



Resilience: Weathering the Storms of Business

JUNE 7 – 10, 2018

IMPACT REPORT

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LETTER FROM THE TEXAS BLACK EXPO LEADERSHIP

For 15 years, Texas Black Expo (TBE) has made a positive impact in the community through our mission to stimulate growth, strengthen businesses and inspire youth while building better lives for all. This year's events have been especially significant given the hardship many businesses in the Houston area suffered as a result of Hurricane Harvey. With a theme of "Resilience: Weathering the Storms of Business," the Texas Black Expo Summer Celebration focused on the many ways entrepreneurs exhibit resilience.

Thanks to a host of community partners, sponsors and other supporters, we were able to produce a high-quality, well-attended weekend of events. We are grateful to have been able to touch thousands of business owners, consumers and communities throughout Texas at the highly anticipated event.

This Impact Report is not only a summary of this year's event, but a celebration of what can happen when a community comes together to achieve a common goal. We also would like this to serve as an invitation for TBE to partner with you so we both can continue to leave indelible effects throughout Texas and beyond. Thank you for your continued support, and we look forward to working together for decades into the future.



Jerome Love
Founder and President
Texas Black Expo, Inc.



HURRICANE HARVEY SMALL BUSINESS RELIEF FUND

The devastating impact that Hurricane Harvey had on Houston, Texas and surrounding cities resulted in unprecedented losses for many. Unfortunately, those suffering losses also include thousands of small businesses whose operations have been shut down by the storm and who have endured the unexpected losses of real estate, equipment, inventory and revenue.

In response to this tragedy, the Texas Black Expo, in partnership with Emmy® Award-winning producer, entrepreneur, and Houston native Rushion McDonald joined forces to raise emergency micro-funding for entrepreneurs and small businesses in the affected regions that have experienced storm-related losses. Eligible applicants received a one-time grant of \$1,000 for the replacement of office supplies, furniture or equipment, as well as for clean-up, payroll and minor remodeling projects. To-date, Texas Black Expo distributed \$25,000 in micro-grants.

As a result of the success of this program, the Texas Black Expo has established the Emergency Micro-Grant Fund. This fund will serve as an ongoing resource for area small businesses that may need assistance during challenging times.



STRENGTHENING BUSINESSES

Strong businesses build strong communities, which is why the Texas Black Expo focuses on helping small businesses develop and grow. The 2018 Summer Celebration tradeshow featured over 100 businesses from a variety of industries, which gave businesses an opportunity to promote their products and services to a key demographic over the course of two days.

Through the tradeshow, businesses were able to increase brand awareness, make sales, build a database of contacts and network with other entrepreneurs. Each of these components contributes to a successful vendor experience and provides resources for participants that extend beyond the two-day exhibition.

FEATURED BUSINESS EVENTS AND SEMINARS

Coffee and Conversation

Corporate Awards Luncheon

“Let’s Talk Credit” presented by Wells Fargo

“Millionaire Mastermind: Ready, Set, Go” presented by ThinkZilla

In addition to providing a platform for small businesses, the Summer Celebration also featured a variety of entertainment in the form of performances and appearances by some of Texas’ most talented artists.

FEATURED ENTERTAINMENT

Battle for the Deal

Talent Showcase

Beauty Under One Roof Hair Show

Fashion Show



INSPIRING YOUTH

Investing in our youth is one of the most important aspects of Texas Black Expo. We not only seek to inspire youth to achieve greatness, but we also work hard to support them by exposing them to educational and career opportunities.

We hosted the annual College Fair, which was a rousing success. The event included \$1,500 in college scholarship money, four career workshops covering sales, accounting, entrepreneurship, law and engineering, and participation by dozens of institutions of higher learning including:

Alabama A&M University
Albany State University
Alcorn State University
Café College Houston
Clark Atlanta University
Coppin State University
Dillard University
Fisk University
Florida A&M University
Grambling State University
Houston Community College
Howard University
Huston Tillotson University
Interactive College of Technology
Jackson State University

Jarvis Christian College
Mississippi Valley State University
Morehouse College
Morgan State University
Norfolk State University
North Carolina A&T University
Paul Quinn College
Philander Smith College
Prairie View A&M University
Rice University
South Carolina State University
Southern University and A&M College
Stillman College
Talladega College
Tennessee State University

Stillman College
Talladega College
Tennessee State University
Texas College
Texas Southern University
Tougaloo College
Tuskegee University
University of Arkansas at Pine Bluff
University of Houston Downtown
Virginia State University
Wilberforce University
Wiley College
Xavier University
South Carolina State University
Southern University and A&M College



BUILDING BETTER LIVES

Texas Black Expo exists ultimately to improve the quality of life for people in urban communities throughout the state of Texas. With this in mind, we are careful to include elements that uplift, inform and empower various sectors of our communities.

DIVA DIALOGUE

One of the most popular elements of Texas Black Expo is Diva Dialogue, hosted by MPAC. This year's panel included celebrity guest, actress Dominique Perry from the hit TV show "Insecure." Panelists tackled the subjects of relationships, careers, and breaking into Hollywood.



HEALTH AND WELLNESS PAVILION

Staying healthy is one way to promote a thriving community, which is why we believe it is important to include options for living and maintaining a healthy lifestyle. The Health and Wellness Pavilion, hosted by Synergy Holistic Total Health and Wellness, featured fun and energetic workouts, nutrition tips and other topics to help attendees live their best lives.



KIDS ZONE

The Texas Black Expo Kids Zone, hosted by long-time supporter NightLight Pediatric Urgent Care, provided free check-ups and served as an on-site playground for children of all ages. From vision and hearing screenings to bouncy houses and face painting, the Kids Zone offered resources to parents and fund for children.





15TH ANNUAL TEXAS BLACK EXPO: THE IMPACT

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FOR THE KULTURE HAPPY HOUR	234
DIVA DIALOGUE	180
BATTLE FOR THE DEAL	111
NIGHTLIGHT KIDS ADVENTURE ZONE	468
TRADESHOW	8,668

TOTAL IMPACT **10,603**

MEDIA REACH AND ENGAGEMENT

TOTAL NATIONAL TV AUDIENCE **319,503**

TOTAL ONLINE NEWS VISITORS **5,388,992**

IMPRESSIONS
153,061

PICKED UP BY
153
MEDIA OUTLETS

97.9
THE BOX

HOUSTON
CHRONICLE

★ **Defender**
NETWORK

houston
Forward Times
REPORTING THE TRUTH | AFFECTING CHANGE | MOVING FORWARD

KHOU11.

KPRC
HOUSTON

FOX
26
HOUSTON

my
20
KTXH-TV

Majic★**102.1**
myhoustonmajic.com

DIGITAL MARKETING

Diva Dialogue , Talent Search Wells Fargo, Coffee and Conversation Corporate Awards Luncheon



TEXAS TBE 15 **DIVA Dialogue**
Resilience: Real Men, Real Women
 A frank and candid discussion on how Black men and women turn stumbling blocks into stepping stones
 Brought to you by **MPAC**

SATURDAY, JUNE 9 | 2 PM-4 PM
 GEORGE R. BROWN CONVENTION CENTER - HALL D

MODERATOR
Jalene Mack
 Entertainment Attorney and Actress
 from "5th Ward" TV Series

CELEBRITY GUEST
Dominique Perry
 Actress from the Hit Show "Insecure"

Kentrell Wright
 Actor and Model

Sky Houston
 Radio Personality

Greg Malonson
 Actor, Model and Singer

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TEXAS TBE 15 **TALENT SHOWCASE**
 KIDS & TEENS
HOUSTON'S GOT TALENT!
 COME OUT AND WATCH SOME OF THE BEST YOUNG TALENT IN THE CITY PERFORM LIVE ON STAGE

SUNDAY JUNE 10
1:30 PM - 3:30 PM
 GEORGE R. BROWN CONVENTION CENTER, HALL D

VISIT TEXASBLACKEXPO.COM FOR MORE INFO FOLLOW US @TEXASBLACKEXPO   #TBE2018



TEXAS BLACK EXPO'S 15TH ANNUAL **CORPORATE AWARDS LUNCHEON**
FRIDAY, JUNE 8TH
12 NOON

Honoring business leaders and organizations for a spirit of resiliency in helping businesses in Texas recover from Hurricane Harvey.

SPONSORED BY    

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 1200 LOUISIANA STREET, HOUSTON, TX 77002

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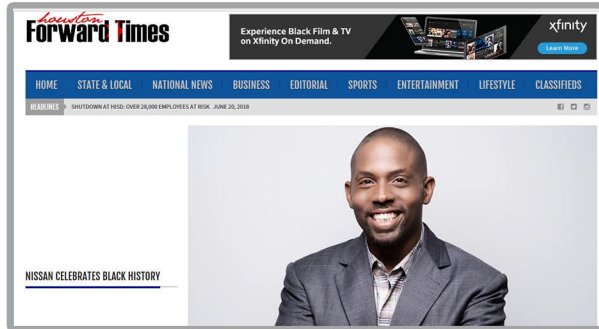
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MEDIA HIGHLIGHTS



SPONSOR ACKNOWLEDGEMENT



The Texas Black Expo thanks each of our sponsors, community partners and supporters for helping to make our 2018 programming and this year's Summer Celebration a success!

SPONSORS



COMMUNITY PARTNERS



TABLE SPONSORS

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#TBE2018 IMPACT REPORT



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