Black Business Association of Oregon

STRATEGIC ROADMAP
2026–2028

BOARD OF DIRECTORS

Nate McCoy
Interim Executive Director of BBAO (Board Member)

Alando Simpson
CEO, COR Disposal & Recycling (Chair)

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Founder + Principal, Interplay Collective (Board Member)

Charles Wilhoite
Managing Director, Willamette Management Associates (Board Member)

Karis Stoudamire-Phillips
DEI and Community Initiatives, Moda Health (Board Member)

WELCOME

Dear BBAO Members, Partners, and Friends,

On behalf of the Black Business Association of Oregon (BBAO), thank you for another year of advancing opportunity and strengthening Black-owned businesses across Oregon. As we reflect, we are proud of the progress made and the foundation being built for long-term economic empowerment.

BBAO has strengthened its role as a statewide platform for Black business growth through targeted programming, strategic partnerships, and direct investment, focused on increasing access to capital, contracts, and visibility.

Impact Highlights:

- Supported 80+ Black-owned businesses statewide through technical assistance and business development.
- Helped businesses navigate $150M+ in public and private contracting opportunities.
- Connected entrepreneurs and workers to workforce training and employment pathways.
- Elevated Black business voices through advocacy and regional partnerships.

Key Strategic & Organizational Milestones:

- Launched and unveiled BBAO's Strategic Plan through a dedicated Steering Committee.
- Successfully relocated operations to the NAMC Oregon Small Business Workforce Hub.
- Led the Reimagine Oregon Grant initiative, successfully distributing $150,000 across two funding rounds to support community-led economic entrepreneurship efforts.
- Engaged 10 Black-owned businesses in the Governor's Black Business Roundtable.
- Celebrated and supported Black-owned businesses through Black Business Month, community events, and direct assistance.
- Relaunched the BBAO website, renewed partnerships with DoorDash and Travel Portland, and advanced the Black Prosperity Dashboard.

These outcomes represent real businesses strengthened, opportunities expanded, and communities supported.

Looking Ahead:
BBAO will continue to expand business development programs, strengthen partnerships, elevate Black economic advocacy, and invest in the next generation of Black business leaders. Together, we are building systems, pathways, and an economy where Black-owned businesses can thrive.

With gratitude and resolve,

Nate McCoy
Interim Executive Director
Black Business Association of Oregon
President & CEO, National Association of Minority Contractors – Oregon Chapter (Board Member)

Alando Simpson
CEO, COR Disposal & Recycling
Chair, Black Business Association of Oregon

HISTORY *& ORIGINS*

Responding to a Call for Economic Equity (2020)

In June 2020, following the murder of George Floyd, Black board members of the Portland Business Alliance issued a powerful "Invisible Knee" statement, calling for decisive action to address systemic economic inequities affecting Black Oregonians.

Launch of the Black Economic Prosperity Agenda

On June 10, 2020, the *Regional Black Economic Prosperity Agenda* was launched as a multi-year public-private initiative to expand economic opportunity for Black Oregonians.

- It was co-created by Black leaders on the Portland Metro Chamber board and championed by the National Association of Minority Contractors – Oregon (NAMC-Oregon).
- It was built as a data-driven strategy to close racial wealth gaps and institutionalize Black economic mobility.

This Prosperity Agenda laid the groundwork for the establishment of BBAO.

Formation of BBAO (2022)

BBAO was officially launched in 2022 through a collaboration between the Portland Metro Chamber and NAMC-Oregon, with nearly $1 million in initial public, private, and philanthropic funding. Shortly thereafter, BBAO hired an experienced economic development leader as its first Executive Director following a national search.

KEY ACCOMPLISHMENTS *SINCE LAUNCH*

Programs & Milestones Since Launching:

- Developed a statewide CRM system identifying over 600 Black-led businesses.
- Launched the Black Economic Prosperity Dashboard to track key metrics and inform policy discussions across Oregon.
- Partnered on grant-funded initiatives with DoorDash focused on food security and youth engagement events involving University of Oregon students and Oregon small businesses.
- Partnered on initiatives such as:
  - Deployed targeted grants to Black-owned businesses to support stability and growth.
  - Operated under the fiscal sponsorship of NAMC-Oregon to expand statewide reach.

In Summary:
BBAO emerged from a moment of national reckoning and has grown into a data-informed, policy-focused statewide champion for Black economic parity. With strong leadership and deep partnerships with the broader business community, BBAO is building political power and expanding economic opportunity for Black communities in Oregon.

STRATEGIC VISION (2026–2028)

Mission Statement
The Black Business Association of Oregon (BBAO) empowers Black-owned businesses to grow, lead, and thrive by championing economic equity and promoting sustainable policies. Through strategic partnerships, bold advocacy, and culturally responsive approaches across business, education, workforce, and community development, we drive lasting systemic policy change throughout Oregon.

Vision Statement
To cultivate a thriving and equitable business ecosystem where Oregon's Black-owned businesses achieve sustainable growth and prosperity.

Black Business Roundtable event, hosted by Governor Tina Kotek, July 2025

STRATEGIC ROADMAP TO 2027 LEGISLATIVE PACKAGE: *FOUNDATION FOR SYSTEMIC CHANGE*

PHASE		*TIMELINE*	*ACTIVITIES*
PHASE **1**	**Stakeholder Activation & Seed Commitments**	Jan – Feb 2026	Host an Invite-only event to release the roadmap and secure early financial commitments.
PHASE **2**	**Strategic Planning Rollout Event**	Mar – Apr 2026	Create expert coalitions across three domains: education and workforce, economic prosperity, and community engagement. Draft policy goals and legislative recommendations.
PHASE **3**	**Formation of Policy Working Groups**	Apr – May 2026	Engage board, task force, funders, and community organizations. Finalize goals and relationship maps. Host stakeholder unveiling event.
PHASE **4**	**Policy Framing (Long Session)**	Spring – Fall 2026	Conduct legislative meetings, build support, and soft-launch priorities.
PHASE **5**	**Infrastructure & Readiness**	Spring – Fall 2026	Build internal capacity to support legislative advocacy and coalition coordination.
PHASE **6**	**State of the Black Economy Report**	Spring – Fall 2026	Partner with the Urban League and other organizations to release updated reports with an action plan. Host community conversations and mobilization events.
PHASE **7**	**2027 Legislative Long Session**	Jan 2027	Introduce a full legislative package. Integrate into state development and budget processes.

TASK FORCE MILESTONES: *BUILDING THE BLUEPRINT FOR GENERATIONAL PROSPERITY*

1 YEAR 1: *2026 – FOUNDATION & CAPACITY BUILDING*

Lead Experts:

Dr. Mike Wilkerson, Dr. Arielle Hammond, Steve Johnson, Mel Jones, Stephen Green, Camille Trummer

Key Initiatives:

- Establish core task force of policy, finance, education, and business experts
- Identify three or more harmful public policies impacting Black businesses
- Host engagement events to strengthen ties with the business community
- Pilot construction and design mentorship programs
- Build workforce database pipeline
- Launch STEM/STEAM programs for Black K–5 students
- Join statewide STEM equity coalition
- Begin contracting outreach to public/private partners

2 YEAR 2: *2026–2027 – REGIONAL EXPANSION & POLICY INFLUENCE*

Lead Experts:

Kymberly Horner, Christopher Ard, Chabre Vickers, Donell Morgan, Abdul Rutherford, Johnell Bell, Jake Oken-Berg

Key Initiatives:

- Support expanding STEM programs to Gresham and Salem, serving 250+ students
- Launch retention and identity surveys
- Advocate using Year 1 policy findings
- Collaborate on housing-linked workforce development
- Increase public and private contracting opportunities for Black businesses
- Develop political strategy for Black business policy
- Build e-commerce and traded-sector support infrastructure

Multnomah County Proclamation Signing for Black Business Month, August 2025.

3 YEAR 3:
2027–2028 – IMPACT, INNOVATION & INSTITUTIONALIZATION

Lead Experts:

Full Strategic Advisory Committee

Key Outcomes:

- Support serving 500+ K–12 Black students annually across five cities
- Reach 85% family retention and 80% growth in STEM interest
- Advance legislation supporting STEM access and Black business equity
- Improve median income and entrepreneurship metrics
- Grow the number of Black businesses earning $1 million or more annually
- Achieve a 10% increase in public investment in the Black business ecosystem
- Host statewide summits and publish impact reports

Monitoring & Evaluation:

- Annual reviews using the Black Economic Prosperity Dashboard
- Mid-year and year-end check-ins with advisory committee and key stakeholders
- Facilitate community listening sessions for real-time feedback
- Policy alignment with local and state equity agendas

KGW interview for Black History Month, February 2025.

THANK YOU TO ALL THE KEY CONTRIBUTORS

THANK YOU TO OUR STRATEGIC ADVISORY COMMITTEE

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