

# Building

Community  
Opportunity  
The New West Side Bazaar

## Campaign Leadership

**Betsy & Jock Mitchell** (Founder & Community Leaders)  
**Tina Grant-Holt & Dale Holt**  
(WEDI Entrepreneurs, Owners Manna @ Northland)  
**Stephen Zenger** (WEDI Board Chair, CEO of Zenger Group)

**Vision:** WEDI's vision is that all residents of Western New York can succeed and thrive in a culturally inclusive community.

**Mission:** WEDI strengthens communities through a continuum of educational and financial resources, removing systemic barriers to economic equity for all Western New Yorkers.



*As a mom and an entrepreneur, your kids see the hard work you put in. I hear how proud my children are to say their mom is a CEO to their friends. It's amazing to be a woman and an entrepreneur at the same time.*

— Christine Uwimbabazi, Prime Care  
WEDI Microloan Client & 2021 WEDI Entrepreneur of the Year



## WEST SIDE BAZAAR BY WEDI

3,200 sq. ft. to **16,500 sq. ft.**  
16 businesses to **24+ businesses**  
35 seats to **82+ seats in Community Cafe**  
80,000 visitors to **120,000+ visitors (projected)**

- **Diversified businesses:**  
including accountants, special event planners, health and beauty
- **Dedicated spaces:**  
for community, family and social events, workforce training, technology and test kitchen
- **On-site programming:**  
speaker series, tastings, cooking classes for all ages

## Niagara Street is Resurgent

Neighbors of the new Bazaar include: 6 apartment buildings + other residential homes, 20 manufacturing and retail operations with more planned

**WEDI** Education.  
Entrepreneurship.  
Equity.

# Building WEDi

## 2006 \$400,000 Seed Funding

- Founded by Westminster Presbyterian Church
- 1st full-time employee hired

## 2009 Annual Budget \$110,438

- Launches microloan program

## 2011 Annual Budget \$96,478

- 1st West Side Bazaar opens with 6 businesses

## 2012 Annual Budget \$108,838

- West Side Bazaar opens at 25 Grant Street, more than doubling capacity

## 2016 Annual Budget \$718,606

- Becomes a microloan intermediary authorized to issue Small Business Association (SBA) loans
- Becomes a certified Community Development Financial Institution (CDFI) with lowest lending threshold (\$500)

## 2017 Annual Budget \$998,0000

- 15 full-time employees, 16 Americorps
- Community Stakeholder Focus Groups (through 2019)
- Board & Community Committee formed to test expansion strategies
- 19 foundation, corporate, government grants funded

## 2018 Annual Budget \$1,360,000

- 15 full-time, 8 Americorps
- Purchase of 1432 Niagara Street
- 55 grants submitted

## 2019 Annual Budget \$1,657,000

- Carolynn Welch becomes Executive Director
- Expanded Board of Directors
- CJS Architects retained for new West Side Bazaar

## 2020 Annual Budget \$1,707,000

- 20 full-time employees
- Staff is restructured and professionalized
- Capital Campaign planning begins
- Hayes Construction Corp. retained for new West Side Bazaar



## Education Program Growth

- 1998 Westminster Presbyterian Church begins ENERGY after school tutoring program
- 2006 ENERGY after school tutoring program tailors for English Language Learners
- 2009 ENERGY segments for grades 1-5
- 2016 FLY after school tutoring for grades 6-8 established
- 2018 LAUNCH after school tutoring for high school students & Saturday Girls' Club established



## Microlending

Since launching the microlending program in **2009**, WEDI has loaned nearly **\$1.4 million** to **113 business owners**.



## Economic Development

Since **2012**, clients have created or retained more than **180 full-time jobs**, all of which are filled by residents of WNY.

Between **2017-20**, 35 Economic Development clients generated **gross revenues of \$15+ million**.



Over the course of the pandemic, WEDI deployed more than **\$1.2M in funding to help businesses recover from the pandemic**. A majority of these businesses were Minority and Women Owned Businesses (MWBEs). WEDI is on track to deploy an additional \$1M by the end of **2022**.



Since **2011**, WEDI's West Side Bazaar has **incubated more than 48 small businesses**.

## 2021 Annual Budget: \$1,726,000

- 33 full-time employees
- 15 year anniversary
- Rebrand and visioning
- Architectural plans released
- Capital Campaign launches early phase

# WEDi

## 2022 Annual Budget: \$2,424,516

- Groundbreaking and construction commences
- East Side Expansion underway in Bailey-Green neighborhood

