



2021 ANNUAL REVIEW

Included in this annual report is a comprehensive report on OAACC's activities throughout 2021. This report is intended to give stakeholders and other interested people information about OAACC's membership engagement, community activities and fundraising performance.

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

Ces Butner, Chair
Sheryl Grant, Vice-Chair
Jain Williams, Secretary
Tammy Willis, Treasurer
Bishop Bob Jackson, Founder
Robert Harris, Legal Counsel

Board of Directors

Alicia Maria Kidd, The Wine Noir, LLC
Sheryl Grant, Sheryl Grant Enterprises
Chadwick D. Spell, Wachira Wines / SOKO
Distributors
Danny Williams, Diamondstar Floor Polishers
George Holland, NAACP
Taj Tashombe, Oakland Athletics
Valerie Lewis, Safeway Inc.
Eleanor Ramsey, Mason Tillman Associates



As President of the Oakland African American Chamber of Commerce, I am pleased to serve our members and work with community organizations to ensure our black-owned businesses not only make it through the pandemic but have the opportunity to thrive.

We have had a great year despite the challenges and issues we face as a community and still dealing with COVID-19. I continue to urge everyone to get vaccinated, and others prepare for the booster shot when it's their turn.

I want you to know it brings me much joy to serve each of you. I want to encourage each of you to network more with one another. Imagine what we can do if we support each other more. Again, thank you for allowing me to serve you. Our team works tirelessly to make a difference in our Black-Owned Businesses.

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 are constantly looking for new partnerships and collaborations to make more resources available to our members.

"Imagine what we can do if we support each other more."

As you will see in the coming pages, we firmly believe that the power of our organization is not only the programs and collaborations but the passionate board members and member businesses that have our shared vision.

MEMBERS | Over 90% of our members have business based In Oakland and Alameda County.

OUR Over 90% of our members have businesses

104

New Members Joined OAACC In 2021

2%

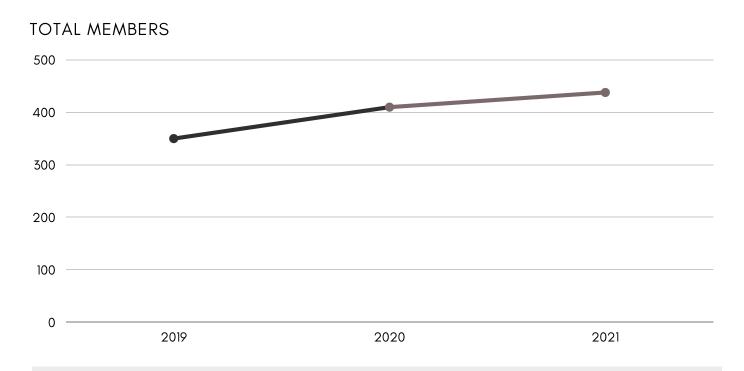
YOY Increase

2020 was positively impacted inflated with membership requirements for the Resiliency Fund.



OAACC Areas of Focus:

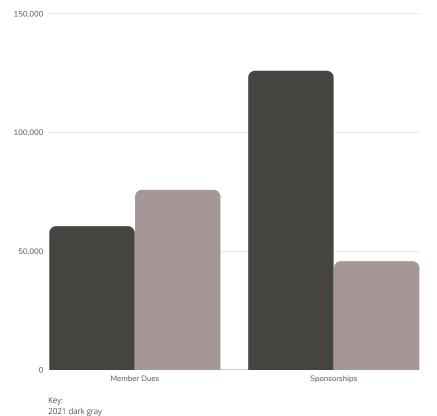
- Advocacy and representation for black business issues that affect our community.
- Access Capital workshops, Technical support, and we host several seminars throughout the month to help our businesses.
- Procurement opportunities We promote contracting opportunities via the City of Oakland, Caltrans, Alameda County, 7th & Campbell, and UCSF.



MEMBERSHIP GROWTH

2020 light gray

The total number of members was slightly up year over year. Despite a Pandemic, we were able to not only grow our membership but also retain existing members. Our members recognize the value of OAACC to gain access to resources. We ended 2021 with 438 members and maintained more than 60% of the new members from 2020.

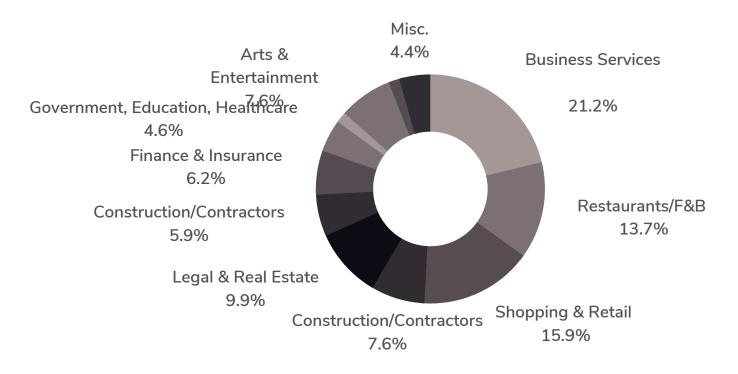


MEMBERSHIP DUES & SPONSORSHIPS

While membership revenue from dues was slightly lower in 2021, we attribute the drop to the increase in the number of members that joined based on our requirements to apply for grants from the Resiliency Fund.

We saw great success in sponsorships due to our community relations and increased partnerships in the corporate sector, especially our partnerships with KRON and Salesforce, "Oakland for Business."

2021 MEMBERSHIP SEGMENTATION



Note: The chart highlights greatest membership segments.

2022 SEGMENT FOCUS

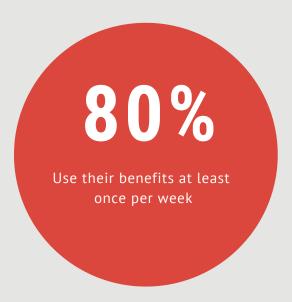
Our membership team will maximize outreach efforts to help all businesses. We will continue to focus on companies that the pandemic has hit the hardest. In 2022 we will continue to work closely with member restaurants and retail shops, and service providers to make it through and have an opportunity to thrive post-COVID.

WHAT ARE OUR MEMBERS SAYING?

In January 2022, OAACC conducted a member survey to gain insight into what is working and where we have opportunities. Overall, the feedback was very positive from the 143 responses we received.

MEMBER BENEFITS

According to the member survey, 58% knew their benefits, 32% knew most of them, and 80% used their benefits regularly, a minimum of once per week.



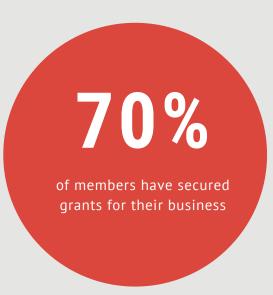


MEMBER RESOURCES

According to the member survey, 63% said they use the weekly newsletter as a source for business events and seminars

GRANT OPPORTUNITIES

Based on the member survey, 70% of the members had received grants due to resources and information provided by the OAACC.



MEMBERSHIP GOALS

GOALS FOR 2022:

Increase utilization of Chamber Master

We will work with members to understand challenges when using the tool. We will schedule a series of training to ensure users understand the full capabilities and the benefits of using the device.

Increase engagement & outreach

Via targeted surveys, more interaction across social media platforms, and phone calls.

Increase collaboration with other members

More targeted meet & greet sessions, introducing guest speakers on specific topics, and encouraging greater use of chamber master members-only areas.

Exceed 60% retention rate

Elevating our level of engagement with members by providing forums to better understand what members want from the Chamber and by creating more opportunities for members to share their ideas and collaborate.

OAACC SIGNATURE EVENTS



MAY 2-8, 2021

NATIONAL SMALL BUSINESS WEEK

May 2-8, 2021, OAACC worked with community organizations and OAACC members to host a week of virtual workshops. The webinars targeted Finance and Marketing as the areas that our members require the most support.

AUGUST 4, 2021

CHAIRMAN'S REOPENING RECEPTION

Iln August, OAACC hosted the Chairman's Reopening Reception at member restaurant and lounge, M2 on Grand. Ces Butner's message, "Building Back Stronger Together," was echoed throughout the program. The Chairman recognized the corporate sponsors for the Resiliency Fund.

OCTOBER 21, 2021

18TH ANNUAL BUSINESS AWARDS LUNCHEON

OAACC and presenting partner The Oakland A's successfully produced the 18th Annual Business Awards luncheon at member restaurant Scott's Seafood. Attended by more than 250 people, the event exceeded the financial forecast.

2021 awardees included:

Sheryl Grant, SGI enterprises, Paul Cobb, Post Newsgroup, Cindy Hill, Grace Marketing Agency, Nancy Williams, Money Pages, and Nicole Felix & Reggie Borders, Pound Bizness

OAACC SIGNATURE EVENTS



AUGUST, 2021

NATIONAL BLACK BUSINESS MONTH

OAACC partnered with Founder Fred Jordon and John Templeton to focus on driving the policy agenda affecting 2.7 million African—American businesses. Additionally, the mission was to inspire participants to celebrate something every day.

JANUARY 15, 2021

MLK EVENT

Honoring the legacy of Dr. King, OAACC partnered with Wells Fargo to highlight and support local community events. Cameration flyer celebrating the official holiday went out to OAACC Database, and we worked with community organizations and select members to host a week of events.

DECEMBER 5, 2021

4TH ANNUAL BLACK SUNDAY HOLIDAY EXPO

OAACC Partnered with the Black Cultural Zone at Liberation Park in East Oakland. This was an opportunity for small member businesses, primarily retail, to drive revenue over the holiday season.

NEWSLETTER REDESIGN

In June, we focused on improving our most utilized communications tool, the weekly newsletter. Our goal was to ensure we delivered a well-designed, easy-to-read publication that contained helpful information for our members. We added a member spotlight section to feature member businesses and a Grants section to provide details on available grants and SBA loans. We successfully delivered over 50 publications to our members and the expanded database in 2021.

The Results:

Increased average Open Rate from 12% to 22%. Increased average Click Rate from .5% to 2%. Grew average Sends from 5,415 to 6,650.

MEET & GREETS

The OAACC held bi-monthly meet and greets, in person and virtually, for current and prospective members. The receptions have proven to be an excellent opportunity for member-to-member networking and for OAACC to showcase the many benefits of becoming a member.

LET'S CONNECT

To keep our fingers on the pulse of our members, we held membership forums, "Let's Connect," every 3rd Wednesday of the Month. Our goal was to get direct feedback from our members in real-time. While we struggled with consistent attendance, we will revamp this meeting to meet our members "where they are." More to follow on this forum.

PROGRAMS & PARTNERSHIPS

2021 Programs & Partnerships:

Salesforce Holiday Project w/ KRON

We filmed a series of commercials featuring OAACC Vaccinated Retail Business Owners for the Safe Campaign.

Vaccination Outreach Program

Kaiser selected OAACC to be the fiscal agent to distribute \$20K of marketing funds for marketing & outreach.

Oakland for the Holidays

Oakland for Business

Member businesses had the opportunity to showcase their business and promote Oakland as a place to shop and get services.

2021 Roundtable w/ Vice President Kamala Harris and Governor Gavin Newsom

Oakland Post Newsgroup

The Oakland Post Newsgroup regularly featured OAACC activities and initiatives surrounding black-owned businesses.

Working Solutions

Comcast RISE

Monthly Mayors Meeting

Monthly review of Oakland Business Initiatives with Mayor Libby Schaaf

U.S. Black Chamber of Commerce

JP Morgan Chase

OAACC awarded a \$25K grant for marketing programming.

Akomo Market Promotions

OAACC was a community partner and provided members with biweekly vendor opportunities to drive sales revenue.

Partner of the AACEC

African American Community Empowerment Council



One of our 2021 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 2021 to ensure black companies had a voice In the community and an opportunity to be featured In a Nationally recognized publication.



MARKETING CAMPAIGNS

2021 MARKETING & DIGITAL CAMPAIGNS

International Women's Day/Month
Oakland Matters Campaign
Giving Tuesday

To grow our base and digital exposure, we engaged agencies to develop digital campaigns surrounding National Events and Holidays. As we began to define our outreach goals, it was clear that we wanted to highlight the women of the OAACC, Including the women on our Board of Directors. International Women's Day was the perfect opportunity to showcase their performance and contributions to the community.





OAACC CEO was featured in the Oakland Matters campaign in September 2021. The campaign's goal was to shift the narrative around what Oakland is - and what it can be - despite the systemic challenges and negative coverage of the last few years. The campaign Is ongoing and entering Its 2nd phase with billboards In high traffic areas throughout Oakland.

Oakland Matters Ambassadors

Cathy Adams
Mistah F.A.B.
Carl Chan
Joe Hawkins
Chris Iglesias
Regina Jackson

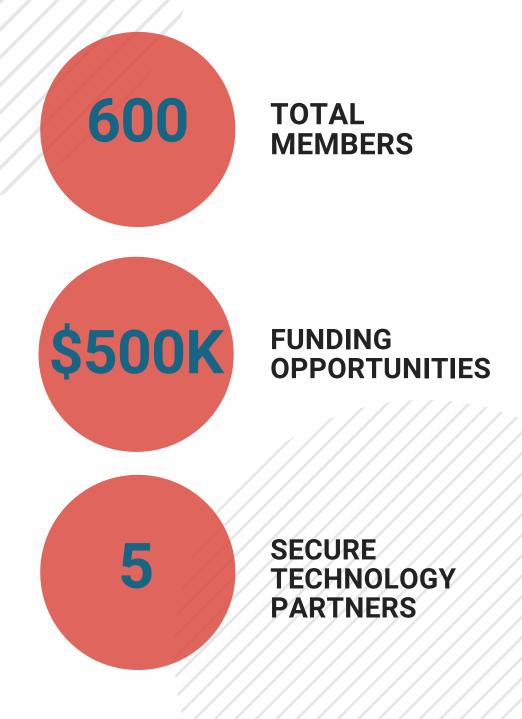
ADVOCACY

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.

OAACC 2022 GOALS THE BIG 3





STATEMENT OF THE CHAIRMAN

As Chairman of the Board of the Oakland African American Chamber of Commerce (OAACC), I am honored to serve an organization that cares about "our BLACK COMMUNITY." As we thrive on supporting our businesses, we want everyone to support our efforts by patronizing our Black-Owned Businesses. We must start changing our narrative by creating ways to uplift our African American Community. We are committed to economic empowerment and will make every effort to end the disparity issues preventing our black and minority business owners from lucrative contracting opportunities that have not been awarded due to systemic racism. We will continue promoting and providing our businesses with the tools, expertise, and training needed to compete and win.

We plan to increase our visibility with major corporations to join OAACC through grants and sponsorship dollars to expand programs and hire more staff. We are counting on you to contribute in a big way. We look forward to the leadership and advocacy efforts of our Board of Directors. We will go above and beyond to encourage other businesses to join and unlock the enormous benefit of being a member of the Oakland African American Chamber of Commerce.

In closing, I want to thank our fearless leader, Cathy D. Adams vision, innovation, and enthusiasm as she leads us into 2022. We look forward to having your continued support.

CES BUTNER

Chairman, Board of Directors
OAACC