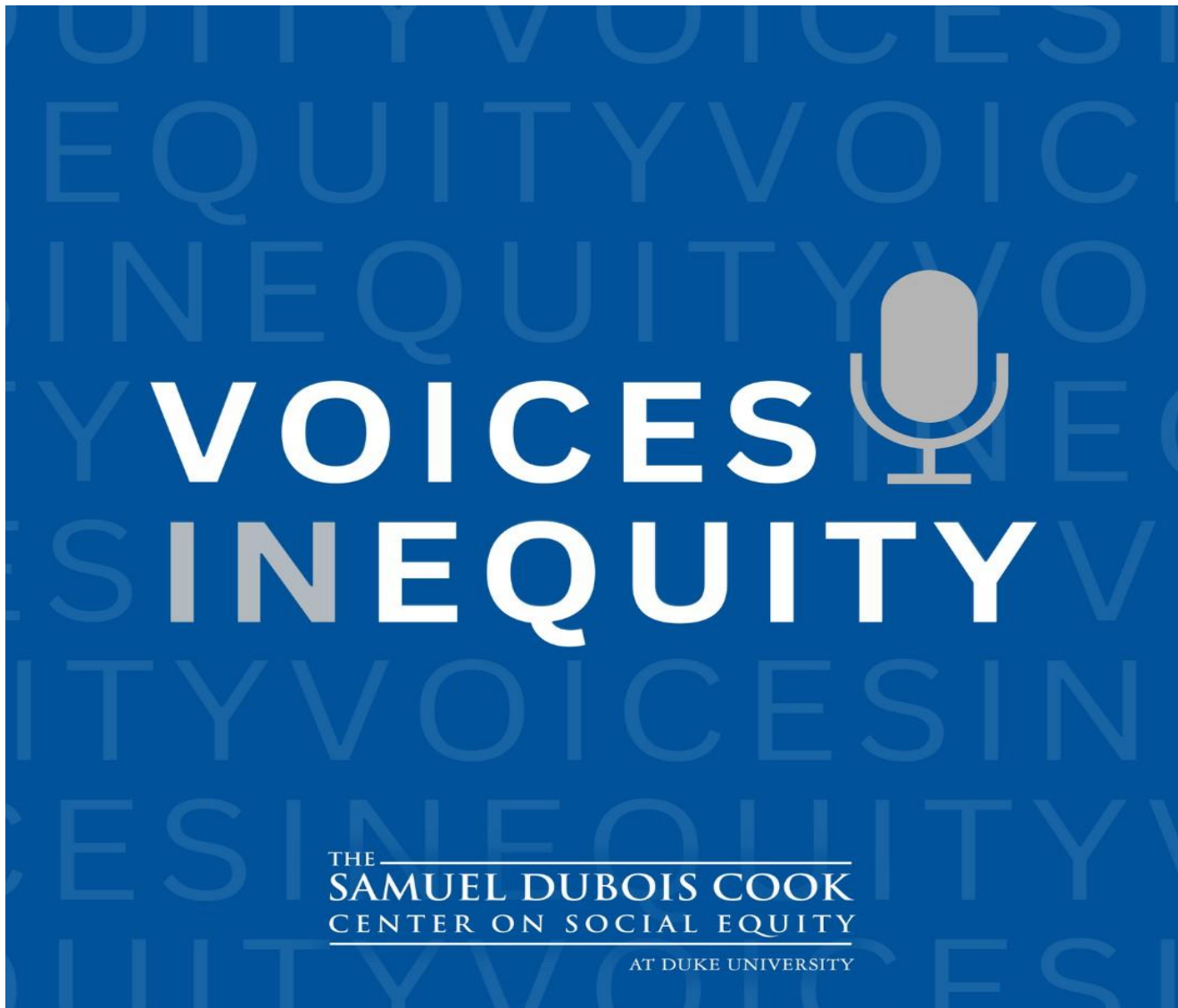


Voices In Equity: Episode 11 Guide

Podcast Episode Guide: [Empowering Black Entrepreneurs after the COVID-19 Pandemic](#)

Hosted by: William "Sandy" Darity, Jr., Founding Director of the Samuel DuBois Cook Center on Social Equity and Samuel DuBois Cook Professor of Public Policy, African and African American Studies, and Economics at Duke University.



Listen here: <https://socialequity.duke.edu/media/podcasts/>

Guests:

- Leonardo Williams, Mayor of Durham, North Carolina
- Bertha Winbush, Deputy City Manager, City of Durham, North Carolina
- Victoria Samayoa, Grants Manager, City of Durham, North Carolina
- Kevin Dick, President & CEO, Carolina Small Business Development Fund

Episode Focus: The state of Black-owned businesses and entrepreneurship in Durham, North Carolina, post-COVID-19.

Resources to Explore:

- [National Asset Scorecard for Communities of Color \(NASCC\)](#): A research initiative by the Cook Center to understand racial and ethnic wealth inequality.
- [Carolina Small Business Development Fund](#): Support programs for local businesses.
- [Durham Economic Development](#): Tools and resources for Durham Business owners.
- [Office of Economic & Workforce Development](#): Detailed plans and resources aimed at boosting the local economy.

Topic Overview:

- Impact of COVID-19 on Black businesses in Durham.
- Systemic barriers and historical inequities.
- Collaborative efforts and partnerships.
- Community engagement strategies.

As You Listen:

- Contemplate the unique challenges that Black-owned businesses face, such as accessing funding, navigating bureaucratic requirements, and overcoming historical inequities. Reflect on how these challenges impact their growth and sustainability.
- Consider the role of partnerships between the public and private sectors in supporting small businesses. Reflect on the examples given, such as the collaboration between the City of Durham and Duke University, and how these partnerships can be replicated or expanded.
- Reflect on how community and policy interventions can create change.

Engage Further:

- Actively support Black-owned businesses in Durham by choosing to shop at their stores, use their services, and promote them within your network.
- If you have expertise in areas like finance, legal, marketing, or business management, offer your skills to help Black-owned businesses build capacity and meet funding requirements.
- Participate in community forums discussing economic development in Durham.
- Participate in or organize workshops that help Black entrepreneurs understand the requirements for obtaining grants and loans and provide them with the necessary resources.
- Share the podcast, "Voices in Equity," with your network to raise awareness about the challenges and successes of Black-owned businesses in Durham and the importance of community engagement.
- Follow and engage with the Samuel DuBois Cook Center on Social Equity on social media platforms to stay updated on their initiatives and find more ways to get involved.

Key Discussion Points:

Focus on Black-Owned Businesses in Durham:

- Dr. Sandy Darity introduces the main topic, focusing on the state of Black-owned businesses and entrepreneurship in Durham, North Carolina, especially in the aftermath of the COVID-19 pandemic.
- Historical context is provided through the National Asset Scorecard for Communities of Color (NASCC) project and its evolution into NASCC-E, which focuses on entrepreneurship and the impact of the racial wealth gap.

Historical Context and Research Findings:

- The NASCC project highlighted significant racial wealth disparities, including a widely cited statistic from Boston showing a median household wealth of \$250,000 for white families compared to \$8 for non-immigrant Black families.
- The impact of the COVID-19 pandemic on small businesses and the racial wealth gap is a focus of ongoing research in five cities, including Durham.

Panel Discussion on Black Entrepreneurship:

- **Mayor Leonardo Williams:**
 - Discussed the changing landscape of Black entrepreneurship, the importance of access to capital, and the challenges posed by the pandemic, such as lack of established relationships with banks and the struggle to sustain businesses.
- **Bertha Winbush:**
 - Highlighted the results of the city's business climate survey and the ongoing challenges faced by minority businesses, including access to capital and revenue growth.
- **Kevin Dick:**
 - Emphasized systemic barriers to success for Black-owned businesses, such as access to financial and social capital, and the importance of city and county initiatives like the Durham Small Business Relief Fund.
- **Victoria Samayoa:**
 - Discussed the intersection of health equity and business ownership, the impact of historical inequities, and the importance of collaborative efforts to support Black entrepreneurs.

Collaborative Efforts and Programs:

- Various initiatives were highlighted, including Innovate Durham, which allows local entrepreneurs to test their products with the city and county, and the use of American Rescue Plan funds to support local organizations and affordable housing projects.
- The importance of continuing these collaborations to foster a supportive environment for Black-owned businesses was emphasized.

Conclusion:

- The panelists discussed the importance of strategic investments, policy support, and community engagement in addressing the challenges faced by Black entrepreneurs and ensuring equitable economic growth.

Discussion Questions:

What are some specific ways systematic racism has contributed to economic inequality, particularly in Durham?

How has the COVID-19 pandemic exacerbated these issues for Black-owned businesses?

What were the key findings from the original NASCC project, and how did they highlight the racial wealth gap in different metropolitan areas?

How does the NASCC-E phase build upon the previous findings, and what is its focus in the context of Black entrepreneurship?

What are the main challenges that Black-owned businesses in Durham, NC face, particularly post-pandemic?

How does the lack of access to capital uniquely affect Black entrepreneurs, and what are some proposed solutions to this problem?

What role do collaborative partnerships with local government agencies, community organizations, and business leaders play in supporting Black entrepreneurship?

How do the innovative funding solutions discussed, such as loan programs without personal guarantees or collateral requirements, address the specific needs of Black-owned businesses? What other innovative approaches could be explored?

Can you think of other innovative ways to involve the community in the decision-making process for supporting Black businesses?

How can educational institutions be more involved in supporting the entrepreneurial ecosystem in Durham?

What commitments are necessary to sustain and grow Black-owned businesses in the community?

Cook Center Website: socialequity.duke.edu

YouTube: [The Samuel DuBois Cook Center on Social Equity at Duke University](https://www.youtube.com/channel/UC8w8w8w8w8w8w8w8w8w8w8w)

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