



# 2021 Impact Report

**spaceworks**  
tacoma

# New & Noteworthy

## KIVA MICROLOANS

IN 2021, The City of Tacoma asked Spaceworks to pilot a new microloan program with Kiva, offering 0% interest loans ranging from \$1,000 to \$15,000. We were the first Kiva hub in the Pacific Northwest and the program raised \$111,000 in its first six months for 17 local businesses.



## BLACK BUSINESS ACCELERATOR

This new program prepared Black-owned businesses for new commercial spaces coming to Hilltop. In addition to a 6-week training program, participants also worked with a dedicated accountant, business coach, photographer, and marketing professional.

## STAR BAZAAR

Who better than Spaceworks to activate the rooftop of a parking garage in downtown Tacoma? Instead of our annual gala event, we invited 50+ alumni to showcase their talents in our inaugural outdoor market. Art, business, and community... Spaceworks at its best!

## Changes & Challenges

- Closing the 950 Gallery (due to increased rent) after 4 years and 23 exhibits
- Responding to broken storefront windows and mural vandalism, especially Nori Kimura's RBG Tribute on Commerce St
- Canceling our annual gala CACHET due to COVID-19

## What to Expect in 2022

- Updating our website
- Releasing a mural cost-estimating toolkit
- Creating a new strategic plan, having completed our previous 5-year plan
- Bringing back CACHET in spring 2022 and Star Bazaar in the summer



Our new category view can help you find loans you love. [Check it out here.](#)

## Make a loan, change a life

Each Kiva loan helps people build a better future for themselves and their families.

Filters



**VIEW ALL KIVA  
LOANS BASED IN  
TACOMA**

21 loans [Save this search](#)

[x Tacoma, WA](#)

[x Fundraising and Funded](#)

[Clear all](#)



**Nicole**

Tacoma, WA

A loan of \$8,000 helped a woman-owned laser cutting design business be a community resource for arti...

**Funded**



**Tanay**

Tacoma, WA

A loan of \$8,000 helped a black woman owned business upgrade our web presence, and inventory to grow...

**Funded**



**Mahalia**

Tacoma, WA

A loan of \$7,000 helped a black woman sustain her business centering black personal care.

**Funded**



**Celina**

Tacoma, WA

A loan of \$7,500 helped in creating new economic opportunities that will help Indigenous communities...

**Funded**



**Kamilah**

Tacoma, WA

A loan of \$7,500 helped a black and woman-owned business acquire equipment to advance her daily oper...

**Funded**



**Aneicia**

Tacoma, WA

A loan of \$4,500 helped a black woman-owned business grow and expand to help those with severe skin ...

**Funded**

## WHO WE SUPPORTED IN 2021

# 141

PROGRAM PARTICIPANTS

# 132

BUSINESSES

*These are individuals who directly participated in one of our programs. This does not include all the one-on-one technical assistance we provide to creatives and community partners throughout the year.*

### TRAINING & SUPPORT

Business Launch Cohort	38
Black Business Accelerator	15
Alumni Discussion Group	41

### ART

Murals	18
Window Installations	5
Creative Residency	2
Video Installations	4

### FUNDING

Kiva Microloans	17
Star Bazaar	58

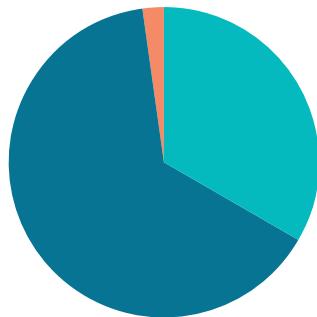
### SPACE & COWORKING

1120 Downtown	15
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If you're doing the math, you'll note that these numbers don't add up to 141. Shout out to the amazing alumni who participated in **MORE THAN ONE PROGRAM** this year:

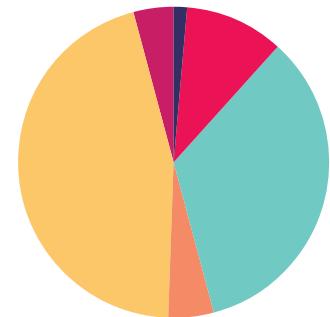
Two or More Programs	54
Three or More Programs	22
Four or More Programs	3

*Spaceworks 2021 All-Stars:  
Adrian Milania, Blake Mara, and  
Patrice Norwood!*



### GENDER

Female	64%
Male	34%
Non-Binary	2%



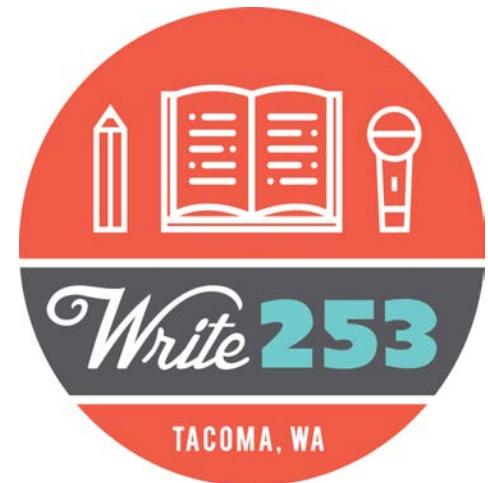
### RACE

American Indian or Alaska Native	2%
Asian or Asian American	10%
Black or African American	33%
Hispanic or Latino	5%
Native Hawaiian or Pacific Islander	0%
White or Caucasian	44%
Multi-Racial	4%

**2021** was the first full year of tracking demographics across all our program participants. Check out our standard participant survey at: [spaceworkstacoma.com/standardforms/](http://spaceworkstacoma.com/standardforms/)



Spaceworks alumni, from top row, left to right: Adrian Milano, Free Flo Fit, Coxswain Press, Heather Ernst Art, the Painting Panda, Brown Betty, Gerardo Peña, Katie Dean, RE Tacoma, Flora Grand by Wendy, Afterglow Beauty Lounge, Trevor Warren. All photos by Silong Chhun.



*"Small business  
keeps a local  
economy strong.  
Arts breathe life into  
our community."*

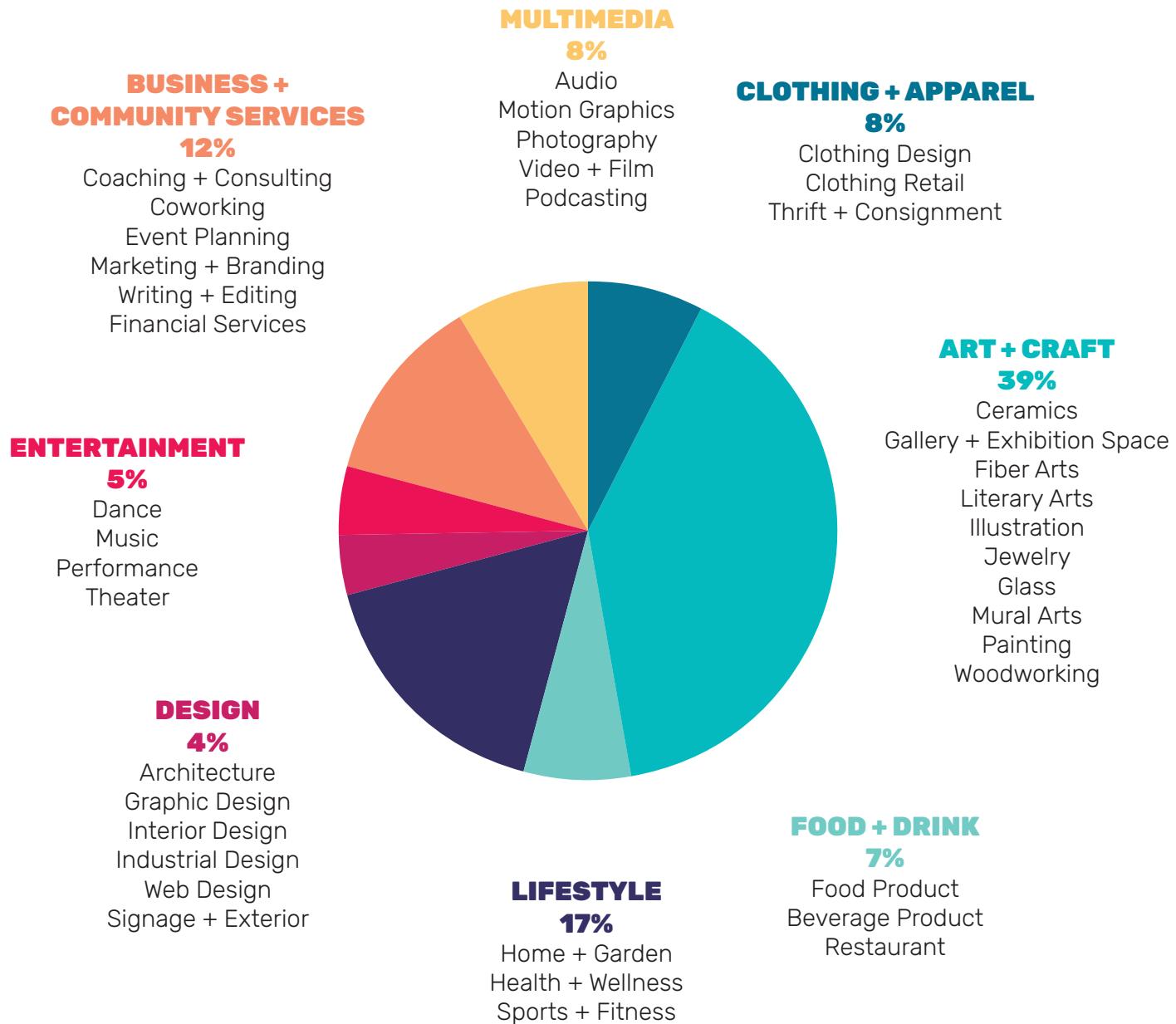
**Ben Maestas  
Creates**



*Photos provided by  
Spaceworks alumni, from  
top row, from left to right:  
Gerardo Peña, Write 253,  
Lovesome Dove, Jade &  
Co. (by Christine Robbins),  
Karen Johanson Art, Civic  
Roasters, Coxswain Press,  
Scents by Skybox, Free Flo  
Fit, Amy Lewis Art.*

# A SLICE OF TACOMA'S CREATIVE ECONOMY

Every community defines their creative economy differently. Here is our first attempt at showing the role that Spaceworks alumni (across all programs) played in 2021.



*"Spaceworks provides high quality, culturally relevant, tailored training to creative entrepreneurs who may not fit into other more traditional business training efforts. The outcomes, in terms of numbers of businesses launched and jobs created, set the standard for other programs."*

**-BEN MAUK, ASSOCIATE DIRECTOR OF CAPITAL PROJECTS AND RETAIL OPERATIONS  
UNIVERSITY OF WASHINGTON-TACOMA, SPACEWORKS STEERING COMMITTEE MEMBER**



### P'Oshuns Collective

Winter Planning Cohort,  
Black Business Accelerator,  
Star Bazaar,  
Kiva Microloan



### Curtis Ashby

Rapid Mural



### Angela Larsen

Storm Drain Mural



### Speakthunder, Nori Kimura

Permanent & Rapid  
Mural



### 1120 Downtown

Coworking



### Jade & Co

Alumni Discussion Group



### RE Tacoma

Star Bazaar  
Alumni Discussion Group



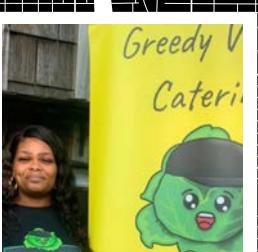
### Neighborhood Plant Project

Business Launch Cohort



### Bryt & Gerty's Kids Redeux

Business Launch Cohort



### Greedy Vegan Catering

Black Business Accelerator,  
Kiva Microloan



### Parable Tacoma

Kiva Microloan

## ALUMNI & THEIR SPACEWORKS PROGRAM(S) IN 2021

## OUR ECONOMIC IMPACT IN 2021

**16**

NEW BUSINESSES  
CREATED

**11.5**

NEW JOBS CREATED  
(FULL-TIME EQUIVALENT)

**\$11,000**

INVESTMENT ATTRACTED THROUGH KIVA MICROLOANS

**\$429,702**

ADDITIONAL REVENUE GENERATED BY BLACK BUSINESS ACCELERATOR PARTICIPANTS, COMPARED TO 2020

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*"Spaceworks makes small business ownership a reality for individuals, but it also positively impacts the fabric of our broader community. Small, creative businesses add vibrancy to our streets, encourage local economic growth, attract residents from across the region, and employ the people of Tacoma."*

**-COUNCIL MEMBER KRISTINA WALKER**

## OUR 2021 TEAM



**Gabriel Brown**  
Artscape Coordinator



**David Combs**  
Capital Access Manager



**Kiara Daniels**  
Business and Community  
Development Coordinator



**Jennifer English**  
Training Coordinator



**Michael Liang**  
Director

**Additional Spaceworks Contractors**  
Drea Baines, I'MPossible Consulting  
(Black Business Accelerator)  
  
Asia Dillingham, A+ Bookkeeping and  
Payroll Services  
(Black Business Accelerator)  
  
Davon White, Route586  
(Black Business Accelerator)  
  
Silong Chhun  
(Social Media)  
  
Knic Pfost, KnownFor Solutions (Web)  
  
Jillian Adkins, Dialed in Data  
(Salesforce)

## OUR MISSION

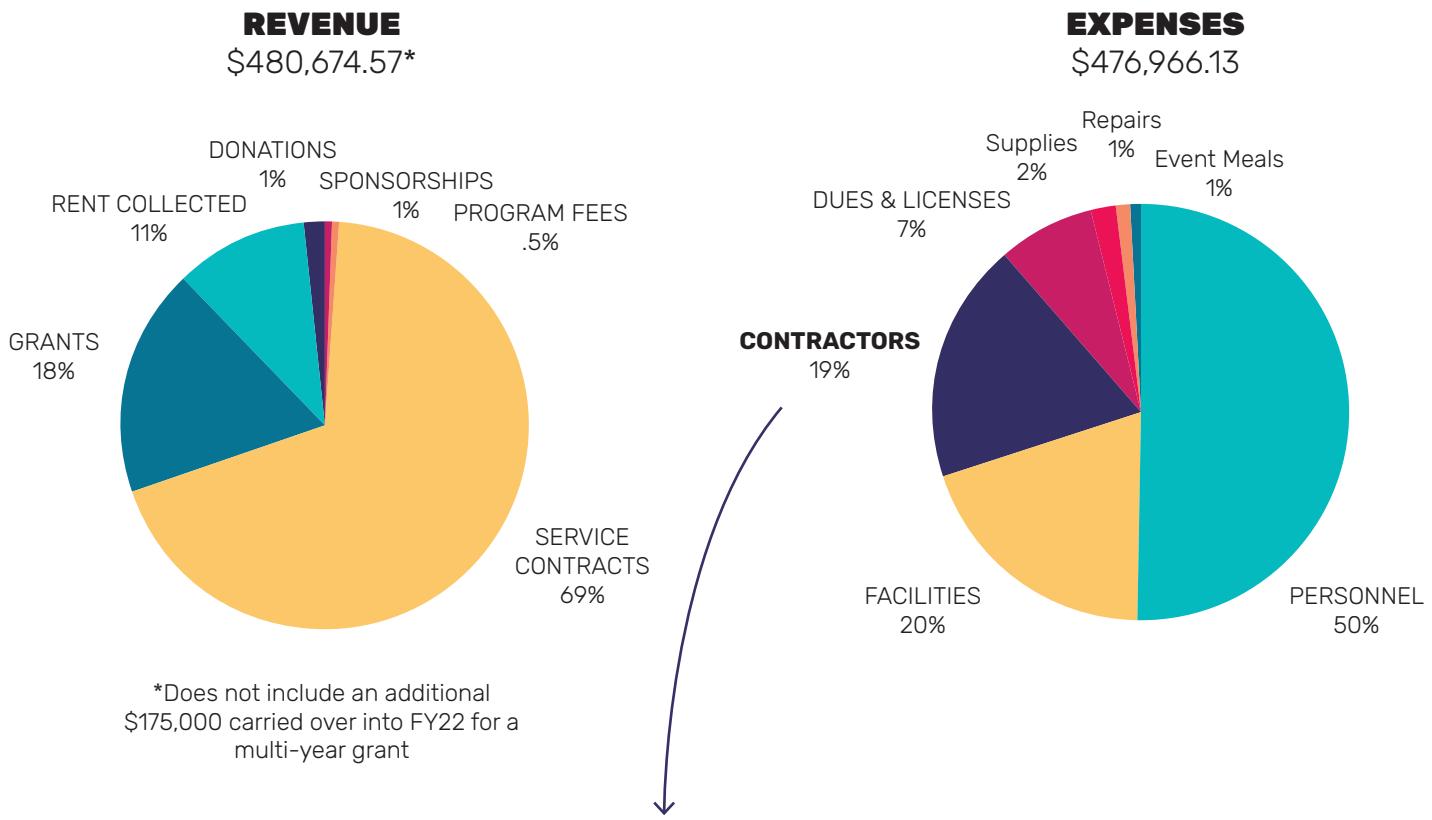
*Spaceworks makes Tacoma culturally vibrant and  
economically strong through training and support for artists  
and creative entrepreneurs.*

### OUR VALUES

- Entrepreneurial Spirit
- Innovation and Creativity
- Diversity and Equity
- Collaboration

### OUR STEERING COMMITTEE

- David Schroedel
- Amy McBride
- Ben Mauk
- Ryan Spence
- JD Elquist
- Brendan Nelson
- KC Bitterman



**\$61,645**

to women-owned businesses,  
or 69% of all contracted services

**\$68,953**

to minority-owned businesses,  
or 77% of all contracted services

Contractors can include instructors, coaches, facilitators, artists, photographers, musicians, caterers, etc.

#### FUNDERS



JPMORGAN CHASE & CO.



WASHINGTON STATE  
MICROENTERPRISE ASSOCIATION

#### STAR BAZAAR SPONSORS



SHAUB PROPERTIES

