



2021-2022

ANNUAL REPORT

CHATTANOOGA BUSINESS ELITE

WWW.CHATTBUSINESSSELITE.COM

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OVERVIEW

ABOUT US

Chattanooga Business Elite is a collective group of creatives, entrepreneurs, community leaders, business owners, and advocates working together to inform and connect black individuals in Hamilton County and surrounding regions.

WHAT WE DO

An elite business group in Chattanooga working to **inform and connect like-minded black individuals** In Chattanooga and Hamilton Country

Providing Business Initiatives, Community Engagement, and Youth Development efforts

CBE is committed to inspiring, developing, and celebrating black people from all walks of life for the purpose of building a thriving and inclusive Chattanooga community

YEAR AT A GLANCE

Chattanooga Business Elite's presence in the community represents the collective mission of the leadership team ambition for the city. **We've supported 12 different community initiatives, hosted our Cassette music series at black owned establishments, engaged in over 20 community events** including our **Level up workshops, Pledge day, Women's Month, Black Business Month, Black Music Month, Juneteenth Celebrations, Community Spotlights mentions, Grand openings, and our Annual Black Excellence of Chattanooga (BEC) Award Show** just to name a few.

This year we've awarded 6 scholarships and created a High school Engagement Team to help in our Youth Development areas. This effort increased our presence in HCS, which in turn allow us more exposure to assist students and share community resources.

LEADERSHIP TEAM

SHAY MCCOWAN
PRESIDENT

KEVIN LOVE
VICE PRESIDENT

MARIA GILCHRIST
EXECUTIVE ASSISTANT

TERENCE LOCKE
SCHOLARSHIP DIRECTOR

MICHAEL WILLAMS
VP COMMUNITY ENGAGEMENT

LYNN MCGILL
TREASURER

CYNTHIA EVANS
VP BUSINESS INITIATIVES

LASHANNON BYERS MCCONNELL
EVENTS MANAGER

AARON THOMAS
MEDIA DIRECTOR

ADAYSHA MCGILL
MARKETING MANAGER

MARK FRANKLIN
SPECIAL EVENTS MANAGER

TENESHA IRVIN
COMMUNICATION MANAGER

KEENAN DANIELS
CREATIVE DIRECTIVE

SCHOLARSHIP ENGAGEMENT TEAM

TAYLOR BRYANT
TYNER

PARIS EBERHARDT
TYNER

TIMETRIUS LANSDEN
TYNER

KAYLEA MOORE
TYNER

LASHAYLA POOLE
BRAINERD

LASHUNDRA POOLE
BRAINERD

ERIE RODRIGUEZ
BRAINERD

MAURQUEZ THOMPSON
BRAINERD

BUSINESS INITIATIVES



Chattanooga Business Elite has been **proactive in curating, sharing, and supporting business resources in our community.** We've participated in numerous seminars and workshops from community partners such as **TSBDC, Startup-Week, TVFCU Leap grant, Quickbooks workshops, and more.**

The Black business community has been **underserved and under-resourced** in Chattanooga for entirely too long. The Urban League, State of Black Chattanooga report **captures an overview of the disproportionate resources, household income, education, job readiness, and funding for aspiring entrepreneurs.**

In response to the pandemic **CBE immediately started hosting virtual workshops with community leaders, elected officials, and support organization in order to inform Chattanooga's Black Community** about PPP readiness and resources. We created our Level Up Workshops series featuring industry experts in entrepreneurial resources.

We've partnered with **funders, bankers, business consultants, entrepreneurs, book keepers, lawyers, Insurance agents, program directors and realtor for workshops.**

COMMUNITY ENGAGEMENT



26,000+

Newsletter Subscribers

22

Community Events Hosted

Chattanooga Business Elite's prides ourselves on Community Engagement. **Our origin story comes from our group initially organizing in 2019 to create what's now one of our annual successfully events, BEC Award show.** Over the last year along we've created over 20 opportunities to engage with the community through partnerships and grants. **We've hosted Professional mixers, Volunteer events, Cassette music series, school events, social events and vendor events.**

To date, **we've built our email marketing database, event engagement, and social media presence to reflect the hard work our team has been displaying with limited funding our resources provided to our organization.** Most of our events funding is produced through grass roots efforts such as ticket sells and sponsorships. Our goal for the upcoming fiscal year is to fundraise to produce more quality community events and share more resources to the black community. **We're launching our Black Business Directory in fall of 2022.**

13,000+

Votes casted for 2022 BEC Awards

1,070

Attendees at 2022 BEC Awards

YOUTH DEVELOPMENT



During the last fiscal year, we were able to **recruit, build and develop our relationship with HCS students**. Chattanooga Business Elite launched a new program **Engaging high school students in scholarship and community opportunities** at Tyner and Brainerd High schools

8 New Scholarship
Engagement Highschool
team members

16 Total Scholarships
awarded to highschool
seniors

CBE hosted several in-school business plan sessions. These sessions were facilitated by our Scholarship Director, **who is a seasoned and successful entrepreneur with great communication skills**. The Scholarship Engagement team members served as **liaisons between CBE and HCS students**. Also, they served as great promoters of our mission and benefitted from community resources.



PARTNERS + SPONSORS

PARTNERS

CBE has **strengthened our Partnerships and made an intentional effort to collaborate** with other community organizations. We're able to leverage organizational **insight and resources** to pour back into the black community.

Notably, over the past year, we've partnered with: **Chattanooga Tourism, the City of Chattanooga, Downtown Chattanooga Alliance, Cempa, Boys Leadership Summit, COLAB, TSBDC, United Way, Topgolf, and Rivercity.** These partnerships lead to community activation, seminars and entertainment.



2021 - 2022 SPONSORS



Urban League of
Greater Chattanooga, Inc.





CONNECT WITH US

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MAKE DONATIONS/SPONSORSHIP OUT TO:
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