1995 SURVEY OF MINORITY BUSINESSES IN
WILMINGTON, DELAWARE

Commissioned By:
City of Wilmington Minority Business Opportunity Committee.

Prepared By:
Brian Bailey and Shawn Mooring

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Minority Business Development Agency
ACKNOWLEDGEMENTS

Many people throughout the state of Delaware and beyond have contributed their time and talents to the successful completion of this unique and ambitious project. Primary financial support was provided by the U.S. Department of Commerce under the leadership of its Minority Business Development Agency Director, Michael Rogers. Special recognition is also in order for Mayor James H. Sills, Jr. for the financial and staff support provided by the City of Wilmington for this project.

The Minority Business Opportunity Committee of Wilmington, Delaware, under the directorship of Thomas J. Moyer, made a survey and a profile of minority businesses in the city of Wilmington a primary goal. Moyer spent many hours working on all phases of this project, from developing the questionnaire to reviewing the final report. Loraine Watson-Nurriden and Peggy Brooks, staff from the Equal Opportunity/Contract Compliance Office, spent many weeks managing day-to-day activities. Much of this time was spent scheduling and supervising the surveyors. The surveyors’ activities included telephone and personal interviews with business owners and computerizing survey data.

Jerry Wallace, from the City of Wilmington’s planning department suggested that for purposes of this study the city should be divided up into analysis areas that coincide with the city planning department’s Neighborhood Planning Councils. Ted Nutter, director of the Wilmington Economic Development Corporation, provided a listing of businesses in Wilmington’s central business district. Laura Pappas, director of the City of Wilmington’s Wage Tax division in the Finance Department, provided a printout of all businesses with a City of Wilmington Business license. Jana Lane Brown, director of the City of Wilmington Summer Youth program, provided city youth with the skills and motivation necessary to collect the data that provides the raw material essential for the compilation of this report. Aretha Carn, Michael Deputy, Keith Thomas, and Aneesah Woods are the surveyors provided by the Wilmington Summer Youth Program. They were the foot soldiers in the army who administered the survey questionnaire to 256 minority businesses.

Tim Barnewok, Ph.D. and director of the Center for Community Development in the University of Delaware’s College of Urban Affairs and Public Policy provided resources and expertise in tabulating and analyzing the results of this survey. Shawn Mooring and Brian Bailey are the two graduate students from the University of Delaware’s Center for Community Development who actually tabulated and analyzed the results of this survey.
Dear Friends,

My administration has been able to secure a grant from the U.S. Department of Commerce to support the Minority Business Opportunity Committee (MBOC), one of only ten such organizations in the United States. Our local committee represents federal, state, county, city, and private sector organizations. These agencies and organizations are dedicated to working in a coordinated manner to promote opportunities for minority businesses to participate in the mainstream of our economy.

One of the most unique and ambitious initiatives of the MBOC of Wilmington, Delaware was a pilot study to survey and profile minority businesses in Wilmington, Delaware’s largest city. This type of study has never, to my knowledge, been conducted in the state of Delaware. We are extremely pleased with the response from the minority business community. Two hundred and fifty six businesses participated. Anyone interested in learning more about the role that minority businesses play in Wilmington’s economy will find this survey to be a valuable resource.

We now know a great deal more about the diverse services that the minority business community provides to our citizens. Special thanks to my staff and others who worked so hard to collect and compile this data so the public can be made aware of the valuable contributions that minority businesses make to the overall economic well being of our city. Thanks also to the 256 businesses who took the time to complete the survey form. Those businesses that didn’t participate this time are encouraged to do so when the next survey is made.

James H. Sills, Jr.
Mayor, City of Wilmington.
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<th>Page</th>
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SUMMARY OF FINDINGS

The University of Delaware’s Center for Community Development was asked to tabulate and analyze the results of this survey. A brief analysis of these results follow.

- A total of 256 minority-owned businesses participated in the survey. Of these, 67 percent are owned by African-Americans, 16 percent are owned by Asian-Americans, and 5.5 percent are owned by Latinos. The other 11.5 percent are distributed among a number of groups.

- About 53 percent of minority-owned businesses in Wilmington are service-oriented, while another 24 percent are retail establishments. All other minority-owned businesses (23 percent) were grouped together for analysis in a category labeled “other”.

- Over half of the minority-owned businesses in Wilmington are individual proprietorships. However, nearly half of all Asian-owned and Hispanic-owned businesses in Wilmington are organized as corporations.

- Fully 60 percent of minority-owned businesses in Wilmington have been in business for six years or more.

- The vast majority of minority-owned businesses in Wilmington have fewer than ten employees, full- or part-time. Together, these businesses employ over 1,500 people, either full- or part-time.

- Almost 28 percent of the businesses in this survey have annual sales volumes of at least $100,000. Taken together, the minority owned businesses represented in this survey generate over thirty million dollars in sales revenue per year.

- Only 37 percent of businesses in this survey rent their business space. The rest of the businesses are either located at home or own their place of business.

- Almost half of the respondents in this survey consider expansion of their business likely, either now, in the near future, or in the long run.
• Availability of parking, crime, and ease of dealing with the City are considered major issues at this time by Wilmington’s minority business community.

• Quality of transportation, cleanliness, and quality of sanitation services are not considered major issues at this time. The vast majority of Wilmington’s minority-owned business community expressed satisfaction at the state of the city with regard to these matters.

• Awareness and use of City agencies set up to assist businesses, particularly minority-owned businesses, is extremely low. Among Asian and Hispanic business owners, awareness of these agencies is almost nonexistent.

It is important to note the overwhelming lack of knowledge or use of the various agencies affiliated with the City of Wilmington which was expressed by Wilmington’s minority owned business community in this survey. While some of this can be attributed to lack of need, all of the results of this survey regarding this subject certainly cannot be attributed to lack of need. There is an obvious lack of communication involved, and it is recommended that each of the agencies named in this survey pursue new means of marketing both themselves and their services to their constituency, in this case, minority business owners.

It is also notable that almost everyone who responded that they had used these agencies was African-American. Asian and Hispanic business owners are somehow disconnected from the services of minority-directed business support agencies in Wilmington. Redirection of orientation, i.e. expanding clientele to include minority business owners of all racial and national backgrounds is recommended. Finally, it is important to note that this survey does not represent every minority-owned business in Wilmington. Rather, these results only represent the opinions of a significant portion of Wilmington’s minority-owned business community.
RACE/ETHNICITY OF BUSINESS OWNERS:

Figure 1 details the race/ethnicity of the business owners who responded to the 1995 Survey of Minority Businesses in Wilmington:

Figure 1
Race/Ethnicity of Business Owners

Obviously, the vast majority of minority business owners in Wilmington are African-Americans. This fact becomes important when survey results are presented in percentage form throughout this report. Even when a higher percentage of Asian-owned or Hispanic-owned businesses reflect a particular characteristic, a higher number of African-American-owned businesses will almost invariably reflect that characteristic.
REPORT OVERVIEW

This report details the findings of a survey of minority-owned businesses in Wilmington, Delaware which was conducted in 1995 by the Minority Business Enterprise Office. This report follows the format of the survey questions themselves. We begin with a look at Wilmington's minority-owned business community by the racial and ethnic backgrounds of the owners. We will then consider the types of business entities owned by minorities in Wilmington, as well as the structure of these businesses and their length of time in business. From there, we will look at the methods of advertisement used by these businesses are, and ascertain the relative size of these businesses by how many people they employ and how much their annual sales volume is, as well as their likelihood of expansion and whether they rent or own their work space. In the final sections of this report, we will look at how Wilmington city government has fared in its dealings with and service to these businesses through the attitudes of minority business owners about their dealings with the city, city services, and whether or not they use or even know about services provided by the City of Wilmington specifically for minority-owned businesses.

This report is intended to support strategic planning and development of minority businesses in Delaware. Information about key factors that define the minority business community in Delaware's largest city is provided in this report. Race/ethnicity of minority business owners, business types and structures, size, and sales volume are just a few of the variables that are examined in this study.

PURPOSE

In 1994, the MBOC of Wilmington, Delaware set out to establish a comprehensive data base profiling the minority-owned businesses in Wilmington, because of Wilmington's place as Delaware's largest city, as well as because of Mayor James H. Sills, Jr.'s commitment to developing comprehensive strategies to increase the economic vitality of Wilmington and to re-establish Wilmington as the cultural, social, and economic center of Delaware.
This comprehensive survey is vital in assuring the minority-owned business community’s inclusion in Wilmington 2000’s overall strategic plan. It is also important to note that an accurate profile of Wilmington’s minority-owned business community can provide information about which business types enjoy the most success in the local economy, which can be used in the formulation of economic development, growth, and advertising strategies.

**METHODOLOGY**

The U.S. Department of Commerce definition of a minority-owned business is used for this survey. According to this definition, 51% of a business must be controlled by African-Americans, Asian-Americans, Hispanic Americans, Native Americans, American Eskimos, or American Aleuts to be categorized as a minority-owned business. For the purposes of this study, businesses owned by white women were not considered to be “minority-owned” since these businesses are not recognized as such by the U.S. Department of Commerce. However, a study of such businesses should be undertaken to ascertain presently-scarce information regarding the impact of these businesses on the Wilmington economy.

“Minority-owned businesses” were identified from listings provided by WEDCO, the EO/CCO, and printouts of all licensed businesses in the Wilmington, as well as from some telephone book listings. Interviewers visited the business establishments and asked the owner or manager of the business to respond to the survey questions. The questions asked in this survey were formulated by the Minority Business Enterprise Office. For purposes of analysis, the city was divided into areas which coincide with the city planning department’s Neighborhood Planning Councils.
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BUSINESS STRUCTURE

Respondents to this survey identified four types of business structures: nonprofit, corporations, partnerships, and individual proprietorships. Figure 4 details the business structures and the proportions of each type of business structure found in the survey:

![Figure 4: Types of Business Structure]

Obviously, over fifty percent of all minority-owned businesses are owned by individuals. Interestingly, corporations are the second most common type of business structure among local minority-owned businesses (35 percent corporate vs. only 11 percent partnerships). When these results are examined by race the following results are yielded:
Asian-owned businesses are as likely to be organized as a corporation as individually-owned. Hispanic-owned businesses are evenly distributed between individual proprietorships, corporations, and partnerships. Non-profit businesses account for only 3 percent of all minority-owned businesses in Wilmington.
BUSINESS TENURE

The businesses surveyed in the 1995 Survey of Minority Businesses were asked two length of tenure questions: how long have you been in business, and how long have you been in business at your current location? The results are as follows:

Figure 6
Number of Years in Business (by percentage):

New businesses (those in operation for less than five years) make up over 40 percent of all minority-owned businesses. Very few minority-owned businesses have been in operation for twenty years or more, however, over 70 percent of the businesses surveyed have been in business for over four years.
Figure 7 shows the results of analyzing the length-in-business results by the race of the owner.

Figure 7
Number of Years in Business by Race/Ethnicity

It is interesting to note the even distribution of Asian-owned businesses according to time in business. As would be expected, most of the minority-owned businesses in Wilmington which have a tenure of operation of 20 or more years are owned by African-Americans, since most minority-owned businesses in Wilmington are owned by African-Americans. Hispanic business owners have the shortest average tenure in business, as well as the smallest number of businesses among the three minority groups surveyed.

When minority business owners in Wilmington were asked how long they had been in business at their current location, the responses closely mirrored the responses for the question about total time in business. As with the former question, most minority-owned businesses in Wilmington have a short (1-5 years) tenure in their current location.
SIZE OF MINORITY-OWNED BUSINESSES

In the 1995 Survey of Minority Businesses, business owners were asked about the size of their business. Figure 8 provides an indication of the size of minority-owned businesses in Wilmington as revealed by the number of reported employees:

Figure 8
Size of Minority-Owned Businesses

The majority of minority-owned businesses in Wilmington employ less than four workers, either full- or part-time. It should be stated, however, that the cumulative effect of Wilmington’s minority-owned business community on employment in the city is high. Taken together, it is estimated from these survey figures that minority-owned businesses represented in this survey employ over 1,500 people.

Employment patterns among minority-owned businesses in Wilmington were found to be very race-sensitive. All African-American owned businesses responding to the survey state that they employ at least one part-time worker, while over half of the Asian- and Hispanic-owned businesses state that they employ no part-time workers. In addition to this phenomena, all of the responding
METHODS OF ADVERTISING

Each business in the survey was also asked which methods of advertising they use:

Table 1
Methods of Advertising Utilized

<table>
<thead>
<tr>
<th>Form of Advertisement</th>
<th>Number Of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>27</td>
</tr>
<tr>
<td>Radio</td>
<td>14</td>
</tr>
<tr>
<td>Print Media</td>
<td>58</td>
</tr>
<tr>
<td>Billboards</td>
<td>23</td>
</tr>
<tr>
<td>Direct Sales Calls</td>
<td>29</td>
</tr>
<tr>
<td>Telemarketing</td>
<td>12</td>
</tr>
<tr>
<td>Word Of Mouth</td>
<td>62</td>
</tr>
</tbody>
</table>

Most minority-owned businesses in Wilmington use word of mouth and print advertisements to attract business. Very few use the electronic media (television and radio). The results of this question regarding use of business advertising varied very little between racial or ethnic groups.
businesses which reported employing at least ten full-time employees are either African-American- or Hispanic-owned.

**ANNUAL SALES VOLUME**

Businesses were asked to indicate their annual sales volume. The responses are detailed in Figure 9 below:

**Figure 9**

Annual Sales Volume

Fully 30 percent of the businesses responding to the survey report annual sales volumes of $100,000 to $1,000,000. Another 3 percent report annual revenues of over $1,000,000. However, roughly fifty percent of all minority-owned businesses in Wilmington take in revenues of less than $50,000 annually. This overall low volume of sales may account for the short tenure of many businesses, i.e., it points to a cycle of business start-ups and failures occurring over a short period of time (less than ten years) due to lack of revenue. Also, Asian-owned businesses have a higher tendency to have sales of at least $100,000 than those owned by African-Americans or Hispanics. Over half of all African-American owned businesses take in revenues of under $50,000 per year.
BUSINESS SPACES UTILIZED BY MINORITY-OWNED BUSINESSES.

Each business respondent in this survey was asked to characterize their place of business in terms of whether they work from home, rent space, or own their place of business. The results, by percentages, are as follows.

Figure 10
Ownership of Business Location

The total proportion of minority-owned businesses in Wilmington which own their office space, both at home as well as outside office space, is 64 percent. This number is a sign of strength of the minority business community, as well as a sign of commitment to succeeding in business.
When the results of the question regarding business space are matched with the race of the responding owners, the following pattern is found:

**Figure 11**
**Ownership of Business Location by Race/Ethnicity**

In Wilmington, African-American business respondents are most likely to work from home, while Asian business respondents are most likely to work outside their home in a space which they personally own. Hispanic business owners are more likely than the other two minority groups to use a rented space for conducting business.
LIKELIHOOD OF BUSINESS EXPANSION.

Each business in the 1995 Survey of Minority Businesses was asked one question concerning the likelihood of expansion. The results are as follows:

Figure 12
Likelihood of Business Expansion

This graph shows that roughly 46 percent of all minority business owners responding to this survey consider themselves likely to expend their business (a timetable for expansion was not a part of the survey question). This result can be seen as a positive indication of the future contributions by minority-owned businesses to employment in Wilmington and its surrounding area.
When the results of the expansion question are tallied by race of the business owner, differences are found regarding the likelihood of expansion:

**Figure 13**

*Likelihood of Business Expansion by Race/Ethnicity*

African-American business owners are more likely to consider their businesses as likely candidates for expansion, while 75 percent of Asian business owners and 71 percent of Hispanic business owners consider it improbable that their businesses will be expanding (again, no time frame for expansion was given as part of the question).
RELATIONS WITH CITY GOVERNMENT.

Businesses respondents were asked about how easy they have found dealing with the government of the City of Wilmington.

Figure 14
Relations With City Government

It is apparent that, for some reason, 49 percent of all respondents to the survey did not answer this question regarding ease of dealing with the City of Wilmington. Only 7 percent report that the ease of dealing with the city is very good or outstanding, 26 percent characterize it as satisfactory, and 17 percent feel that the city is difficult to deal with.
SERVICE AND FACILITY ISSUES

Each minority-owned business was asked a series of questions about the quality, availability, and/or price of services and facilities in Wilmington and/or provided by the City of Wilmington. Their responses regarding each individual service or facility follow.

Access In/Out of Wilmington

The surveyed businesses were asked to characterize the ease of access (whether highway, rail, or air access was not specified) in and out of Wilmington.

Figure 15
Access In/Out Of Wilmington

Fully 93 percent of survey respondents reported that Wilmington’s transportation access systems are at least adequate for their needs, while only 8 percent reported that Wilmington’s transportation access system is inadequate or poor. Obviously, minority business owners do not see transportation availability and adequacy as an issue in Wilmington. This response may be related to the types of businesses which were involved in this survey. While some businesses have very high transportation demands and needs, others, such as stores and professional services, do not depend as much on a strong local transportation system.
Availability of Parking

One question each concerned the adequacy of available parking as well as the cost of that parking. Figures 16 and 17 detail those responses:

Figure 16
Availability of Parking

![Bar chart showing percentage of businesses by parking rating]

Fully 50 percent of survey respondents characterize parking availability as unsatisfactory, while only 14 percent say that parking availability is “outstanding” or “very good”.

1
Cost of Parking

Figure 17
Cost of Parking

While the results regarding the cost of parking are not as negative as the results for the availability of parking, there is still a level of concern. Only 15 percent of the minority business people surveyed characterize the cost of parking in Wilmington as "very good" or "outstanding", however, 39 percent respond that the cost of parking is "not so good" or poor. The vast majority, however, consider parking costs to be at least satisfactory.
Fully 46 percent of the survey respondents characterize the availability of business financing in Wilmington as either “not so good” or “poor”, while only 14 percent characterize it as either “very good” or “outstanding”. It should be noted that over half of the respondents to this survey say that the availability of business financing at least “satisfactory”.
Crime and Safety

Figure 19
Ratings of Crime and Safety

Over half of the survey respondents characterize the city of Wilmington’s efforts to control crime and promote safety as “not so good” or “poor”, while 16 percent give the city a rating above “satisfactory”. The responses to this question were uniform across racial and ethnic lines.
Sanitation

Figure 20
Ratings of Sanitation

Just over one third of Wilmington’s minority business owners feel that sanitation pick-up services are either “very good” or “excellent”, while only 26 percent respond that the quality of these services is either “not so good” or “poor”.
The city receives high marks from minority business owners on the overall cleanliness of Wilmington. Almost 40 percent say that Wilmington’s overall cleanliness is "outstanding" or "very good", while only 28 percent indicate that the city is below "satisfactory" on this subject.
Quality of Roadways

Figure 22
Quality of Roadways

As with cleanliness, the city receives relatively high marks for road quality. Fully 84 percent of the respondents in this survey rate the quality of Wilmington’s roads to be at least satisfactory.
Quality of Hotels and Lodging

While the provision of hotels, motels, and other forms of lodging is not classified as a municipal service, the city, through its economic and land use policies, does play a major role in attracting and locating such facilities. The minority business owners of Wilmington were asked to respond as to the adequacy of these facilities, and their responses follow:

Table 2
Quality of Hotels and Lodging

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outstanding</td>
<td>17</td>
</tr>
<tr>
<td>Very Good</td>
<td>85</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>84</td>
</tr>
<tr>
<td>Not So Good</td>
<td>17</td>
</tr>
<tr>
<td>Poor</td>
<td>10</td>
</tr>
</tbody>
</table>

The city obviously gets high marks from the minority business community for the availability of hotels and other forms of lodging. The responses to this question are relatively uniform across racial and ethnic group lines.
AWARENESS OF CITY SERVICES TO BUSINESS OWNERS.

The final group of questions on the 1995 Survey of Minority Businesses concerns the awareness and use of services offered to the business community by the City of Wilmington.

Wilmington Economic Development Corporation

a. Awareness of WEDCO:

Figure 24
Awareness of the Wilmington Economic Development Corporation

Fully 60 percent of Wilmington's minority business community report being aware of the Wilmington Economic Development Corporation (WEDCO). When asked if they had actually availed themselves of WEDCO, however, the results are very different:
b. Use of WEDCO:

Table 25
Use of the Wilmington Economic Development Corporation

<table>
<thead>
<tr>
<th>Have You Used WEDCO?</th>
<th>Percent of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>80</td>
</tr>
<tr>
<td>Yes</td>
<td>24</td>
</tr>
</tbody>
</table>

Only 24 percent of the minority business community reported having ever actually availed themselves of the services offered by WEDCO. If the reasonable assumption is made that only business owners who are aware of WEDCO have used WEDCO, it is discovered that only 40 percent of WEDCO-aware minority business owners have actually used WEDCO.
EO/CCO (Equal Opportunity/Contract Compliance Office)

a. Awareness of EO/CCO:

<table>
<thead>
<tr>
<th>Aware Of EO/CCO?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>41</td>
</tr>
<tr>
<td>No</td>
<td>59</td>
</tr>
</tbody>
</table>

Less than half of the survey respondents reported being aware of the Equal Opportunity/Contract Compliance Office (EO/CCO). This lack of awareness makes the results of the use question predictable:

b. Use of EO/CCO:

<table>
<thead>
<tr>
<th>Have You Used EO/CCO?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>5</td>
</tr>
<tr>
<td>No</td>
<td>95</td>
</tr>
</tbody>
</table>

The lack of use of EO/CCO reported here is striking. Only 5 percent of surveyed minority business owners report having used EO/CCO, an organization created specifically for assisting in minority business issues. Assuming again that awareness is a prerequisite for use, only 13 percent of minority business owners who are aware of EO/CCO report having actually used the services offered by this organization. Strikingly, only one business owner of Asian or Hispanic ethnicity reports ever having used EO/CCO.
This lack of awareness of EO/CCO by most minority businesses is at least partially explained by the organization’s primary role of assisting businesses to compete for city contracts. Only a small percentage of Wilmington’s minority-owned businesses bid competitively for such contracts, even though the City of Wilmington has a good record of contracting with minority-owned businesses.

If minority-owned businesses were asked about specific programs and initiatives administered by EO/CCO, awareness and usage indices might be higher. It is instructive to note that this survey was administered to minority business owners by EO/CCO. The Delaware Minority and Women’s Business and Trade Fair, Delaware Minority Enterprise Development Week Awards Luncheon, MicroLoan Program, Youth Entrepreneur Training Program, and Minority Business Directory are all coordinated by and administered in part or solely by EO/CCO. A brochure has been developed by EO/CCO which details its role in initiating and coordinating each of these specific functions.
Department of Commerce

a. Awareness of the Department of Commerce:

Figure 26
Awareness of the Department of Commerce

There obviously exists a higher degree of awareness of the Department of Commerce than exists for the previously addressed agencies. Fully 58 percent of the businesses surveyed report being aware of the Department of Commerce. This higher awareness, however, does not translate into a higher degree of use.
b. Use of the Department of Commerce:

Figure 27
Use of the Department of Commerce

![Bar Chart]

Have You Used The Department of Commerce?

No

Yes 12

0 10 20 30 40 50 60 70 80 90

Percentage of Businesses

Again using the assumption that only business owners who are aware of the agency will make use of it, only 21 percent of minority business people who are aware of the existence of the Department of Commerce have actually availed themselves of the services it offers. It is instructive to note that at the time of this survey, WEDCO, EO/CCO, MicroLoan, and MBOC were all actually a part of the Department of Commerce. The city’s Commerce Department has since been abolished and its functions have been dispersed to other divisions.

Minority Business Opportunity Committee (MBOC)

a. Awareness of the MBOC:

Figure 28
Awareness of the Minority Business Opportunity Committee
Less awareness exists of the Minority Business Opportunity Committee (MBOC) than of the Department of Commerce. While awareness approaches 50 percent of the respondents, this figure is still too low considering that this is an agency specifically set up to aid minority-owned businesses.
b. Use of the MBOC:

Figure 29
Use of the Minority Business Opportunity Committee

As in the previously mentioned cases, agency awareness (43 percent) is not leading to agency use (10 percent) among Wilmington’s minority business community. Use is lowest among Asian business owners (6 percent), followed by African-American business owners (11 percent) and Hispanic business owners (14 percent).
Procurement and Records Division

a. Awareness of the Procurement and Records Division:

Figure 30
Awareness of the Procurement and Records Division

Only 29 percent of the respondents to the 1995 Minority Business Survey report being aware of the City of Wilmington’s Procurement and Records Division.

b. Use of the Procurement and Records Division:

Figure 31
Use of the Procurement and Records Division
Assuming only those who are aware of an agency’s presence avail themselves of an agency’s services, then only 22 percent of those who are aware of the City’s Procurement and Records Division have made use of it.

Department Of Real Estate And Housing

a. Awareness of the Department Of Real Estate And Housing:

Table 5
Awareness of the Department Of Real Estate And Housing

<table>
<thead>
<tr>
<th>Are You Aware Of This Agency?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40</td>
</tr>
<tr>
<td>No</td>
<td>60</td>
</tr>
</tbody>
</table>

Awareness of the City’s Department of Real Estate and Housing among minority business owners runs only about 40 percent.

b. Use of the Department Of Real Estate And Housing:

Table 6
Use of the Department Of Real Estate And Housing

<table>
<thead>
<tr>
<th>Do You Use This Agency?</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>12</td>
</tr>
<tr>
<td>No</td>
<td>88</td>
</tr>
</tbody>
</table>

Only 12 percent of the respondents to the 1995 Survey of Minority Businesses report having ever used the services of the Department of Real Estate and Housing.
Micro-Loan Program

*Awareness of the Micro-Loan Program:*

**Figure 32**

Awareness of the Micro-Loan Program

![Bar chart showing awareness of the micro-loan program.](chart)

In the 1995 Survey of Minority Businesses, only 31 percent are aware of the micro-loan program.
Use of the Micro-Loan Program:

Figure 33
Use of the Micro-Loan Program

![Bar Chart]

Have You Used The Micro-Loan Program?
- No
- Yes

Percentage of Businesses

0 20 40 60 80 100

As with the other business service agencies affiliated with the City of Wilmington, use of the micro-loan program is extremely low. Only 14 percent of minority business people who are aware of the program have availed themselves of it.
REPORT CONCLUSIONS

It is clear from the information contained herein from the Wilmington minority-owned business survey that minority-owned businesses play an important role in the economies of both the city of Wilmington and the state of Delaware as a whole. Minority-owned businesses employ thousands of Wilmingtonians and Delawareans annually. Minority-owned businesses also take in millions of dollars in revenues annually, adding tremendously to the city’s and state’s economies. Wilmington’s minority-owned business community includes owners of numerous races and ethnicities, and provides employment for many minorities as well as well as for many whites in Wilmington and Delaware.

It is also clear from the information contained herein that such a major part of Wilmington’s (as well as Delaware’s) economy must be cultivated and nurtured to insure continued success and growth for the sake of all local and state residents. It is clear from the data gathered in this survey that more can be done to nurture minority-owned businesses in Wilmington, and that more can be done to assist businesses of all kinds by both the city and the state. Among the needed improvements shown from the data obtained in this survey are better municipal service delivery, more funding for start-up businesses, more assistance for existing businesses, and better marketing of existing services for businesses. These are just a few of the improvements which can be made to help insure the continued growth of Wilmington’s valuable and crucial minority-owned business community, and, through this growth, Wilmington’s and Delaware’s economies.