

STATE OF BLACK BUSINESS IN WICHITA

For the Wichita Create Campaign

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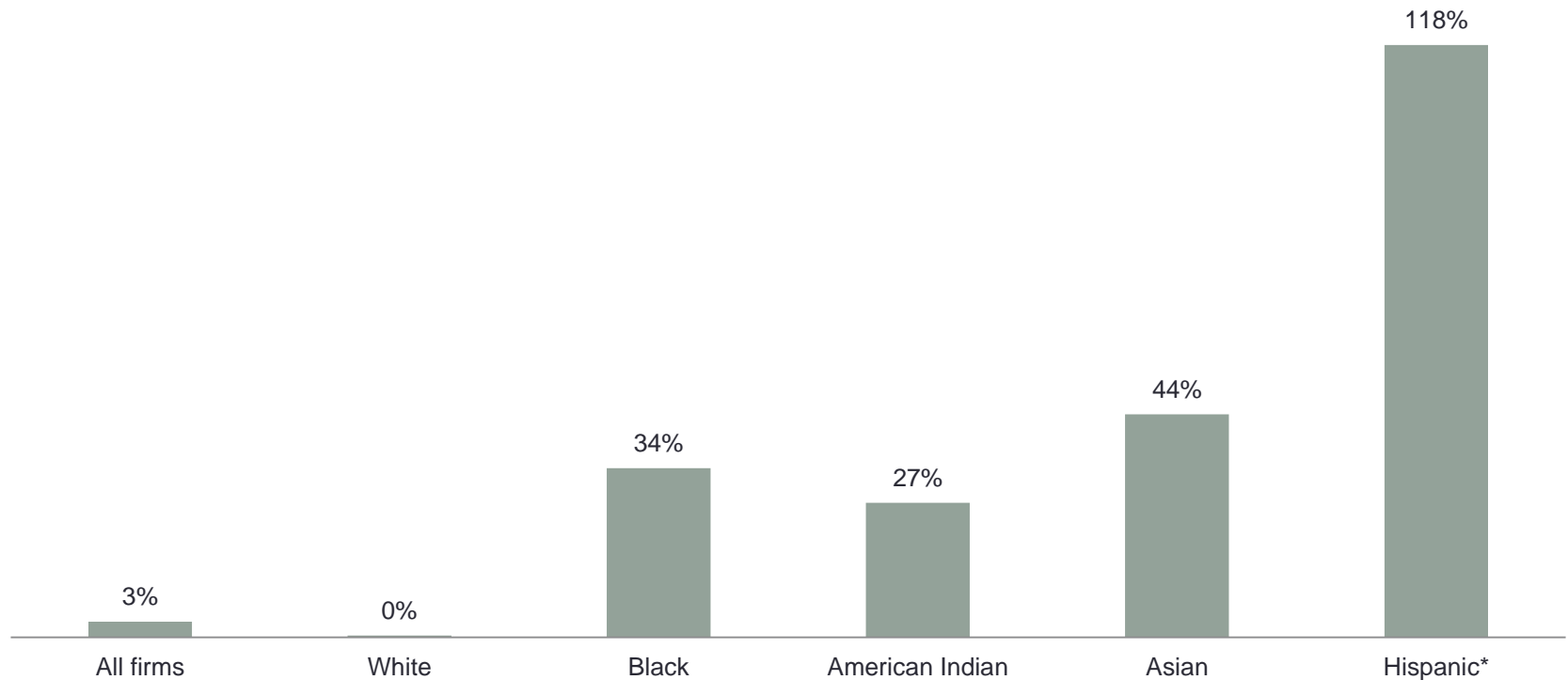
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*All data is derived from the U.S. Census Bureau's America
Fact Finder Data Sets*

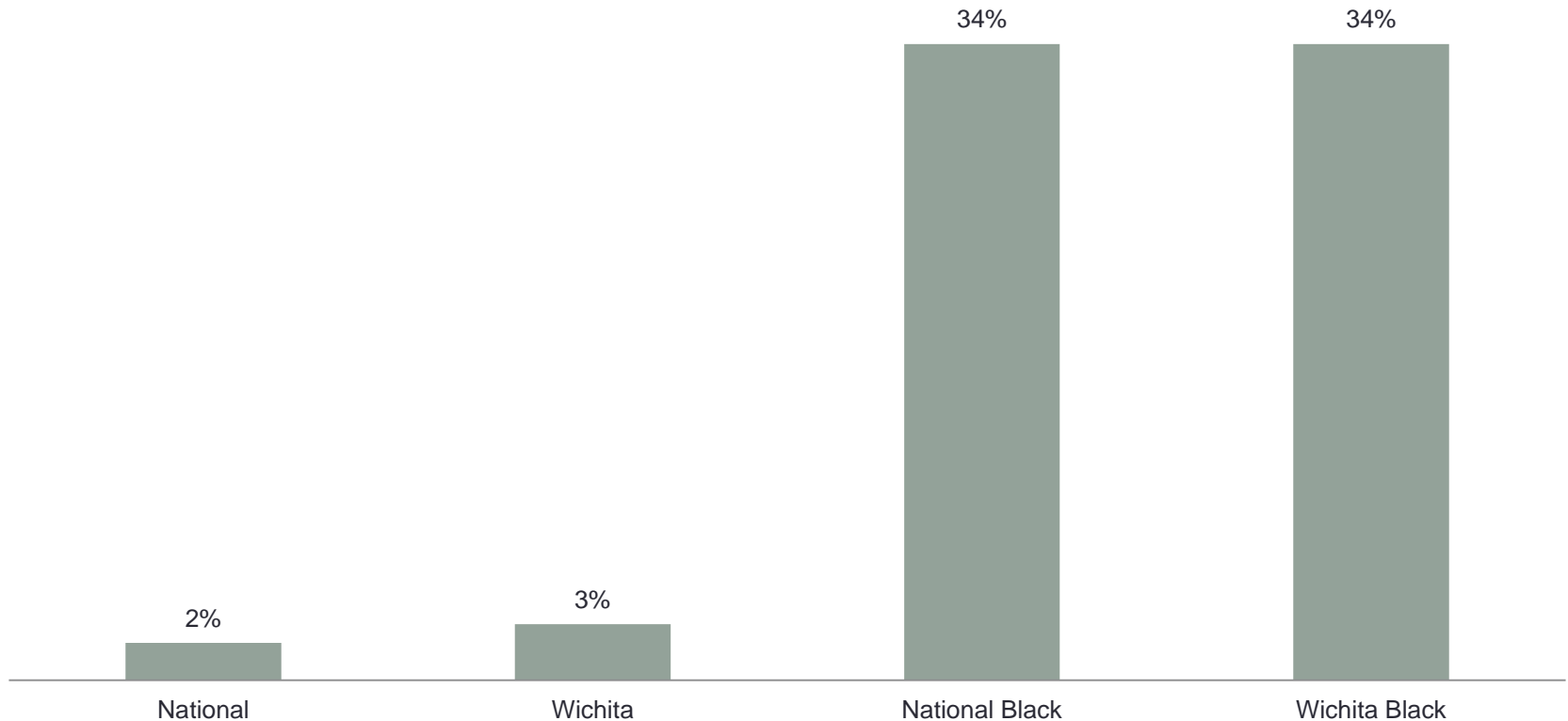
2007 to 2012 Business Growth

2007 to 2012 Wichita Business Growth by Race and Ethnicity



Minority business growth drove the total business growth in Wichita from 2007 to 2012. All major racially defined businesses grew by 1/3 or slightly more during this period. Hispanic businesses (an ethnic group not a racial group) grew by more than double during the period. White business growth was flat.

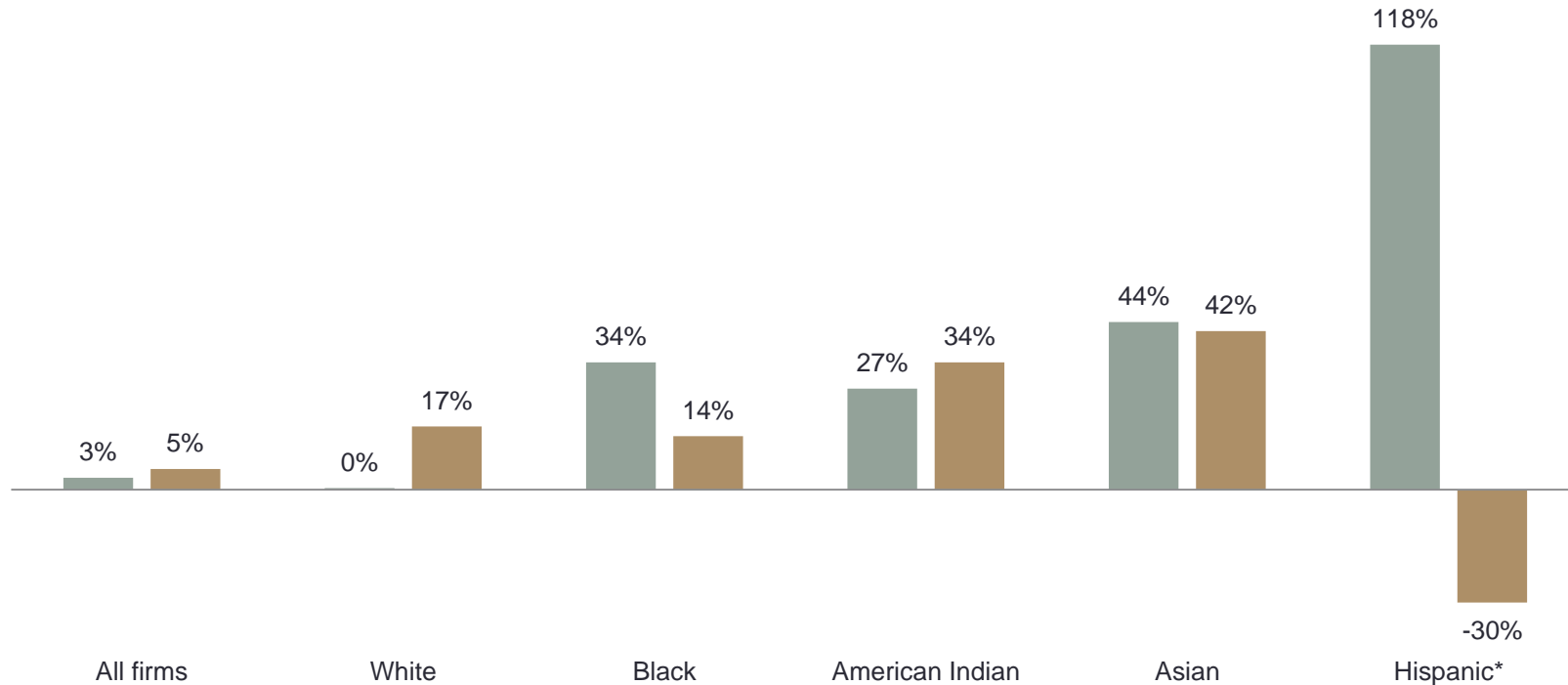
2007 to 2012 Business Growth Wichita and National



All Wichita businesses, including Black businesses, grew at the same rate 2007 to 2012 when compared to their national counterparts.

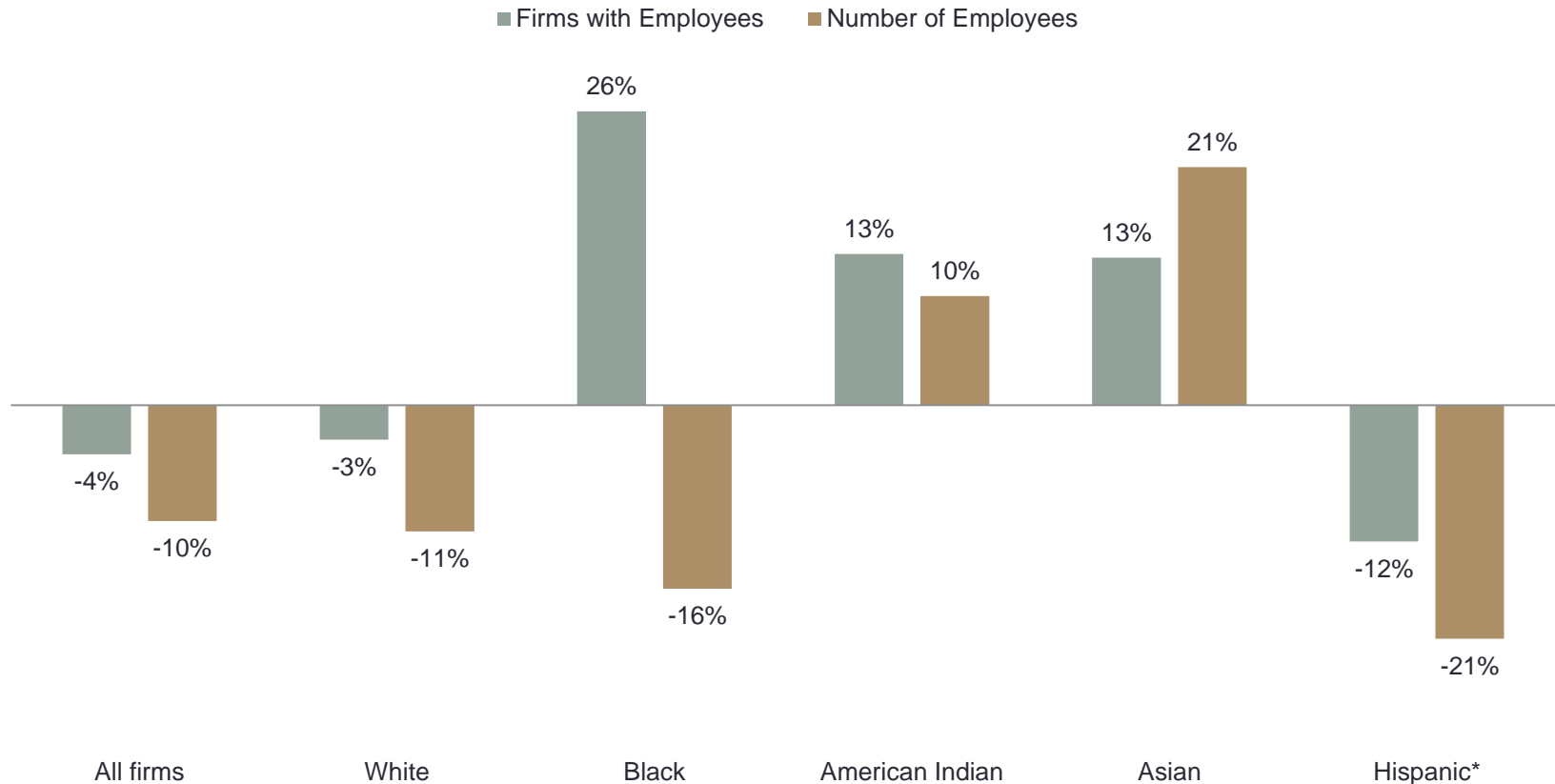
2007 to 2012 Wichita Business and Sales Growth Comparison by Race & Ethnicity

■ Number of Firms ■ Sales Receipts



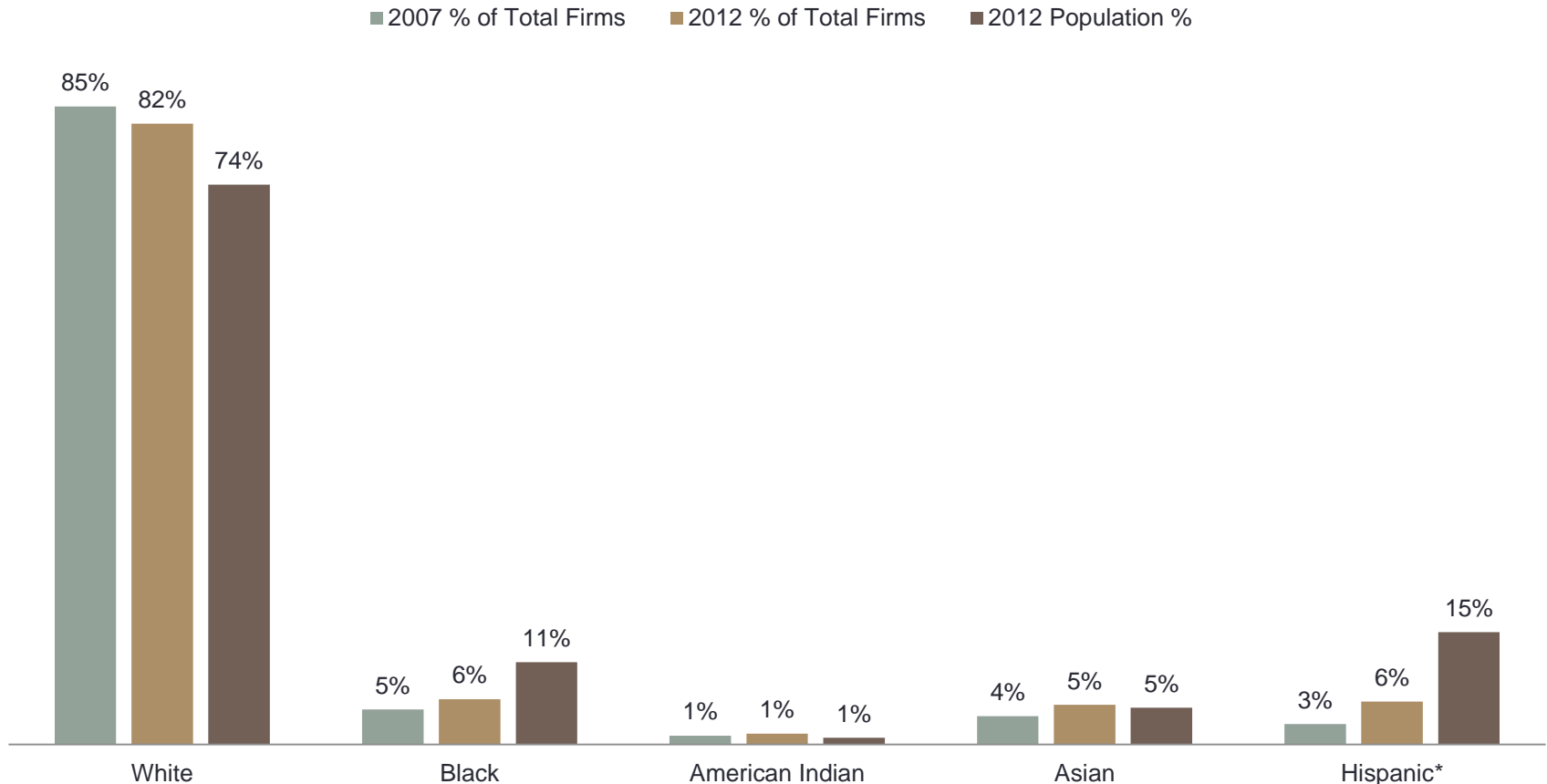
All racially defined businesses had sales growth from 2007 to 2012. Hispanic businesses sales declined by a substantial 30%. This could have possibly been because one or two major businesses declined or relocated during this time period.

2007 to 2012 Wichita Change in Employer businesses & Total Employees



There was no consistency in growth or loss in employer businesses or total employees per business from 2007 to 2012. All businesses, White businesses and Hispanic businesses saw both a decline in employer businesses as well as employees. Black employer businesses increased but saw the total number of employees employed by these business decline. Both American Indian and Asian businesses saw an increase in both number of employer businesses and total employees employed by these businesses.

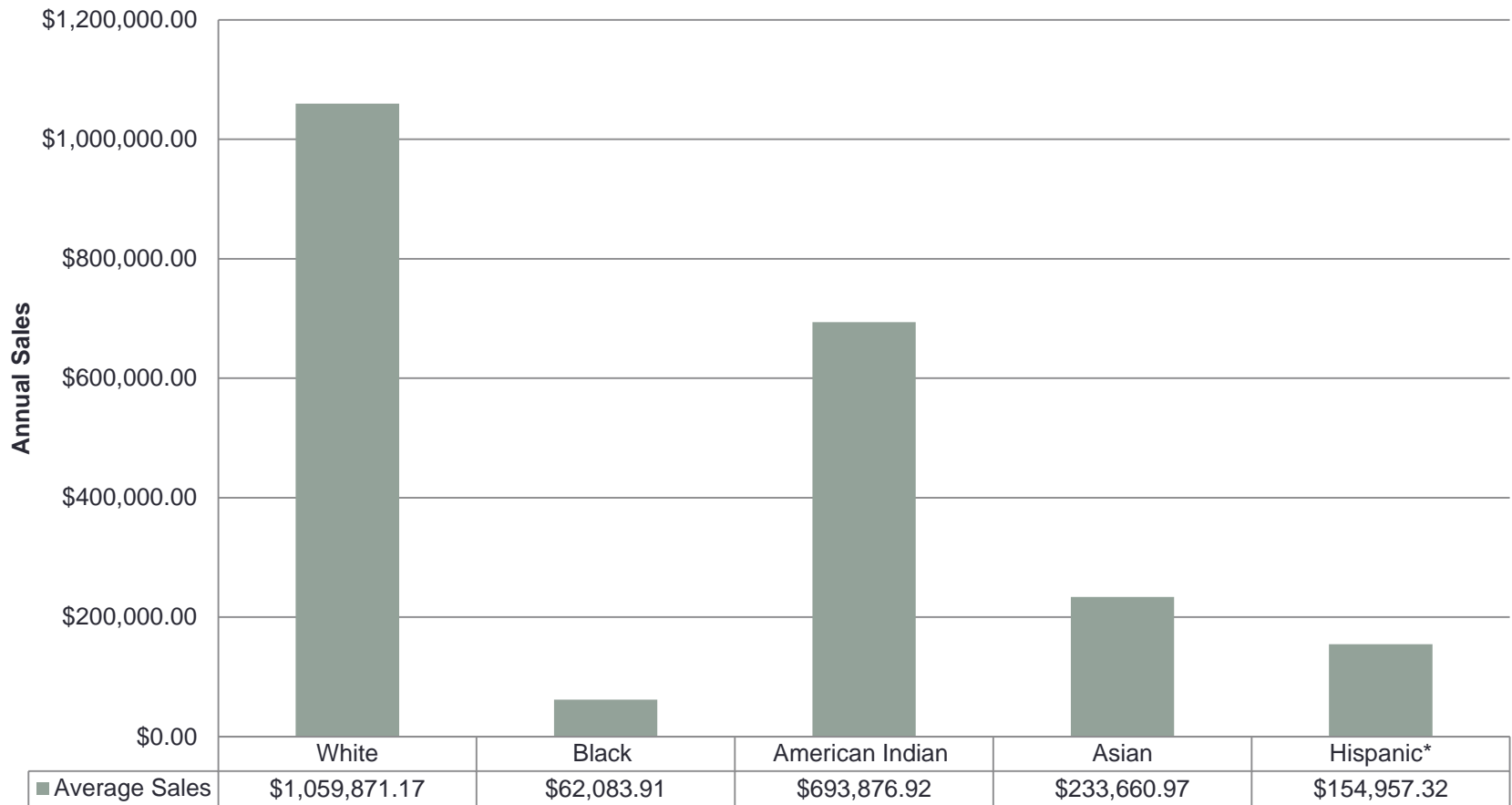
2007 and 2012 Comparison of Business Ownership and Population by Race and Ethnicity



With the exception of White businesses, all major racially defined and ethnic businesses saw an increase in percentage of total businesses relative to their population percentage. While there has been an increase both Blacks (-5%) and Hispanics (-9%) still have a substantially lower business ownership percentage when compared to their population percentage. White business ownership is still over represented relative to their population percentage (+8%).

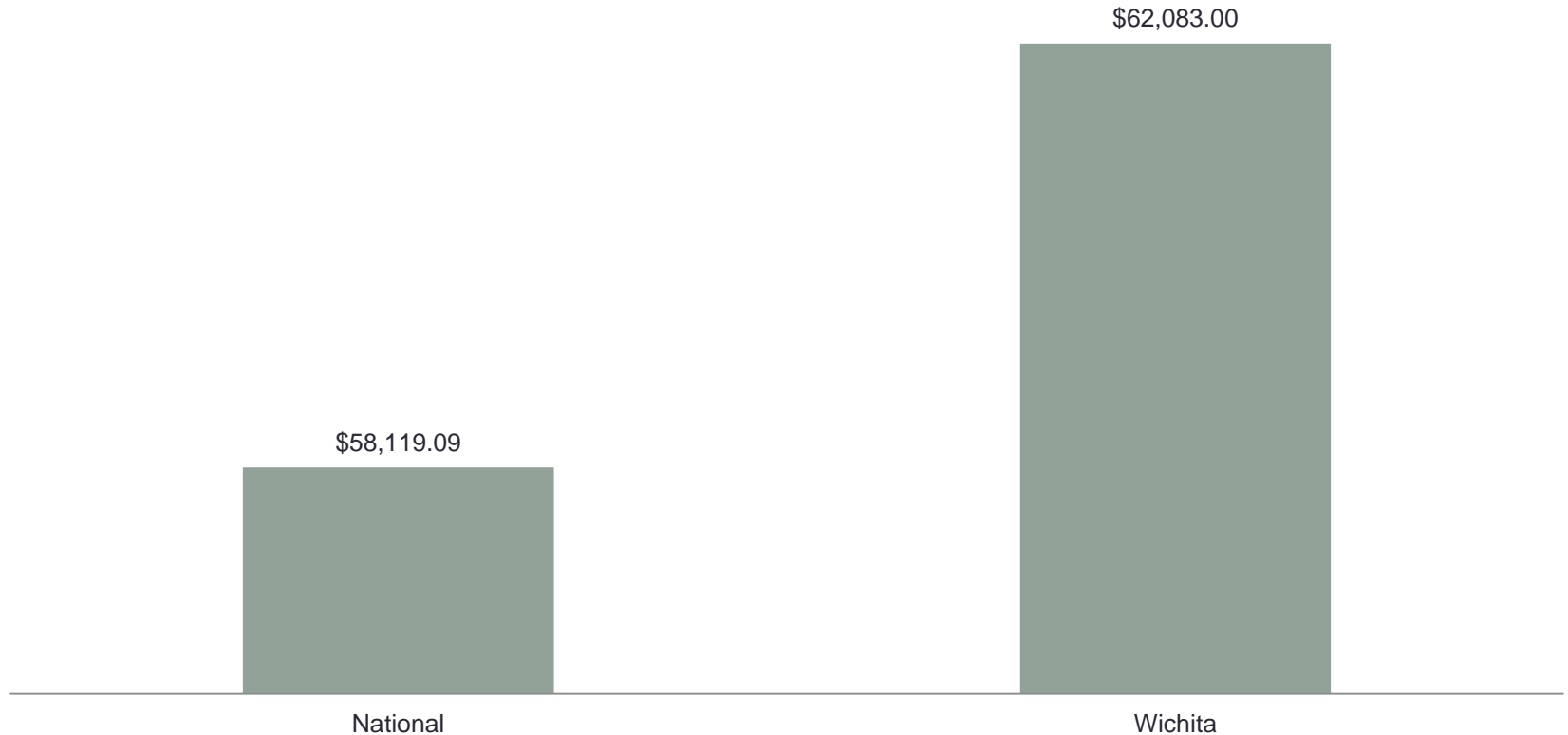
2012 Business Data

2012 Wichita Annual Sales per business by Race & Ethnicity



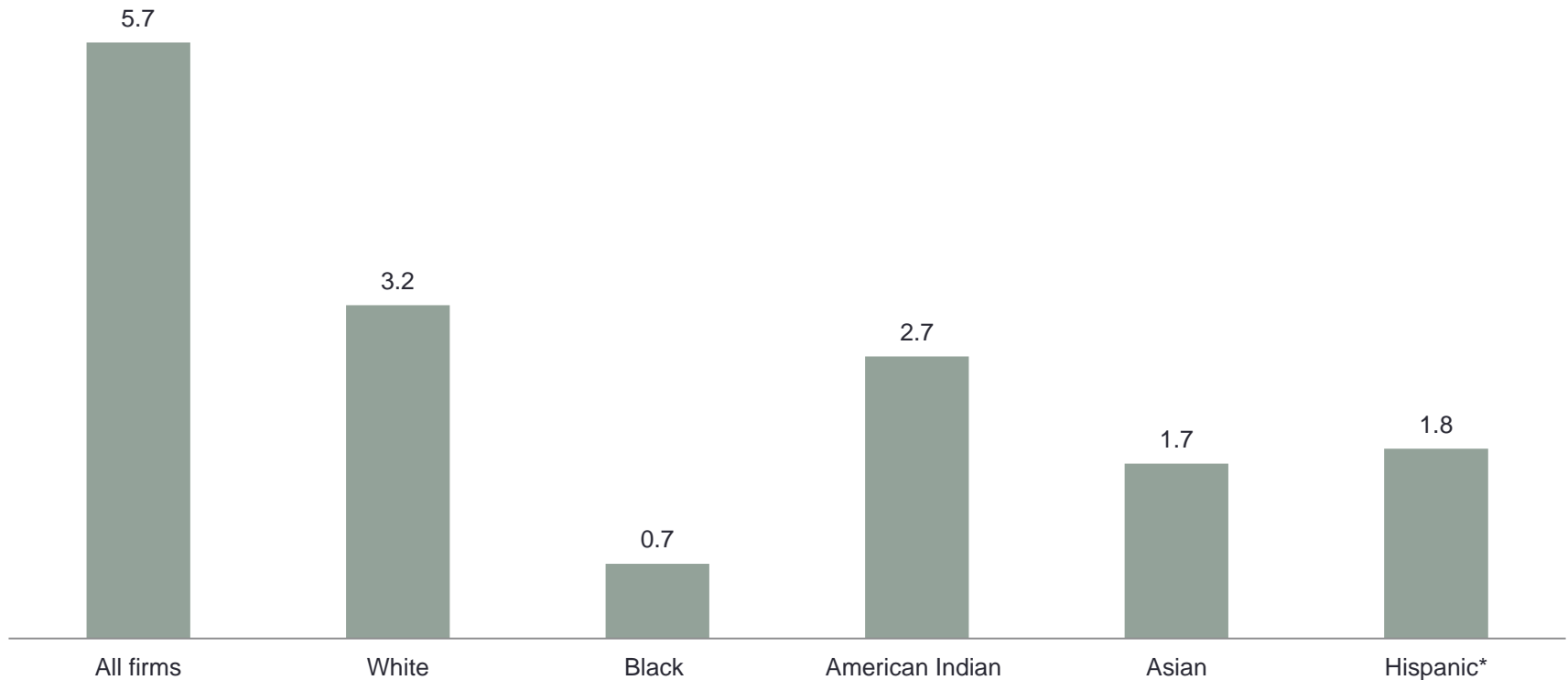
Wichita Black businesses have roughly 17 times fewer sales than White business, 11 times fewer sales than American Indian businesses, 3.7 times fewer sales that Asian businesses and 2.5 times fewer sales than Hispanic business.

2012 Sales Per Black business National & Wichita



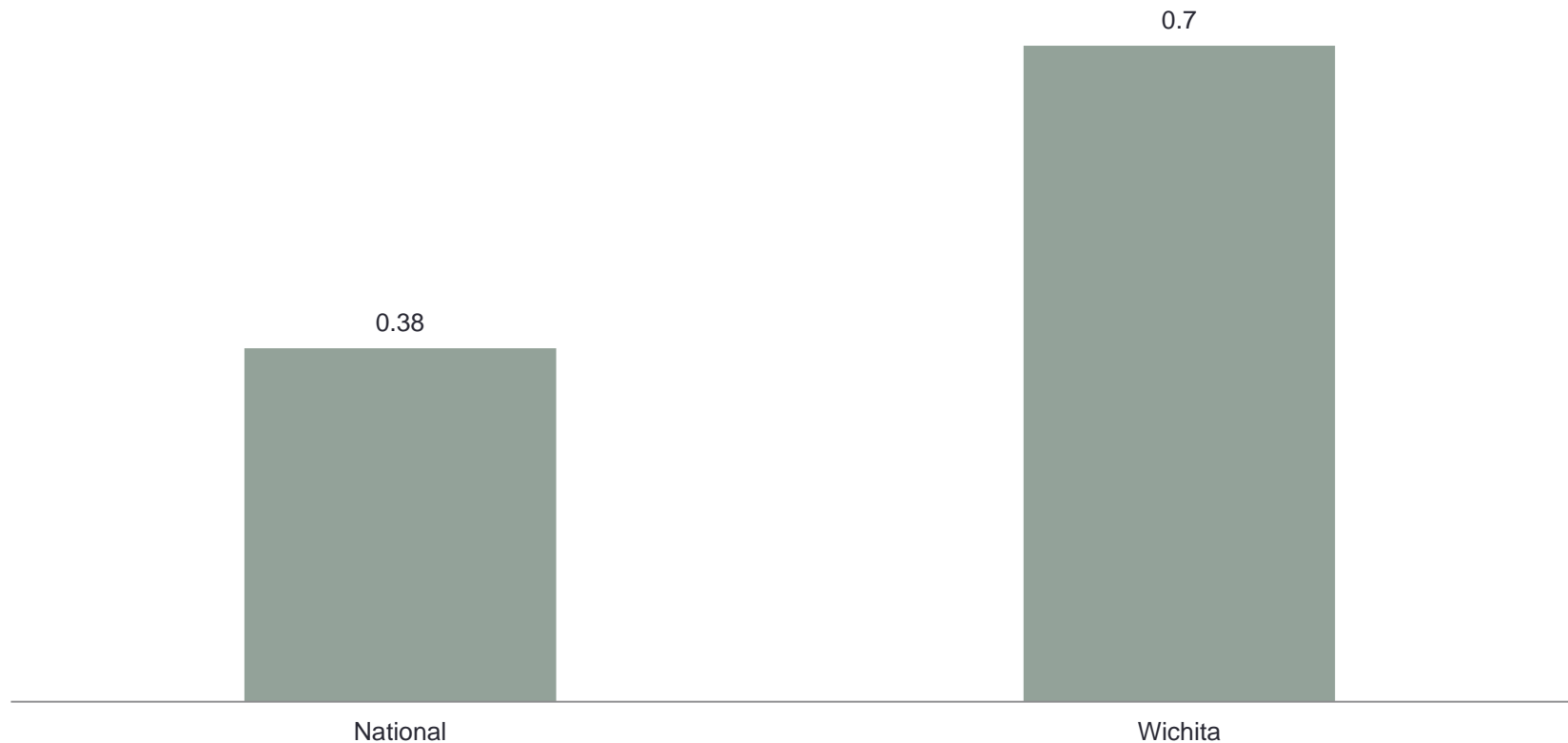
Wichita Black businesses have higher average annual sales than the average Black business sales across the nation.

2012 Wichita Average Employees per business by Race & Ethnicity



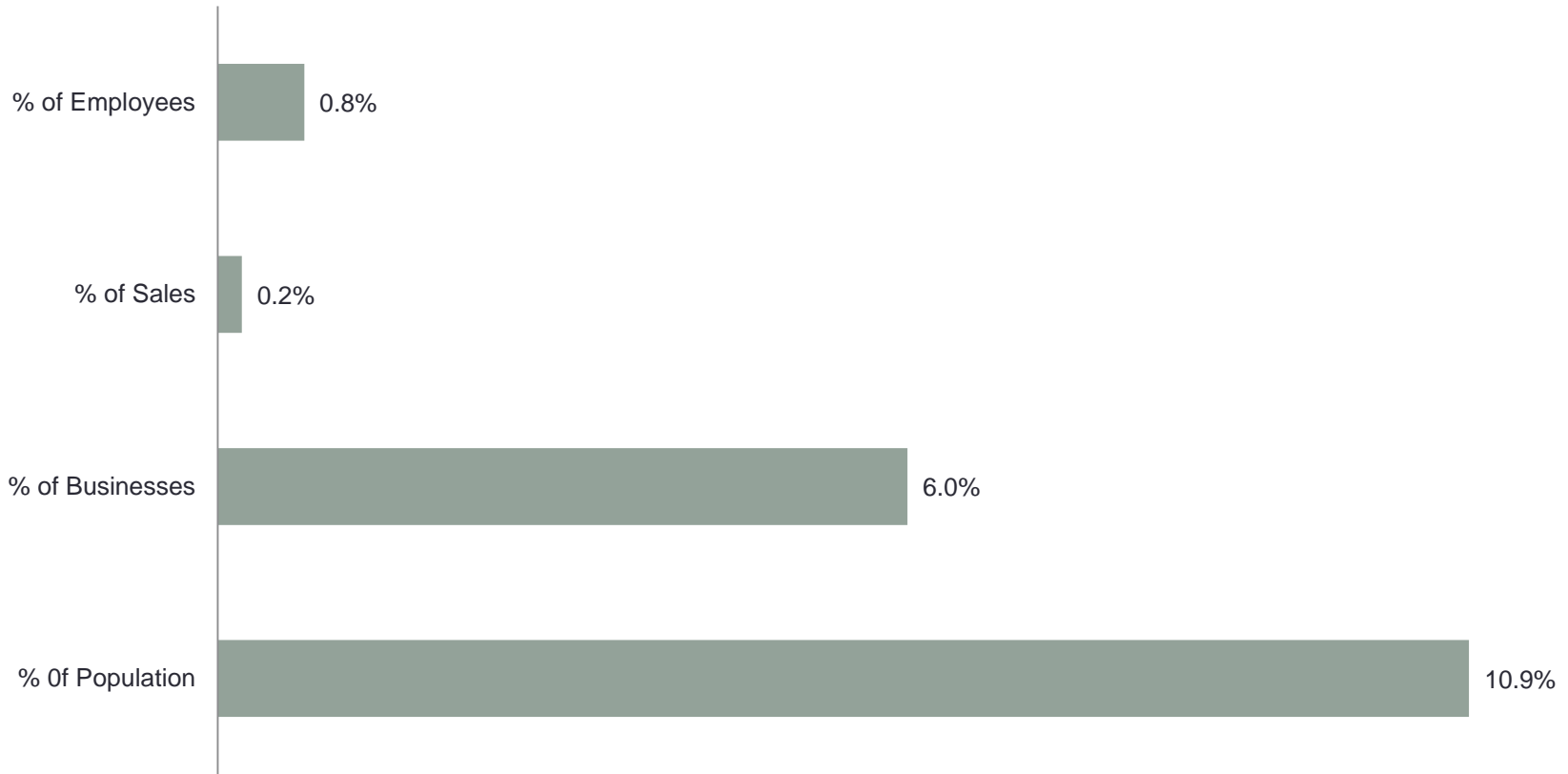
Wichita Black businesses employ far fewer workers than their racially defined and ethnic counterparts. Black businesses hire one (1) less worker than their Asian and Hispanic peers, and roughly two (2) fewer workers than their White and American Indian peers.

2012 Employees Per Black business National & Wichita



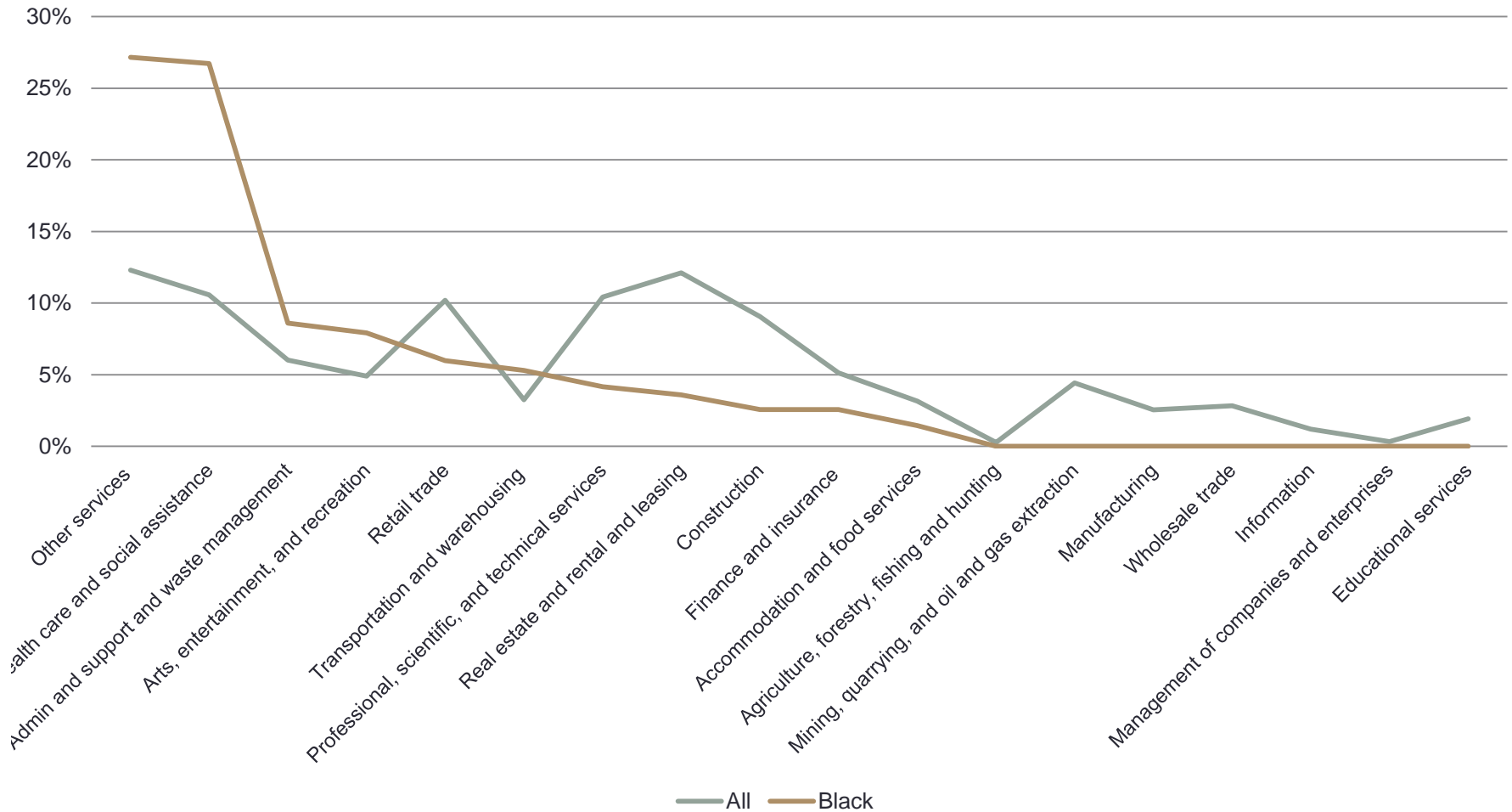
Wichita Blacks, however, do have roughly twice the average employees as the Black business average across the nation.

2012 Wichita Black Business Impact



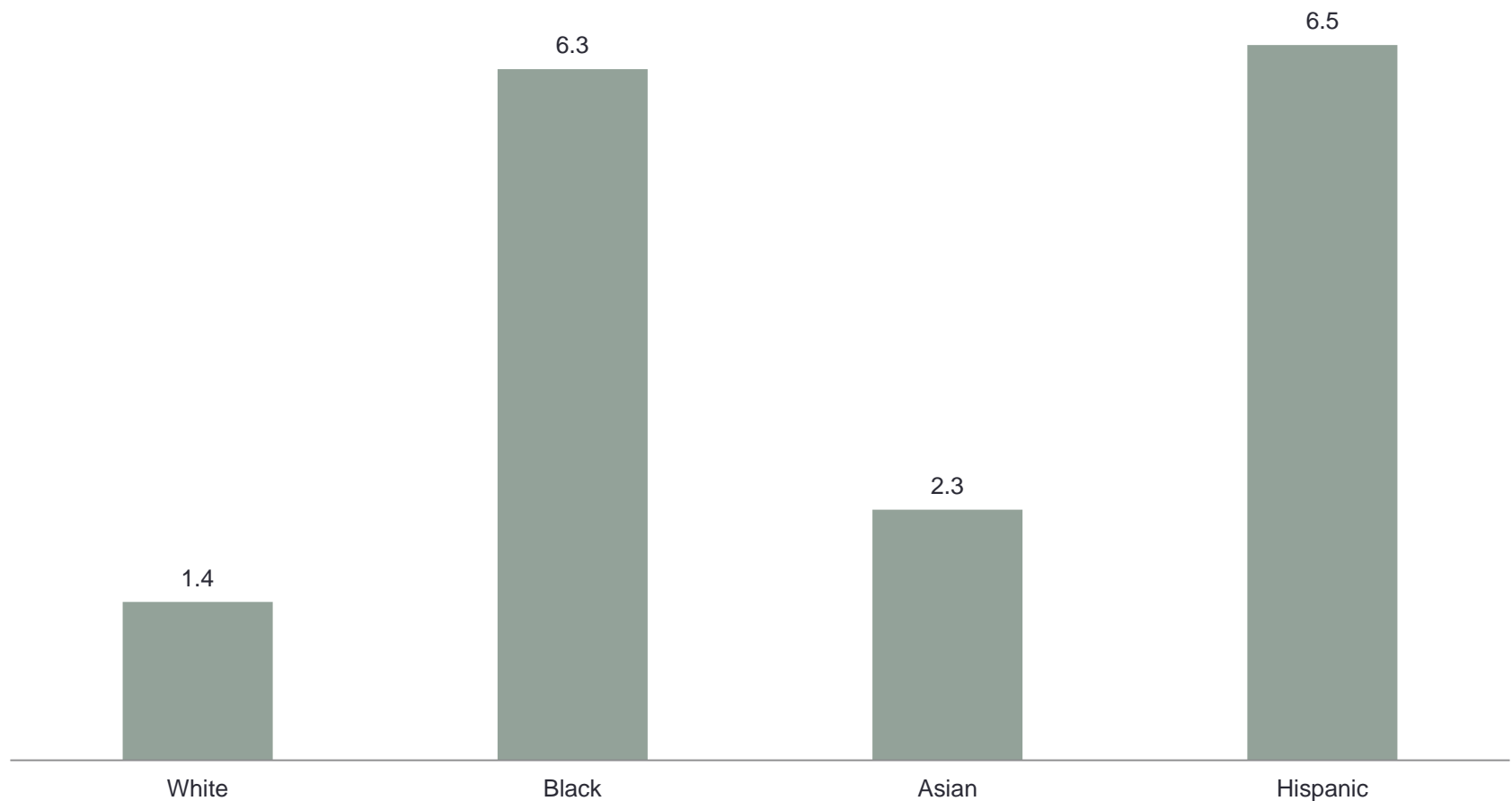
Wichita Black businesses have a much smaller impact than their population percentage. They employ less than 1% of all employees and have less than 1% of all business sales while composing 11% of the total population of Wichita.

Wichita 2012 Business Distribution All & Black



Wichita Black businesses are highly concentrated in three industries, other services, health care and social assistance, and administrative support and waste management. 61% of all Black businesses are in these industries compared to 29% for all Wichita businesses.

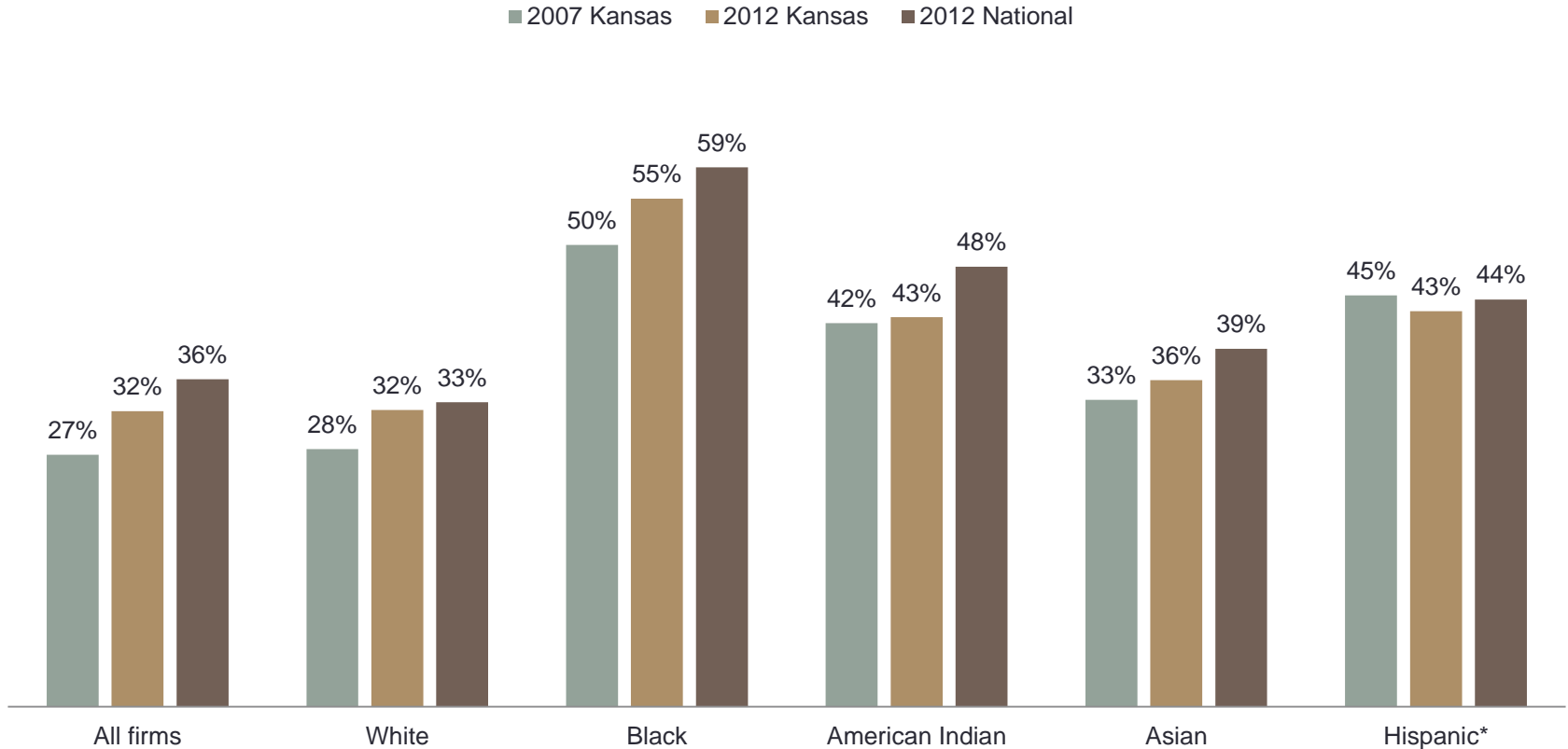
2012 Wichita Job Production Ratio by Race & Ethnicity



The job production ratio is a ratio that estimates the number of jobs produced by a racial or ethnic group compared to the total jobs that they currently need at average labor force participation rates. Blacks produce one (1) job for every 6.3 jobs that they require.

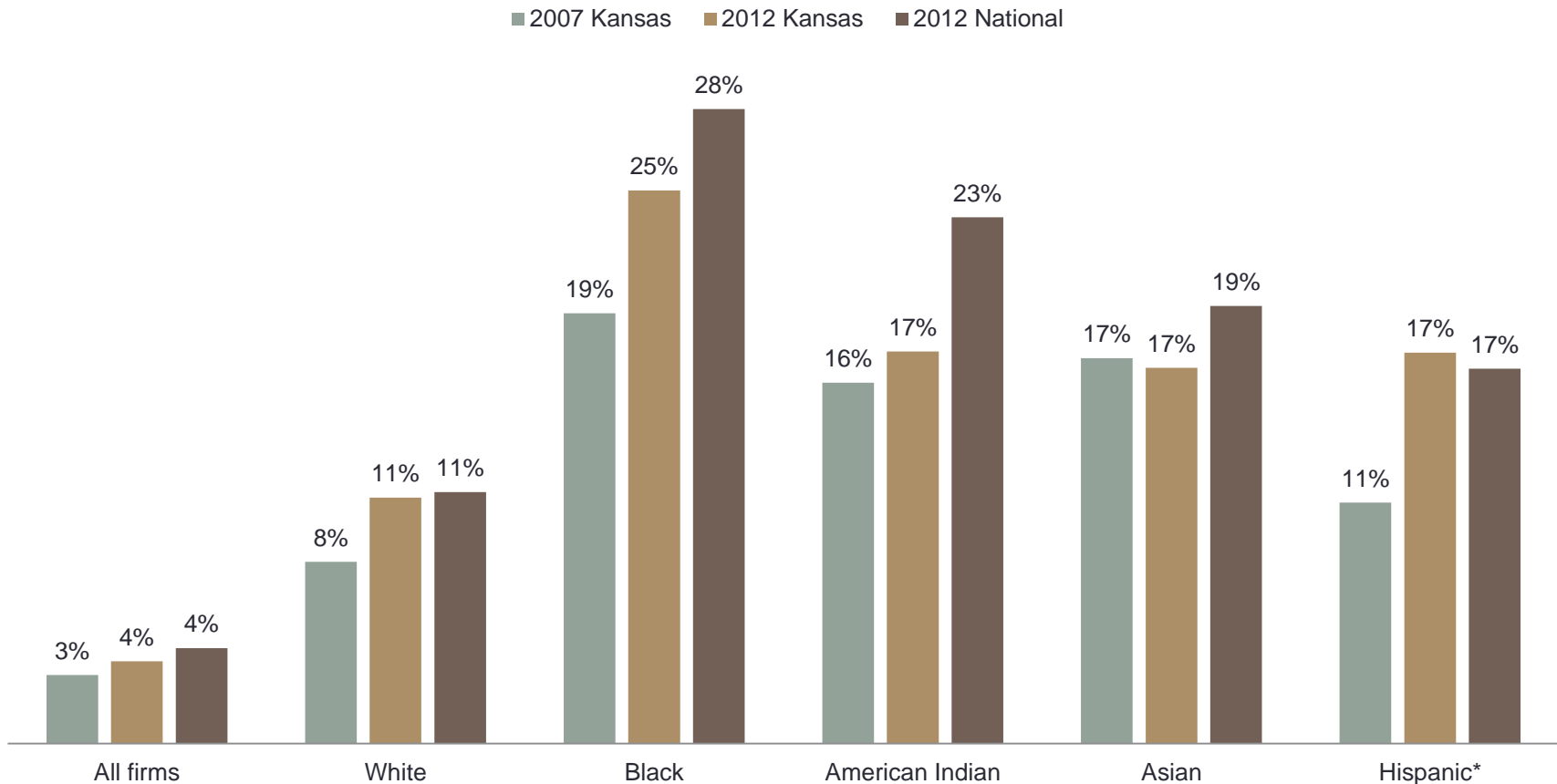
Black Female Business

Kansas Female Percentage of Total businesses 2007 & 2012



Black female business growth has been extraordinary over the past 15 years in the United States. This growth has also been occurring in Kansas. Currently Black female business owners in both the United States and Kansas represent more than 50% of the total businesses in their race or ethnic group. However, Black female business ownership as well as all female business ownership lags behind the national average in Kansas.

Kansas Female Percentage of Total Sales 2007 & 2012



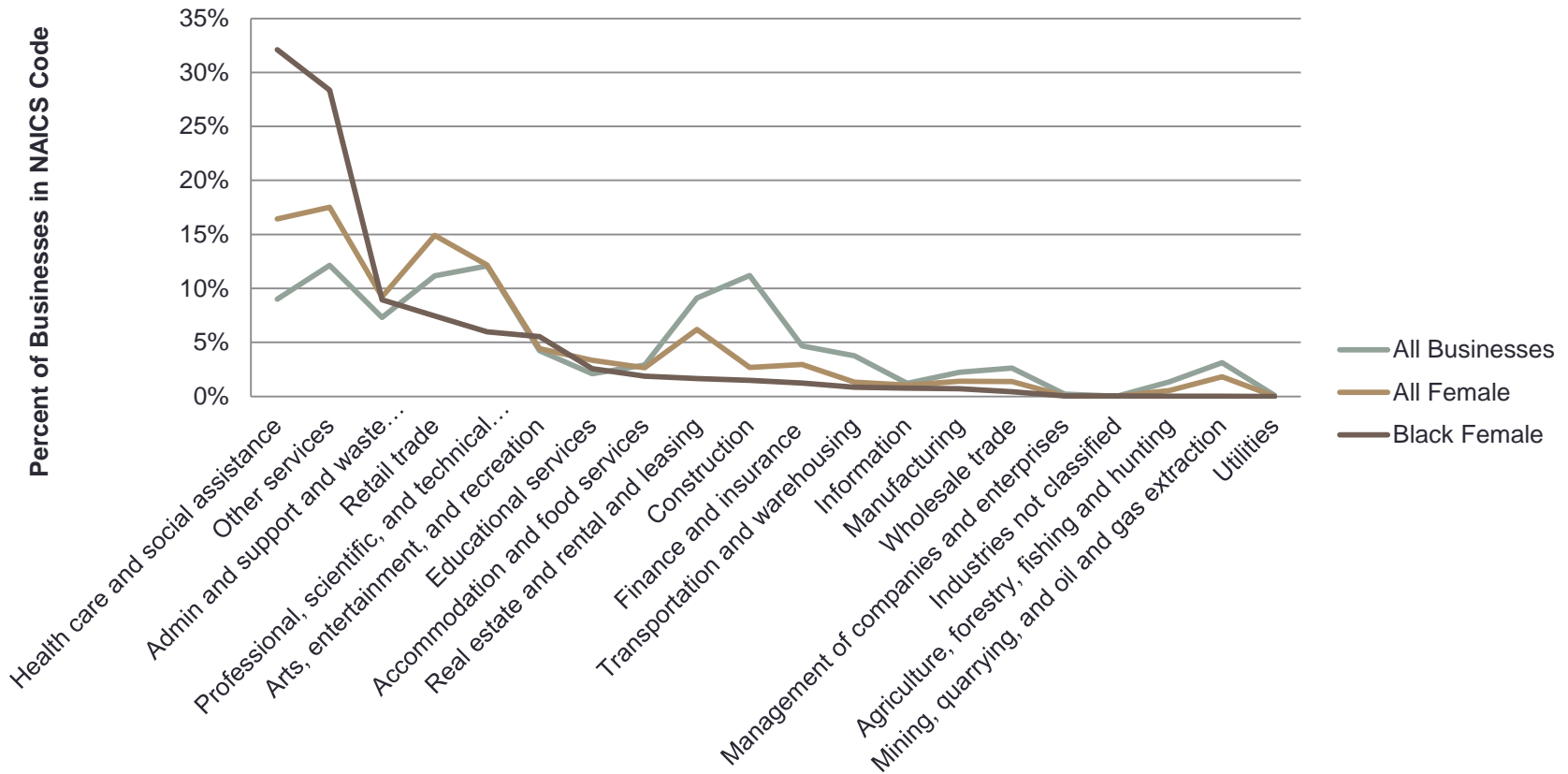
While female business owners in general and Black female business owners in particular have seen rapid growth they are still substantially underrepresented in total sales percentage. Kansas Black female businesses only generate 25% of total Black business sales while representing 55% of the total Black businesses.

2012 Black Business Sales By Gender National & Kansas



Black female businesses in Kansas exceed their Black female counterparts across the nation with approximately \$8,000 more per year in average sales. Conversely, Black male business owners in Kansas have approximately \$5,000 less in sales than their counterparts.

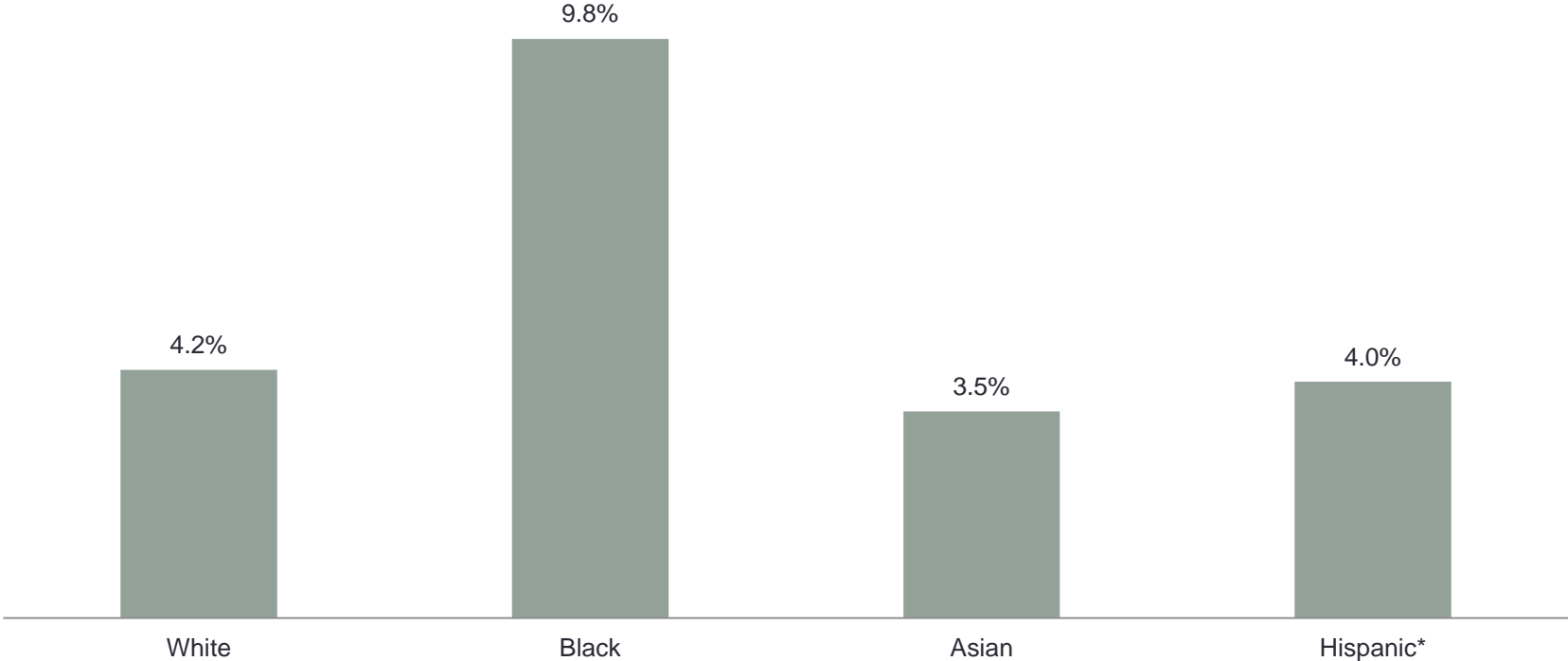
Kansas Business Distribution 2012 - All Businesses, All Females, Black Females



Kansas Black female owned businesses are also heavily concentrated in the same three industries of health care and social assistance, other services and administrative and support and waste management. Combined these represent 69% of all Black female businesses in Kansas compared to 43% for their Kansas female counterparts.

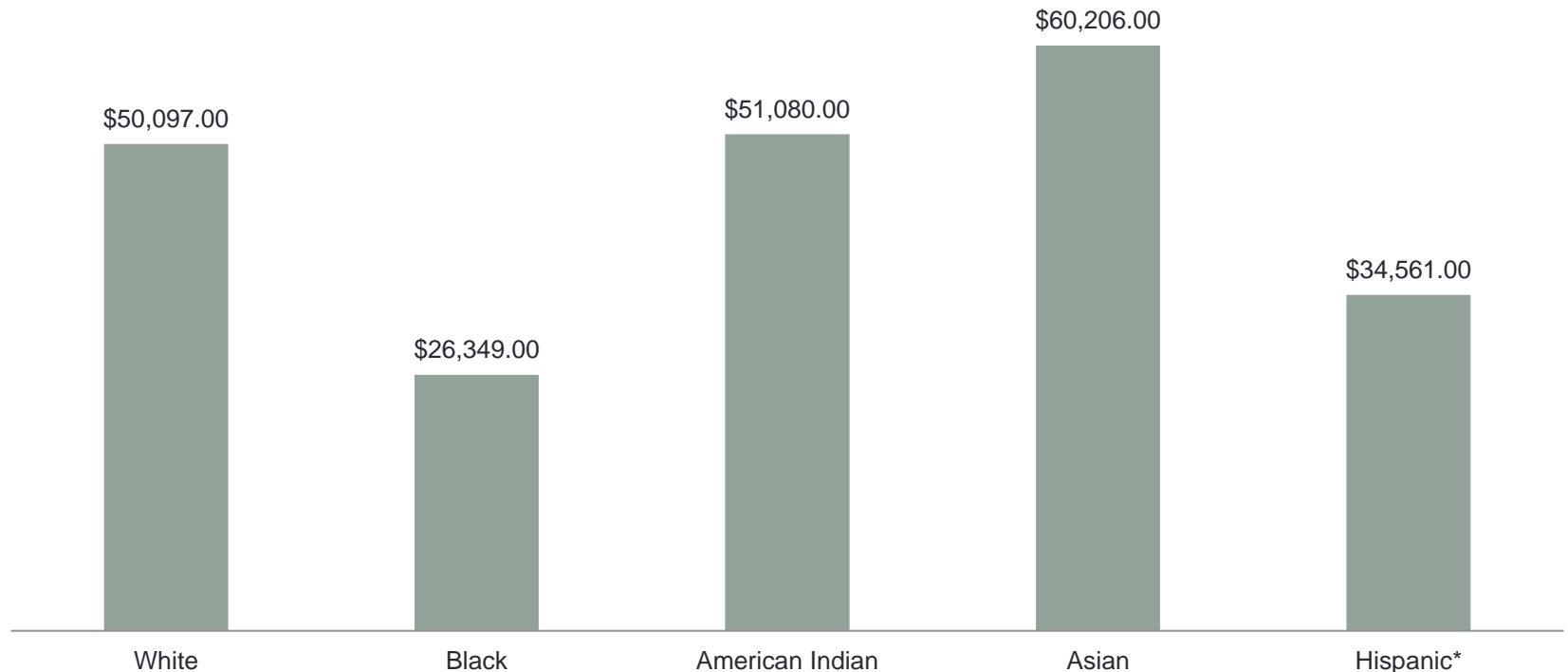
Black Demographic Data

2015 Wichita Unemployment Rate Estimates by Race & Ethnicity



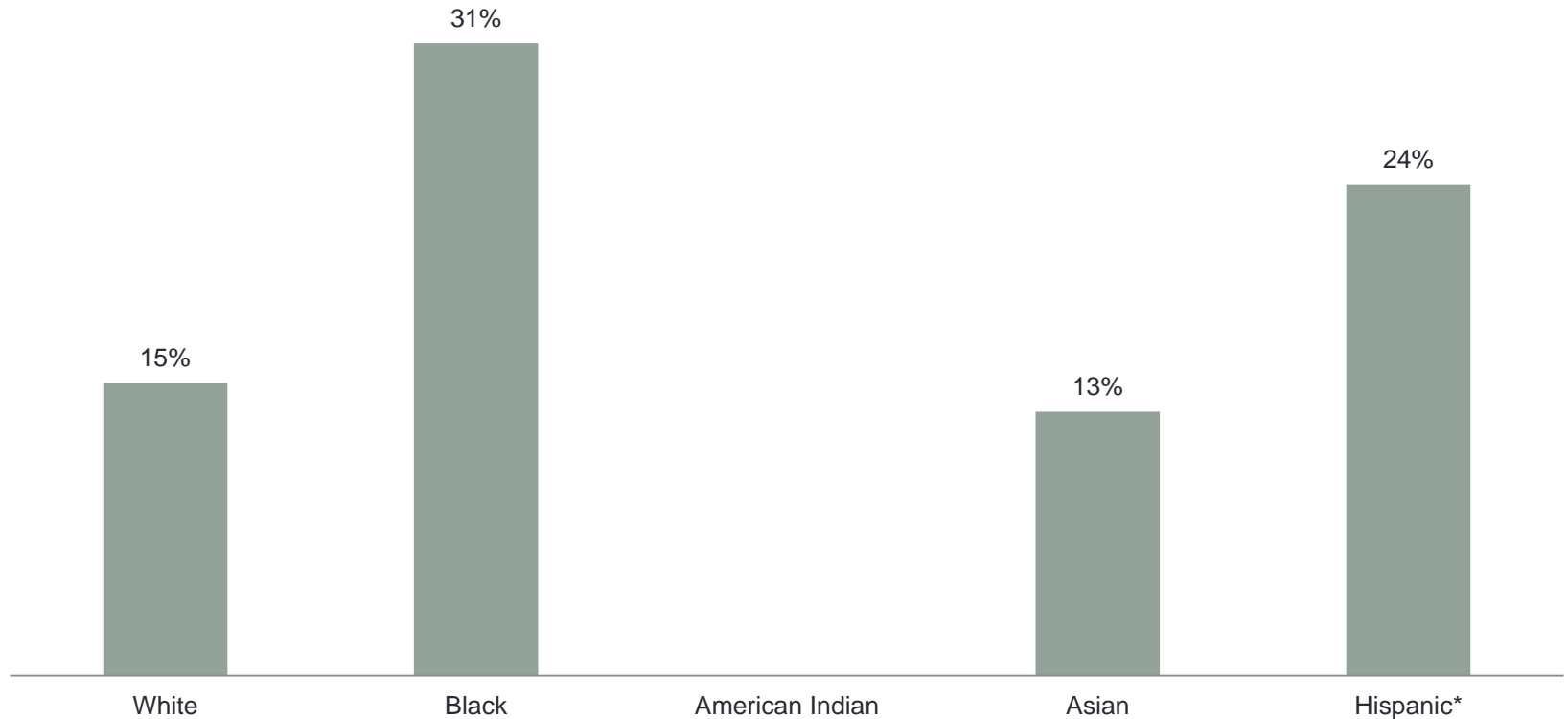
The Black unemployment rate in Wichita is nearly double the city average.

2015 Wichita Median Household Income Estimates by Race & Ethnicity



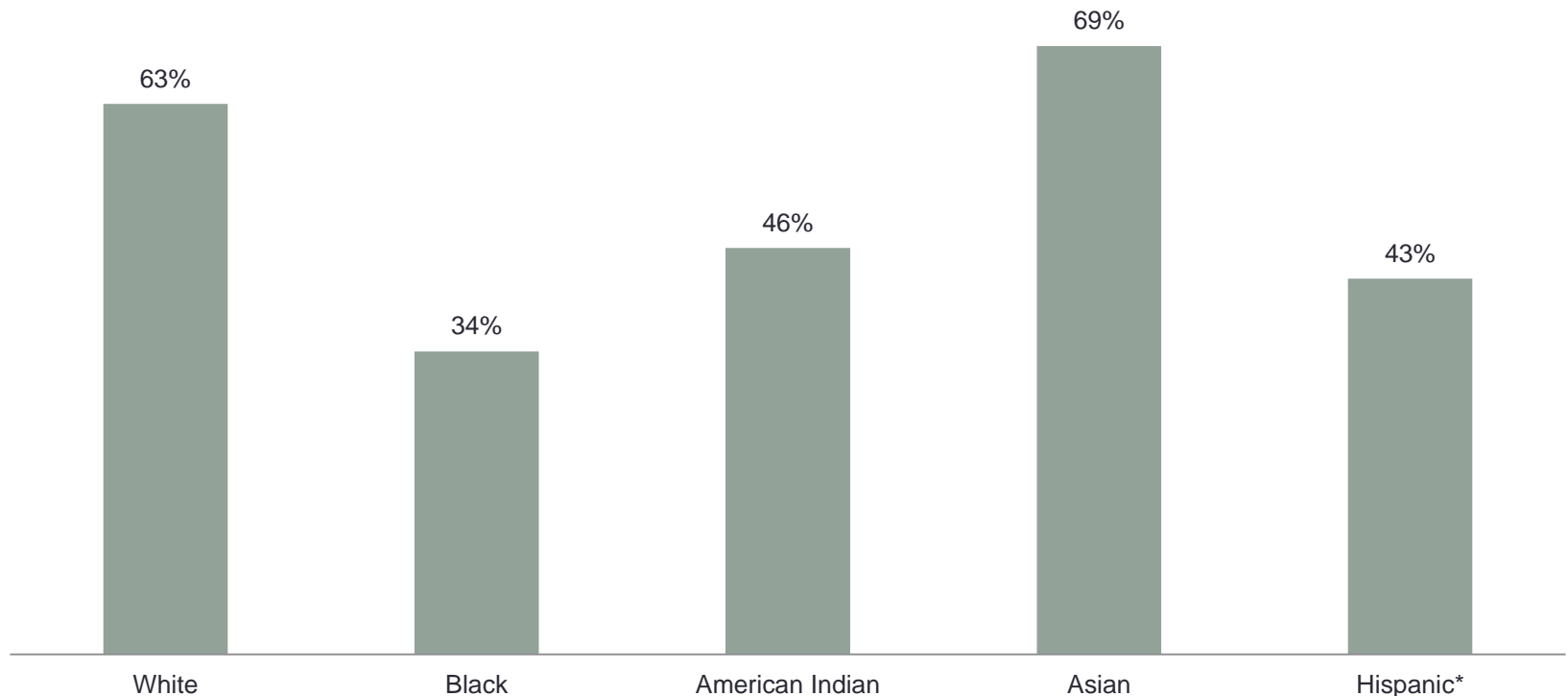
The Black median income rate is lowest among all racial and ethnic groups in Wichita and approximately one half or more less than Whites, American Indians and Asians.

2015 Wichita Poverty Rate Estimates by Race and Ethnicity



One out of every three Black individuals in Wichita lives in poverty. The Black poverty rate is more than double that of Whites and Asians.

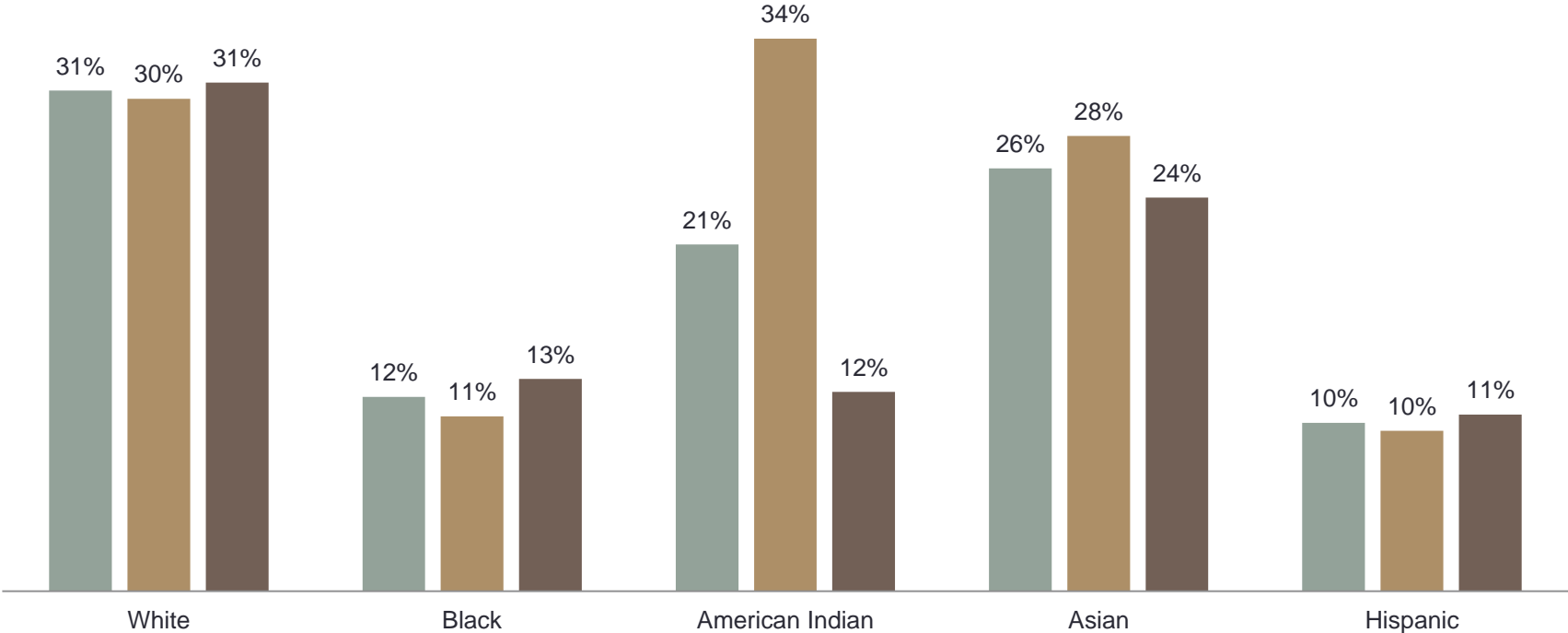
2015 Wichita Homeownership Estimates by Race & Ethnicity



Only one out of every three Black households is owned as opposed to rented in Wichita. The Black homeownership rate is 30% lower than Whites and Asians and is the only rate lower than 40% among major racial and ethnic groups.

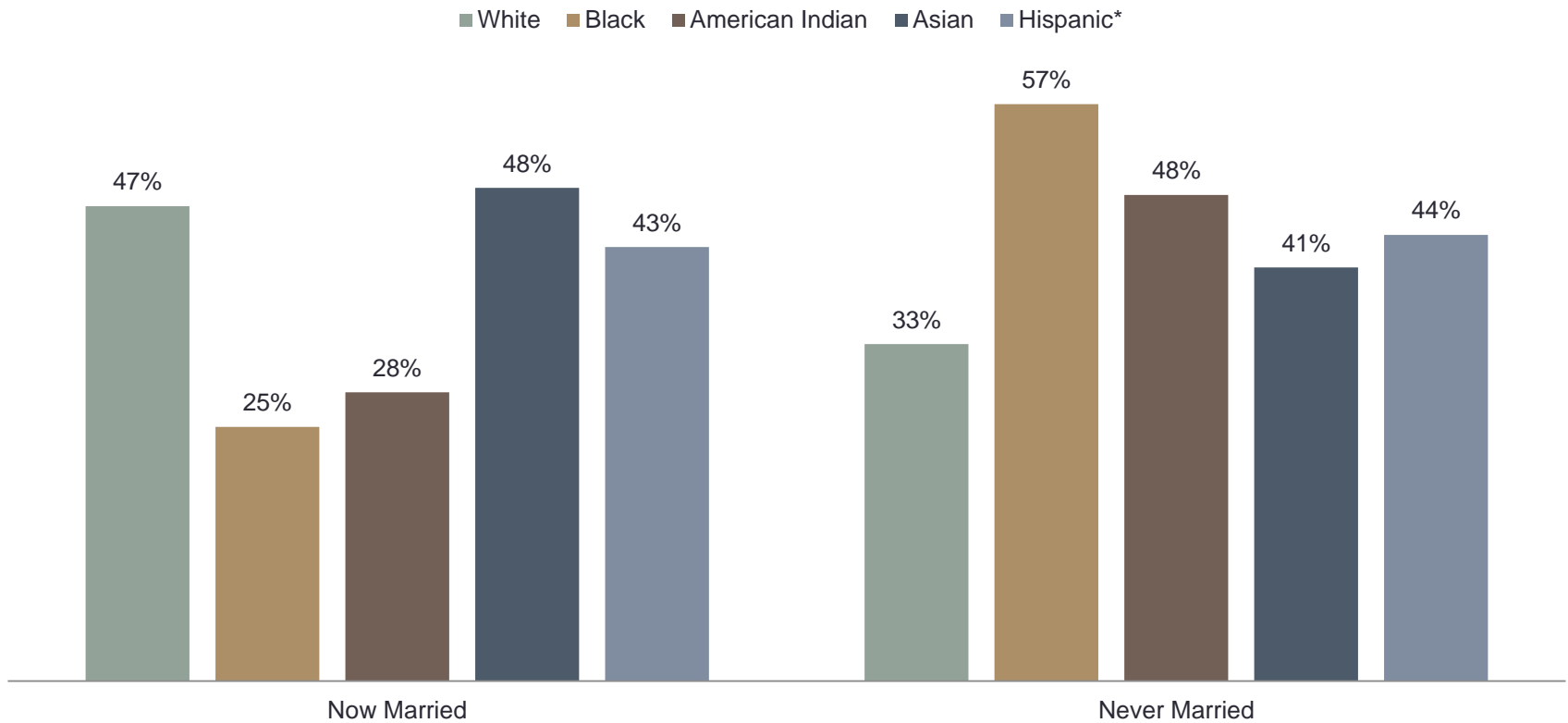
2015 Bachelor's Degree or Higher by Race & Gender Estimates

■ All ■ Male ■ Female



The Black and Hispanic population in Wichita are the only two major racial or ethnic groups in Wichita to have less than 15% of their population over 25 with a bachelor's degree.

2015 Marital Status Estimates over the Age of 15



Both the Black marriage rate and the Black never married rate is substantially lower than all other racial or ethnic groups.

Wichita Black Business Questions

Questions

Business ownership has several positive impacts on state and city economic growth, the reduction of unemployment, the elimination of poverty and the acquisition of wealth. In addition, greater entrepreneurship can lead to improved local quality of life, a positive sense of place and a healthier sense of community and civic pride.

Questions

Wichita has a dynamic and collaborative small business development community. Some questions to consider are:

- Is this small business development community inclusive and reflective of the diversity of Wichita in general and of the Black community in particular. If not, how can Wichita be more intentional about making it so.
- Are Black leaders and the Black community embracing entrepreneurship and business at scale in order to improve the Black business climate and grow the Black economy and Black communities? If not, which leaders need to be brought to the table, what types of leaders need to be cultivated, and what consistent message needs to be delivered to the Black community?

Questions

- Are small business organizations in existence that adequately understand the needs of and have programs and capitalization opportunities in place for Black businesses in general and Black female businesses in particular? If not, what needs to be created to address this market?
- Is Wichita as a whole ready to significantly address the issues of economic disparity among its Black community by placing significant resources to not just serve the Black community but empower the Black community? If not what policies need to be created, what collective message needs to be put in place, who needs to be brought to the table?

Contact Information

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