



Empowering Our Community

# NM BLACK EXPO!

"A CULTURAL EXPERIENCE FOR ALL!"

## 2015 Impact Report



## 2015 New Mexico Black Expo: Impact Report

### PURPOSE

The New Mexico Black Expo (NMBE) celebrates the history and legacy of the Black cultural experience, while providing resources in the areas of economics, education, healthcare and advocacy to improve the quality of life in the African American community.

### HISTORY

Operated by the New Mexico Office of African American Affairs, the NMBE has served the Albuquerque community since 2003. The expo has grown to become the largest African-American tradeshow in the state and **now draws 4,000+ attendees, 175+ exhibitors, 110+ volunteers**, and numerous attractions over the course of the three-day empowerment weekend.

**Over the past three years the expo has grown 100%+ each year**, adding new features to include the cosmetology industry (hair battle), Black business owners and professionals, healthcare industry, African Immigrant Village, statewide performing artists, and national entertainment; such as the legendary Howard Hewett, lead actor on the hit television show “Hangin with Mr. Cooper” Mark Curry, award winning gospel artists Kim Burrell, Da’T.R.U.T.H., Earnest Pugh, award winning film maker Coy Poitier, international empowerment speaker and film maker Cleveland Robertson, Sir Earl Toon, Kool and the Gang Charter Member .

### ATTENDANCE

Participants traveled from **13 New Mexico cities** (Farmington, Santa Fe, Las Cruces, Corrales, Roswell, Clovis, Hobbs, Los Lunas, Rio Rancho, Bernalillo, Jemez Springs, Vequita and Albuquerque), as well as **Texas and Mississippi** to attend and participate as volunteers, exhibitors, and entertainers.

### ECONOMIC EMPOWERMENT

**Career Fair** - Under partnership with New Mexico Workforce Connections, **43 employers and 3 resource exhibitors** were present to offer available positions and recruit minority leadership talent from the 325+ attendees.

**Workshops and Luncheon** - Workshop and economic empowerment sessions were facilitated by leading professionals in their field. **Over 200 participants** attended workshop sessions and the Ed Corley Sr. Corporate luncheon where participants witnessed the signing of a Strategic Alliance between the US Small Business Administration and the NM Office of African American Affairs. **20+ statewide Black owned businesses and chamber of commerce presidents were present.**

### HEALTH AWARENESS

Understanding that African Americans are at the forefront of America’s health crisis, the health fair is a collaboration of **30 agencies offered over 125 free health screenings and education information (vision, flu shots, blood pressure, diabetes checks)**, demonstrations and healthy living information designed to help individuals to live healthy lives. On-site consultations were conducted with the **39 participants who showed abnormal diabetes and blood pressure testing.**

### EXHIBITORS AND SMALL BUSINESS

For the first time in NMBE history, the venue attracted **178 exhibitors** consisting of health, economic, community organizations, educational, children programming, and small business owners. **28 retail exhibitors gained a total combined revenue of \$12,375.**



# Empowering Our Community BLACKEXPLO!

## 2015 Support Overview

\*Note: No state expo held in 2013

### ATTENDANCE (FLOW THROUGH):

2015 = 4,200+  
2014 = 2,231+  
2012 = 800+  
2011 = 400+



100%+ GROWTH EACH  
YEAR SINCE 2012

#### CAREER FAIR

2014=182  
2015=**325**



#### EMPOWERMENT SESSIONS

2014=368  
2015=**100**

#### CORPORATE LUNCHEON

2014=250  
2015=**220**

#### # OF EXHIBITORS/VENDORS/ CORPORATIONS

2012=50  
2014=110  
2015=**178**



#### OPENING CEREMONY

2014=150  
2015=**580**



#### CULTURAL EXTRAVAGANZA

2014=1,613  
2015=**3,489**



#### \$\$ SUPPORTING PARTNERSHIP

2012 = \$15,000  
2014 = \$32,000  
2015 = **\$32,000**

\$\$ Processed by a Fiscal Agent

#### MEDIA IMPRESSIONS:

Facebook: 16,825

Twitter: 2474

Radio: 153,000

Billboard: 2,565,992

Bus Trailer: 500,000





## Steering Committee Members

Jonathan Johnson, Intel Corporation  
Andre Singletary, Big Papa's Barbeque & More  
Ralph L. Mims, Economic Development Mgr - Los Lunas  
Doris Jackson, OAAA Executive Advisory Committee  
Khadijah Bottom, NM Workforce Connections  
Nina Farrow, Cosmetologist  
Wayne Stetson, Assistant to Nina Farrow  
Patricia Salisbury, Retired Teacher  
Kerena Washington, A.L.O.T.  
Sonya Smith, Community Advocate  
Hakim Bellamy, Founding Member  
CeCe Miller, Creative EnCores



## Staff NM Office of African American Affairs

Cecilia Webb, Community Outreach Coordinator  
Caleb Crump, Economic Coordinator  
Mbaember David-Wuam, Healthcare Coordinator  
Tanya Ramirez, Budget Analyst  
Nicole Byrd, Deputy Director  
Beverly Jordan, Executive Assistant  
Yvette Bell, Executive Director - OAAA



## Sponsor Acknowledgement

The New Mexico Black Expo extends our sincerest gratitude to our sponsors, community partners, and supporters. The Expo was successful because of your generosity.



*Division for Equity & Inclusion*

