

5th Annual  
**OKC  
MED  
Week** 2023

Minority Enterprise Development  
OCTOBER 9-13, 2023  
@OKCMEDWEEK | OKCMED.BIZ







# Cultivating Community:

## Collaborative Growth Through Resilience

HBFC is a MAPS 4 project that will be renovated as an entrepreneurship and small business center



Inclusive Economic  
Growth

**Creating greater  
economic  
opportunities for  
entrepreneurs to  
grow.**



# Background and Purpose

The Office of Minority Business Enterprise was created in 1969. President Ronald Reagan first recognized National MED Week in 1983.

National MED Week, is a special week in the month of October, observed in the United States to recognize and celebrate the achievements and contributions of the minority business enterprise community.



# Goals

## Oklahoma City Minority Enterprise Development Week



### SPOTLIGHT

To highlight minority-owned businesses in the Oklahoma City metropolitan area across industries and cultures.



### CELEBRATE

To celebrate the achievements and contributions of minority-owned businesses and entrepreneurs.



### STRENGTHEN

To strengthen the minority business enterprise ecosystem through best practice education, consumer relations, technological innovation and capital investment.



# SPONSORSHIP OPPORTUNITIES



**\$5K** Presenting Sponsor  
(2 Spots Available)

**\$2.5K** All-Access Sponsor  
(3 Spots Available)

**\$1K** Digital Sponsors  
(4 Spots Remaining)

**\$500** Community Sponsor  
(5 Spots Remaining)

# Sponsor Perks

## ***Presenting Sponsor - \$5000***

Logo on all social media

Special Recognition during Awards Ceremony

Sponsor opportunity to speak during Awards

Signage on virtual sessions

Table Tents at Mixer

Logo on Awards

Sponsor Mentions on Press Releases and Promo Material

## ***All-Access Sponsor - \$2500***

Logo on all social media

Mentions and logo on virtual events

Sponsor mentions in press releases

## ***Digital Sponsors - \$1000***

Logo on social media

Sponsor mentions in press releases

2022 reCAP

**14**

**Events**

**21**

**Partners**

**Over**

**3000**

**Participants**



“RECOGNIZING  
MINORITY-BUSINESS  
LEADERS IN OKC THAT  
DEMONSTRATE WISE  
LEADERSHIP, INSPIRE  
PEOPLE OR CREATE  
NEW AND ORIGINAL  
IDEAS ”



”

Source: Journal Record, 2021  
Click the icon to view the article



# AWARDED BUSINESSES IN #MEDOKC 2022

PRESENTING  
SPONSOR:

**FIRST SECURITY  
BANK**



*Florence's Restaruant*  
NE 23rd Street, Oklahoma City  
Southern Comfort Food



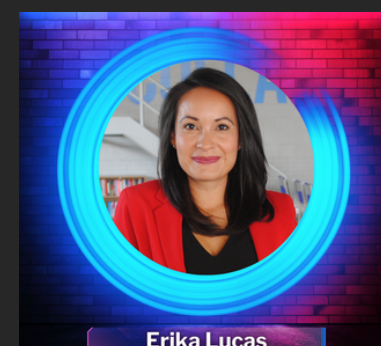
*The Vida Bars*  
Online  
Eco-Friendly Textured Hair Products



*Equity Brewing*  
Norman  
Craft Beer



*THN Insurance Solutions*  
Oklahoma City  
Professional Services



*Erika Lucas*  
Oklahoma City  
Professional Services



# PARTNER ORGANIZATIONS FEATURED IN #MEDOKC 2022

PRESENTING  
SPONSOR:

ARNALL FAMILY  
FOUNDATION



*OKC Black Chamber*  
Metro Technology Centers  
Entrepreneurship Nonprofit



*We The People Consulting*  
SW 25th St.  
Cultural, Community, & Business



*The Verge OKC*  
Bricktown  
Entrepreneurship, Innovation, Co-Working  
Nonprofit



*Progress OKC a Community  
Development Corporation Inc.*  
OKC  
Community Driven Development,  
Entrepreneurship, & Community Nonprofit



*Cortado Ventures*  
Bricktown  
Venture Capital

# Who do we have in mind?

## Minority-owned businesses or firms located in Oklahoma City metropolitan area

- No matter their size
- No matter their industry
- No matter their experience







Why we  
need this  
now more  
than ever  
before...

"The distribution of business ownership in Oklahoma City is not proportional to the city's racial population distribution."

Source: Ernst & Young, 2021

**2%**

out of 13% of the Black population are business owners

**4%**

out of 6% of the Asian population are business owners

**5%**

out of 21% of the Hispanic population are business owners

**3%**

out of 3% of the Native American population are business owners





At the same time,

**380**

***OUT OF EVERY 100,000  
BLACK ADULTS BECAME  
NEW ENTREPRENEURS  
DURING THE 2020  
PANDEMIC, UP FROM 240  
IN EACH OF THE PRIOR  
TWO YEARS.***

*Source: Kauffman Foundation, 2020*

# The Big Picture

## Minority Entrepreneurship

The number of businesses in our minority communities continues to grow, adding to our competitive advantage. Yet, despite that growth, there is still a disparity when it comes to access to capital, contracting opportunities and other entrepreneurial development opportunities for minority-owned firms. Diverse small-business ownership is essential to continued economic success and growth.

*Source: Minority Business Development Agency (MBDA), 2021*



# 2023 MED OKC Planning Committee



*JULIANA LOPEZ  
Founder & Operator /  
OKC Latina*



*MAKEBA GRIFFIN  
Communications Manager /  
OCAST*



*SHAWN WRIGHT  
Chief Technology Center | DD  
Audio & Project 3810*



*JOANNE M. DAVIS  
Executive Director | OKC Black  
Chamber of Commerce*



*KRISTIN GARCIA  
Strategic Development &  
Operations Director | The  
Verge OKC*



*JERRELL MURE  
Financial Advisor | Mass  
Mutual*



*DAISY MUNOZ, MRCP  
Project Manager | The  
Alliance*

# 2023 MED OKC Planning Committee



**KIMBERLY FRANCISCO**  
*Executive Director /  
Progress OKC*



**J.D. BAKER**  
*Platform Manager /  
Cortado Ventures*



**SKYE LATIMER**  
*Vice President of Innovation /  
We The People Consulting*



**Kristi Rose**  
*Program Manager /  
NEOKCR*



**JOYCE COLEMAN**  
*Executive Assistant /  
OCAST*



**JESSICA SIFUENTES**  
*Minority Business Coordinator /  
REI Oklahoma*



# Get In Touch With Us

For inquiries or follow-ups

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