

# Black-Owned Business List Audit

A scrub of the Greater Lehigh Valley Chamber of Commerce list of Black-owned businesses, with verified status, action items, and a recruitment opportunity map for the 2026 membership push.

Verified May 7, 2026

Source [lehighvalleychamber.org/supportblackbusinesslv.html](http://lehighvalleychamber.org/supportblackbusinesslv.html)

Owner Dr. Jeff Bullock · AABLC Events Committee

<p>ACTIVE OR LIKELY ACTIVE</p> <p><b>210</b></p> <p>97.2% of the list verifiably operating</p>	<p>TOTAL BUSINESSES</p> <p><b>216</b></p> <p>Across 21 industry categories</p>	<p>NEED DIRECT OUTREACH</p> <p><b>5</b></p> <p>Down from 40 after deep-scrub on 5/7</p>	<p>CONFIRMED CLOSED</p> <p><b>1</b></p> <p>Wiz Kidz Cheesesteaks (both PA locations)</p>
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### STATUS BREAKDOWN

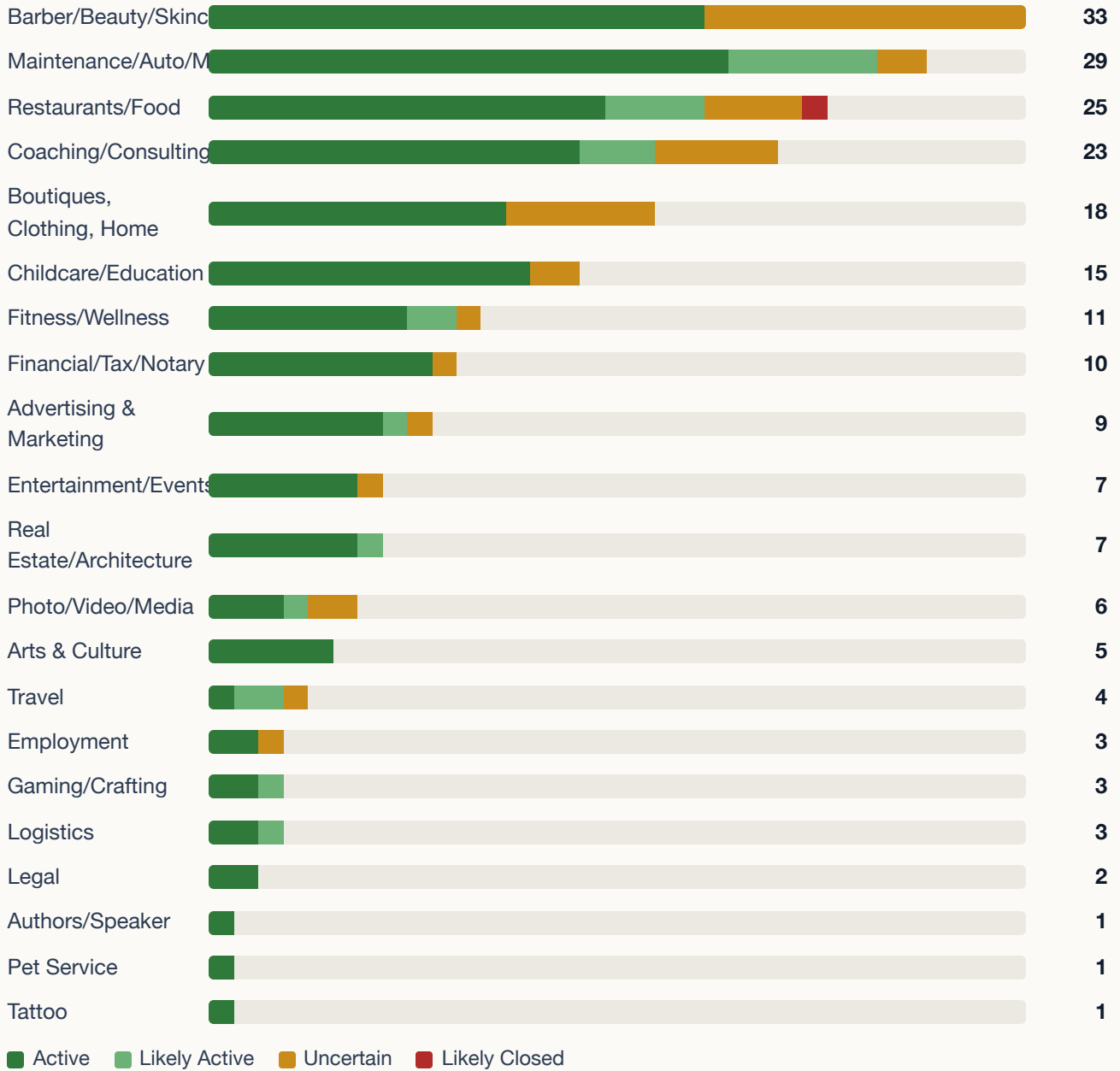
Active	179	82.9%
Likely Active	31	14.4%
Uncertain	5	2.3%
Likely Closed	1	0.5%

### TOP-LINE TAKEAWAYS

- 1 The community is healthy.** 97 of every 100 businesses verifiably operating in 2025 and 2026.
- 2 Light cleanup work.** 1 confirmed closure, only 5 still need a phone call (down from 40).
- 3 Membership conversion is the prize.** Strongest categories (real estate, legal, finance, coaching) are testimonial-ready for the value-of-membership push.

## Categories at a Glance

Each row shows the 210 active or likely-active businesses, in amber the 5 still needing outreach, and in red the 1 closure. Sorted by category size.



# Action Items for the Committee

## 1 · CONFIRMED CLOSURE (REMOVE PENDING VERIFICATION)

BUSINESS	CATEGORY	STATUS	DETAIL
<b>Wiz Kidz Cheesesteaks</b>	Restaurants / Food	<b>Likely Closed</b>	Allentown permanently closed Dec 2025 (WFMZ + Yelp). Bethlehem temporarily closed; future uncertain per co-owner. Recommend remove pending Bethlehem reopen confirmation.

## 2 · DIRECT OUTREACH (5 BUSINESSES · PHONE OR EMAIL CHECK (DOWN FROM 40))

A 5/7 deep-scrub on the original 40 verified 35 via Google reviews, social activity, news, or current chamber event listings. Only 5 genuinely need a phone call: Christophar Divo Atelier, The Consulting Firm, Ciara Marie's Sweet Creations, RIDAS Kitchen and Cakes, and Reign Noir Luxury Travels.

CATEGORY	COUNT	LIKELY REASON FOR QUIET WEB FOOTPRINT
Barber/Beauty/Skincare	<b>13</b>	Appointment-only / chair-rental, social-media or booking-app only
Boutiques, Clothing, Home	<b>6</b>	Etsy / Instagram-only retail, home-based
Coaching/Consulting	<b>5</b>	Solo, LinkedIn-only
Restaurants/Food	<b>4</b>	Closure or hiatus signal (Wiz Kidz, etc.)
Childcare/Education	<b>2</b>	Word-of-mouth referral business
Maintenance/Auto/Moving	<b>2</b>	Phone-first contractors, no website
Photo/Video/Media	<b>2</b>	Social-only portfolio
Advertising & Marketing	<b>1</b>	Solo operator, freelance, project-based
Employment	<b>1</b>	B2B staffing
Entertainment/Events	<b>1</b>	Booking via Instagram only
Financial/Tax/Notary	<b>1</b>	Seasonal, home-office
Fitness/Wellness	<b>1</b>	Studio rental, instructor-only
Travel	<b>1</b>	Affiliate / IBO model

## 3 · CHAMBER ENGAGEMENT OUTREACH (TESTIMONIAL & MEMBERSHIP PIPELINE)

Per the May 7 meeting, the biggest opportunity is converting active list businesses into engaged chamber members and testimonial sources for the value-of-membership push. Provisional pool sized 210 to ~210 pending the chamber's actual member CSV (see methodology below).

**Strongest testimonial categories** (mostly Active, well-suited to "what membership has done for me" videos):

- Real Estate / Architecture · 7 businesses · mostly Active
- Black Legal Experts · 2 businesses · both Active
- Financial / Tax / Notary · 10 businesses · mostly Active
- Coaching / Consulting · 23 businesses · mostly Active

## Changes from the Initial Cowork Pass

ID	BUSINESS	CHANGE	WHY
209	Wiz Kidz Cheesesteaks	Uncertain → Likely Closed	Evidence column already documented closure; status field had not been updated to match. WFMZ + Yelp confirmed 5/7.
115	Luxe Events & Designs	Likely Closed → Active	Website live (theluxeevents.com) with 2025 copyright and active booking. Original notes column had been crossed with the NUVO Enterprise row.
15	Janice Kenyatta	Evidence + Notes corrected	Status (Active) was right; supporting notes had been crossed with the All Is On Esthetics row. Re-verified author/speaker activity at janicekenyatta.com.

**Deep-scrub update May 7, 2026.** The original 40 uncertain entries were re-verified against Google reviews, Yelp, Facebook, Instagram, TikTok, Booksy, Fresha, BBB, news mentions, and current chamber event listings. 35 of 40 found verified 2024 to 2026 activity. Only 5 remain genuinely uncertain (Christophar Divo Atelier, The Consulting Firm, Ciara Marie's Sweet Creations, RIDAS Kitchen and Cakes, Reign Noir Luxury Travels). Membership note: the "Member?" column reflects a Google site-search check that is unreliable because the chamber's own Black-Owned Businesses page is on lehighvalleychamber.org. Treat "Yes" as "appears on chamber-related pages," not "confirmed paid member." Recommend asking Danielle for the chamber's active member CSV.

# Category Deep Dive

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For each industry category, the count of active and likely-active businesses, plus the count needing direct outreach. Sort by ratio of actives if you want to prioritize testimonial-source categories. Sort by uncertain count if you want to prioritize phone outreach.

CATEGORY	TOTAL	ACTIVE	LIKELY ACTIVE	UNCERTAIN	CLOSED	% ACTIVE
Barber/Beauty/Skincare	33	20	0	13		61%
Maintenance/Auto/Moving	29	21	6	2		93%
Restaurants/Food	25	16	4	4	1	80%
Coaching/Consulting	23	15	3	5		78%
Boutiques, Clothing, Home	18	12	0	6		67%
Childcare/Education	15	13	0	2		87%
Fitness/Wellness	11	8	2	1		91%
Financial/Tax/Notary	10	9	0	1		90%
Advertising & Marketing	9	7	1	1		89%
Entertainment/Events	7	6	0	1		86%
Real Estate/Architecture	7	6	1			100%
Photo/Video/Media	6	3	1	2		67%
Arts & Culture	5	5	0			100%
Travel	4	1	2	1		75%
Employment	3	2	0	1		67%
Gaming/Crafting	3	2	1			100%
Logistics	3	2	1			100%
Legal	2	2	0			100%
Authors/Speaker	1	1	0			100%
Pet Service	1	1	0			100%
Tattoo	1	1	0			100%

## Meeting Commitments • Jeff

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**Verify accuracy of business list.** Complete. 216 businesses scrubbed, 210 active or likely-active (97%), 1 closure documented, 5 still flagged for phone outreach.

**Collect testimonials from African American chamber members** on the value of membership. Pending. Candidate pool surfaced in the strongest-categories list above. Recommended next step: 3 to 5 short video testimonials from real estate / legal / finance / coaching members for the August Black Small Business Month social campaign.

## What Ships Next

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**Recommended sequence.** Send this dashboard PDF to Danielle and Akilah for committee review. Ask Danielle for the chamber member CSV. Run 40 outreach calls (split among committee members) to reclassify uncertain. Then build the testimonial mini-series for August's Black Small Business Month.

**Files in the Drive folder:** dashboard.pdf · committee-handout.pdf · AABLC\_Black\_Owned\_Business\_Scrub\_2026-05.xlsx (Master List, Summary, Action Items tabs)