



POPULATION

59K



RACE/ETHNICITY

60% White

17% Black or African American

4% Asian

7% Two or More Races

38% Hispanic or Latino

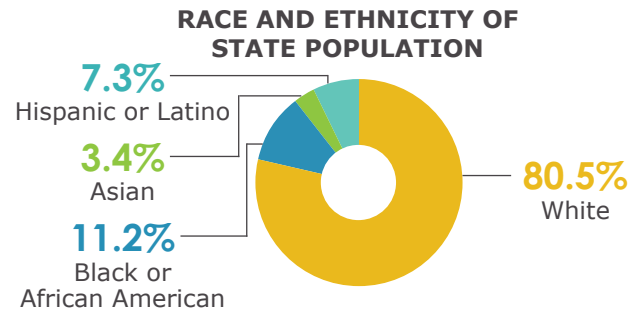
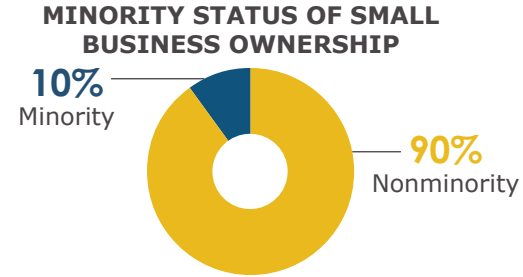
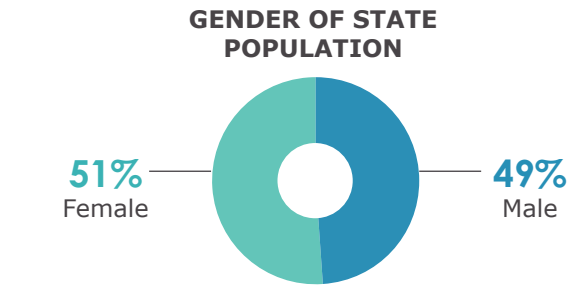
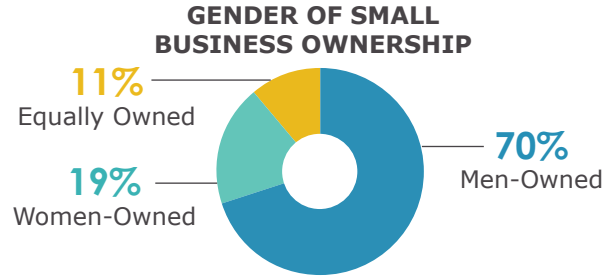
WEALTH AND ACCESS TO CREDIT

\$27K Median Debt

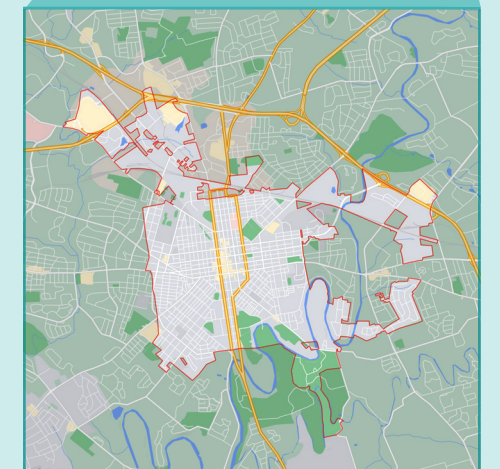
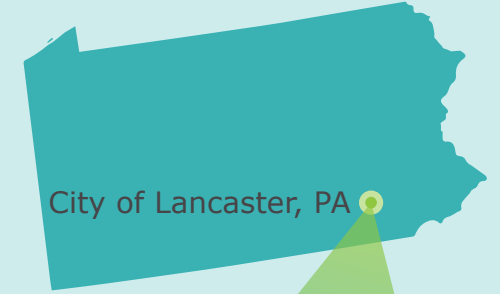
76% Residents with Debt

21% Residents with Student-Loan Debt

STATE LEVEL DATA FOR PENNSYLVANIA



MAP



“ We want to hear and learn from those who have been underrepresented — to better understand the barriers and supports that are needed. Part of this effort includes identifying those making a difference and holding up those businesses and leaders as inspiration to others. ”

Terrie Kreis and Alma Felix
Lancaster County Community Foundation, *cohort leads*



COMMUNITY NARRATIVE

Lancaster County is known for its rolling, rural countryside and deep ties to the Amish and refugee communities. While its 500,000 residents are predominantly White, more than 70 languages are spoken throughout its 17 school districts. The city of Lancaster is significantly more diverse; Hispanic and Latino residents make up almost 40 percent of residents, and the Black community comprises 17 percent of the population. Proactive small business development has long been a focus of leaders and business owners in the county, dating back more than a decade with the inception of Chairman’s Council and the proliferation of B-Corp Certified businesses. However, new initiatives include a popular business-community relations effort called “In Good Company” and a hyperfocused Equity Advisory Committee that has been tasked with developing a comprehensive equity plan across sectors.

COMMUNITY GOALS

Support and Access

Create equitable access to small business tools (easier access to capital, marketing training, make it easier for Black, indigenous, and people of color (BIPOC) individuals to start businesses, etc.)

Building Relationships

Build and strengthen connections to underrepresented community members and create opportunities for education and training

Systems Change

Develop guides and resources that can aid businesses in taking action and measuring impact, whether through hiring practices, diversifying their vendors, etc.

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Learn more about the Reinventing Our Communities (ROC) Cohort Program
www.philadelphiafed.org/roc-cohort-program

