

OAKLAND AFRICAN AMERICAN CHAMBER
OF COMMERCE



ANNUAL REVIEW
2022



2022 Annual Review

Included in this annual report is a comprehensive report on OAACC's activities throughout 2022.

This report is intended to give stakeholders and other interested people information about OAACC's membership engagement, advocacy, community activities, fundraising performance, and access to capital that impacts black businesses in Oakland.

2023 Board of Directors

The Oakland African American Chamber of Commerce Board of Directors provides the vision and tools for our members to succeed as businesses in our community. Our mission is to advance the economic opportunities of the collective, thereby strengthening the African American community.

Executive Team

Chadwick Spell, Chair

Madelyn Mackie, Vice Chair

Jain Williams, Secretary

TaShon Thomas, Treasurer

Robert Harris, Founding Member & Legal Counsel

Ces Butner, Chair of the Board of OAACC Foundation, Immediate Past President

Bishop Bob Jackson, Founding President, Emeritus

Ray Carlisle, Founding Member

Victoria Jones, Founding Member

Merlin Edwards, Founding Member

Board of Directors

Atty. George Holland, Board Member

Atty. Valerie Lewis, Board Member

Atty. Eleanor Ramsey, Board Member

Aminah Robinson, Board Member

Danny Williams, Board Member

Tammy Willis, Board Member

Kiana Gums, Board Member

Mario Wagner, Board Member

Hassaun Valentine, Board Member

Christian Evelyn Dean, Board Member

Cathy D. Adams, President & CEO

Petra Brady, Director of Community Engagement & Membership



PRESIDENT & CEO STATEMENT

Cathy D. Adams



As President and CEO of the Oakland African American Chamber of Commerce, (OAACC) since 2019, I am so grateful to serve our members, work with community-based organizations, corporations, and the City of Oakland for our black-owned businesses. I want to see them grow wealth in their businesses and in their lives. OAACC collaborates with policymakers daily to advocate for policies that best serve the interests of our members.

We have had a pretty good year despite the challenges. Access to Capital still is the most important factor limiting the startup, expansion, and growth of Black-owned businesses. OAACC works with financial institutions, to create opportunities gaining greater access to credit, capital, and other financial tools. You will see our community partners listed within this report.

Our “small but mighty” team works tirelessly every day for our members. OAACC is authentic to our roots and ambitions. Our mission is simple, to help our members realize their dreams by providing them with the resources and relationships to achieve and thrive. We constantly look for new partnerships and collaborations to provide more resources for our members.

Proud to say, due to our hard work and dedication to community service, OAACC was the recipient of three awards in 2022. As you peruse the report, please keep in mind, I firmly believe that the power of our organization is not only the programs and collaborations, but the passion and vision shared by our board and members. You will meet our new Chairman of the Board, Chadwick Spell, and our board members in the coming months. I hope that you will consider supporting us with a contribution to support our programs, or by joining as a corporate member.

2023 is going to be a great one for
OAACC.

Sincerely,
Cathy D. Adams

OAACC 2023 GOALS THE BIG 3

Expand funding
opportunities

Increase
membership by
100 businesses

Cultivate the
utilization of
technology
services

OAACC Areas of Focus



Over 90% of our members have businesses based In Oakland and Alameda County.

Advocacy:

We provide advocacy and representation for black business issues that affect our community.

Access to Capital:

Access Capital workshops, Technical support, and we host several seminars throughout the month to help our businesses.

Procurement:

We promote contracting opportunities via the City of Oakland, Caltrans, Alameda County, 7th & Campbell, EBMUD, and UCSF.



123

New members joined
OAACC in 2022

52

Spotlights

7

Ribbon cutting
ceremonies



MEMBERSHIP GROWTH

Our membership continued to grow steadily in 2022...

Our members recognize the value of OAACC to gain access to resources, contracts and funding. Last year we welcomed 123 new members and maintained more than 50% of the members from the previous year. We provided over 50 workshops and trainings to support our members in every aspect of their business. Again, we saw the greatest increase in membership during our Membership Drive at the end of the year.

Our membership team will maximize outreach efforts to help all businesses. In 2023, we will continue to work with member restaurants, retail shops, and service providers to ensure that businesses thrive and survive no matter what challenges they face.

OAACC Signature Events



19th Annual Business Awards Luncheon

OCTOBER 27, 2022

OAACC successfully produced the 19th Annual Business Awards luncheon at member restaurant Scott's Seafood, in Jack London Square. With more than 250 people in attendance, the event exceeded our financial forecast. The theme for the 19th Annual Business Awards Luncheon was “Leveraging our Power for Equitable Opportunities for Business Owners.” In 2022, we added a new “Power Breakfast” component, a morning workshop sponsored by Wells Fargo. Our keynote speaker was Fred Kelley, Director of the Oakland Department of Transportation. We recognized five recipients for the luncheon including: Madelyn Mackie, Sam Tadesse, Edward Henderson, Leilani Baugh, and former Oakland Mayor Libby Schaaf.



5th Annual Black Sunday Holiday Expo

DECEMBER 5, 2022

Our holiday event gets bigger and better every year. In 2022, we held our fifth annual Black Sunday Holiday Expo. The Expo is our finale where we get to celebrate the holidays, celebrate our members, eat, drink, shop and be merry! Black Sunday went indoors last year due to the inclement weather, and was held at the Noire Wealth Xperience, in Jack London Square.

Annual Review



KRON TV Oakland for Business Campaign

NOVEMBER -
DECEMBER, 2022

And, we again had fun highlighting our members on TV and online through our partnership with KRON for the “Oakland for the Holidays.” Thanks to our partnership with KRON, OAACC showcases nearly 20 businesses each year.

Programs & Partnerships

2022 Programs & Partnerships:



- Oakland for the holidays with KRON
- Vaccination Outreach
- The Oakland Post News Group regularly featured OAACC activities and initiatives surrounding black-owned businesses.
- Working Solutions
- Comcast RISE
- Monthly check in meetings with Mayor Libby Schaaf
- U.S. Black Chamber of Commerce
- JP Morgan Chase
- PG&E
- Wells Fargo
- Akomo Market
- Black Cultural Zone
- African American Community Empowerment Council (AAEC)
- Oakland Chinatown Chamber of Commerce
- Oakland Vietnamese Chamber of Commerce
- Oakland Metropolitan Chamber of Commerce
- Oakland Latino Chamber of Commerce
- Northern California Black Chamber of Commerce Presidents Association
- Western Regional Supplier Diversity Council (WRSDC)
- 100 Black Men of the Bay Area
- National Coalition of 100 Black Women, Inc. OBAC
- Black Women Organized for Political Action (BWOPA)
- NAACP Oakland Branch
- Rotary Club of Oakland #3
- Small Business Majority
- National Association of Powerful Women of the Bay
- National Association of Minority Contractors



One of our 2022 goals was to increase our visibility in the community and leverage our Board of Directors relationships In the corporate sector to grow partnership opportunities.

The Oakland Post Newsgroup regularly featured OAACC activities and initiatives surrounding black-owned businesses. Owner Paul Cobb worked closely with OAACC leadership during 2022 to ensure black companies had a voice In the community and an opportunity to be featured In a nationally recognized publication.



Advocacy



The Oakland African American Chamber of Commerce (OAACC) has been a leader in business advocacy and remains committed to playing constructive roles in shaping our city's future.

Advocacy wins and strategies for 2022.

- The OAACC will continue to advocate and raise awareness surrounding the issues that impact our members and black-owned businesses.
- We will continue to ensure our member's voices are heard on issues that affect their lives, businesses, and community.
- We will continue to address the inequities in the contracting practices in the City of Oakland. We will ensure the playing field is level for ALL businesses bidding on city and government opportunities.



- We will actively participate in offering solutions to city officials to improve conditions and business opportunities for our members.
- We will continue to inform our members on the issues to encourage their involvement on every level.

STATEMENT OF THE CHAIRMAN

C e s B u t n e r



As Chairman of the Board of the Oakland African American Chamber of Commerce (OAACC) for the past two and half years, I am honored to have served an organization that cares so much about "OUR BLACK COMMUNITY". This past year, I am particularly proud of our efforts to enhance economic empowerment in our community by eliminating the disparity issues preventing our Black and minority business owners from accessing lucrative contracting opportunities with the City of Oakland. Additionally, I am pleased with our ability to provide our businesses with the tools, expertise, and training needed to compete and win those contracts! But, most importantly I proud to report we increased our membership to over 500 members during this past year, the most robust membership level in our history! In short 2022 was another year of growth for the OAACC!

But alas things change, and the New Year brings new opportunities. Our Board of Directors unanimously selected our new Chairman Chadwick Spell. Chadwick is COO of Wachira Wine Group and has served on the board of OAACC for the past 3 years. I wish our new Chairman success as we move forward into 2023. His team includes Vice Chair, Madelyn Mackie, Treasurer, TaShon Thomas, and Secretary, Jain Williams. Join me in wishing the entire Executive team success as they chart our direction and encourage other businesses to join us to unlock the enormous benefit of being a member of the Oakland African American Chamber of Commerce.

In closing, I would also like to thank our fearless leader, President Cathy D. Adams for her vision, innovation, and enthusiasm as she continues to move the OAACC to greater heights.

CES BUTNER

Chairman, Board of Directors (2020-2022)
OAACC