

If Longoven's closure sparked numors that the tweezer-focused movements and the street of the sparked numors that the tweezer-focused movements are sparked number of the sparke

2939 W. Clay St., lostletterrva.com

The world needs more dark shadows, places where the denziers of dusk. Inc cooks and floor staff, openly by their fine-disining heaft layer, level, duster an expect, so get used to it. You'll not hear praise of I.O that doesn't include the homo-erocically named Berd Swellington, a file with truffled dustellers, or cysters Rockefeller misted tablecide with absimite. Both are attended by statuse of Dwald bund or 70 bits · flic. Cher and proprietor Dwald Shamon is Richmond's John Walter, if Walters were a define darises and such sections of the control of the 626 China St., lopossum.com

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One expects nothing less than pure finesse from David Dunlap, who has cooked in multiple Michelin-starred restaurants and studied with some of the most renowned herbs in the world sheen. The In sail tallies Washington's Pasician Concell— and he delivers, while delying the expectation that a dining experience of this calible can't be accessible and stalle. Let the sheety in the chetturs toyol dance across your palate while chatting with your server about wires of the world. Reveil the genatic of cocount grantles shally for entires he sets stall, and spend an entire visit working your way through the appetizers; you won't reget it.—BC

11501 Busy St., midlothianchefskitchen.com



Over a decade into its journey, The Roosevelt still manages to charm guests. The Over a decade into its journey. The Roosevist still manages to charm guests. The Church Hill manages has experienced a resistance through its executive chef. Church Hill manages have been supported to the control of the control o



821 W. Cary St.,

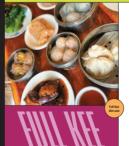
rant to experience a party of Jewish, Italian and of Jewish, Italian and Mediterranean cuisine groowing in sync under one roof. Squid ink pasta, chopped liver crostini and white pizza are popular standing orders, along with fleeting specialties from fleeting specialties from soft-shells to ramp gnoc-chi and tortellini en brodo. Co-owned by Ed Vasaio and Mya Anita, the homey hole in the wall hit a decad in business this year and moves through the motion with an ease diners can feel. Want a reservation? Pick up the phone. —EM

RICHMONDMAG.COM .79



5280 Patterson Ave..

Fresh-milled heritoom com is the backbone of this depart, modern Mescian haven, and it is earthy god-ness comes through in every paintakingly refined tacc, totatad polyme doligole to by the runal and enchlasds. Start with a gorgeour rockfish reviche accentuated by agein and serimo chiles, them die into the rich came en su jugo, a hanger steak with canny bearn and bacco front of court for course torrita with grains milited by Sub Ross Bailery), or mostly-dipp question also. The Neutron of many bearn and bearn also. The Neutron of many bearn and bearn also. The Neutron of many bearn and bearn also. The Neutron of many in the city. Tight, friendly service abounds.—BC



The clamor of dim sum carts rolling through stam clouds is part of a Sundya-alternoom tradition. Families gather around large, round tables, aiming their Chopsticks across the Larg Surant togging their chopsticks across the Larg Surant togging their chopsticks across the Larg Surant togging their chopsticks and rolls before the next pain. Open teagonts signal for more delinated through Full Kee has the Largest and man menu in the area on weekends, it's the largest dis nam menu in the area on weekends, it's the largest dis nam menu in the area on weekends, it's the pain of the area on weekends, it's the pain of the pain of the size of the largest dis nam menu in the largest dis nam menu in the largest dis sust menu in which the size of the paint of t with black bean sauce and stir-fried leek flower. —GS

6400 Horsepen Road



111 E. Grace St., perlysrichmond.com

In a downtown space that has served as a culinary comentions since 1961 with some changing of hands and cusinest, Perly rifts on Jewish towns changing the hands and cusinest, Perly rifts on Jewish conditions and with part part and the control of New York, Where else in Richmond carry var all down for a nice Intilia as annoised fing later? Ulminassale will inventions by chef and as a smoled fing later? Ulminassale will inventions the chef and co-numer from Richmond to Schulbuby Fries — basically the invitied with a first of per later and seg saled. The Bermy Goodman, a laterable Benedict with salmon, posched eggs and roe, is a brunch-time standout, and dessert should always include a rainbow coolie.—BC

Africa. North Carolin and pare hear mingle on the palse at Lillic Pauri, in our of the Mala Linding unth milk and burning patters. Himbly (new Linding), Ote-ala, a West African mother sauce combining chiles, Lomata and onion, braises lamb sharink (the dash das papers at Linding Food Congo). Julisie: in a sturming seafood hot pool. Flasy seared striped bass swims in rich, creamy-sweet lobster braise, while sleek, including creamed charmed com with table boom and pispant Hoppin -John, do justice to the Cert's heritage. Dessett is dedicated to banama pudding. In Manchester, find the owner dimen-only resistant, Judics.—BC

416 E. Grace St. lilliepearlrya.com

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THE *ROSTAUTANT* LIST

WINE + DINE CELLADORA

WINES

Known for its outrageously delicious chicken liver mouse, this French-inged Church Hill haunt stay packed with regulars and revely. Work your way through its delity selected smorpashord – three masts, three cheesa and plenty of pickled fain's and crusty bread — and stick around its abeti-n-class version of steak them. The Ginstett sens in always picting, so be on the tookout for notices of lobater roll pop-ups, farm dinners and valuer heavy event in stiffer concept and one of the solid control of the solid control of the solid concept.

3119 E. Marshall St., grisetterva.com



About 3% of U.S. firms classifiable by race are owned by Black adults, according to a recent study from the Pew Research Center, despite Black, people making up 12.4% of the population in 200. By contrast, white Americans own 85.6% of U.S. businesses with employees and compose 53.0% of the population. Overall, 63% of classifiable businesses are owned

by men. 22% by women and the remainder are owned jointly by men and women. Of Black-owned busi-

jointly by men and women. Of Black-owned busi-nesses, 55% are owned by men, 37% are owned by women, and 5% are jointly owned. Pew notes that 4% of American businesses are not classifiable by race, but such firms generate 63% of all revenues. The statistics are dismal and deplorable: says Rasheeda Creighton, co-founder and executive director of Richmond's Jackson Wart Collective Foundation, which provides resources to minority businesses. Opportunities are not equal, and the barriers to access are huge."

FIRST IN A GENERATION

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In 2019, Creighton, Kelli Lemon and Melody Short started the foundation to help minorities overcome barriers and break glass ceilings. The organization's name pays homage to the early trailblazers of Richmond's Jackson Ward neighborhood like Maggie Walker, the daughter of slaves who in 1903 became the nation's first Black woman to establish a bank.

Creighton was inspired to start Jackson Ward Collective Foundation while serving as executive director of Richmond's 1717 Innovation Center for up-and-coming entrepreneurs, where she recalls "many participants in the program did not look

many participants in the program on not not like me.

She applies her experience with startups, as well as knowledge from her law degree to build diversity in Richmond's business landscape. The foundation provides budger coarching, legal services and business classes to help minority businesses so when they do get seed money they are ready for the next step. Their popular BLCK Street Conference will be held Aug. 6-7.



3% BLACK-OWNED BUSINESSES IN II S

African Americans don't have friends or family who can just write them a check. One of the missions of the foundation is to provide

them a check. One of the missions of the foundation is to provide that backbone of support.

Creighton and Harper-Anderson note that being the first in a generation, whether it's going to coilege, getting into politics or running a business, is a difficult feat.

The literature shows that if your parents own a business, you are more likely to be successful as a business owner. says Harper-Anderson. That I for African Americans in particular or up resents were less likely to be entrepreneurs. You can't just call your parents and ask them how to run a business.

THE COST OF DOING BUSINESS

If Braswell, the cycle studio owner, had wanted to open a franchise of an already-established brand such as a CycleBar, it would have entailed a cash requirement of \$100,000 and a total investment approaching \$500,000, according to Entrepreneur magazine. And if she had needed a loan, she faced a high chance of being rejected. According to J.P. Morgan. Black business owners who apply for funding are turned down three times as often as their white cour

terparts. "Black females are the most underfunded group." says terparts. Suica temaies are tie most uninertunieed group, says Creighton. We often go to lending because we don't have family funds, but getting a loan means starting deeper in debt." Many business owners can't get a line of credit through the bank until their business is two years old despite needing capital to grow their business and hire more employees. It's a Catch-zz. You need

their dustness and nine more employees. It's a Lutto-FZ. Fou need credit to get credit.

Rather than going with a mass-market franchise, Braswell created a business plan tailored to a niche audience. Instead of taking out a loan, she self-funded her cycling studio. More than 60% of Black startup companies are self-funded, according to Harvard Business Review.

Business Review.

With her personal savings, Braswell purchased Schwinn bikes designed for stationary spinning at \$3,000 each, leased studio space, bought insurance and hired a team of instructors. When opening her business, she relied on Jackson Ward Coalition Foundation experts for help.

"My husband is an attorney and I have my MBA, but I'd never run my own business before," says Braswell. "JWC was a repository"

GRANTS & RESOURCES



"A lot of energy has been focused on race and less on the nexus of race and gender."

-ELSIE HARPER-ANDERSON, VCU ECONOMICS PROFESSOR

for all the things I didn't know. Until I leave this earth. I'll be so Today, Hour Cycle Studio is successful, classes are full and Braswell has signed a fair lease — without her husband.

UPHILL BATTLES

UPHIL BATTLES

Harper-Anderson says too many Black and female-owned businesses must fight for resources, and they often don't know where too look. Before Geneaberg opened her bridst also you'th her mother, she spent hours looking for business grants while juggling a career as a westing consultant.

There such a barrier of enersy, and traditional banks are lettiniding; the says. Wheneded a commercial parce that want's expensive and didn't need to be built out — we didn't have the huxury of going to Love's every day to fat things.

She and her mother relied on a business credit card and their sources of the such as the such

She and ner mother reside on a business credit care and their savings in addition to a grant to start their business, purchasing computers, lighting and inventory. They've received two grants totaling \$12.50 in the past 9 years through the Supporting East. End Entrepreneurship Development program by Local Initiatives Support Corporation, in partnership with Bon Secours and Capital One. Greenberg used her most recent grant, awarded in 2022, for

One. Greenoreg used net most recent grant, awarened in AUZ, tor-uggrades to the shop, where she serves a wide and inclusive clientels. "Banks are looking for larger loans with longevity, but you'd be surprised what \$5,000 or \$10,000 can do to help propel a business forward," says Creighton. "People want to know how to help the problem: Write Black women a check."

Funding is also difficult for females entering the

Funding is also difficult for females entering the tech field. According to PitchBook data only 2% of venture capital funding spes to female-only founder teams in the US. Harper-Anderson would like to see more resources available in Richmond and encourage more Biack women to enter the tech sector.

"Black women awen't taken as seriously as entreprenens and armer terogipties als innovations, especially in technology," says frairper-Anderson." Cummer presents and armer terogipties and African American and, when I did, it was likely a man.

WHATTHE NUMBERS SAY

Richmond has made headlines for being a favorable climate for Black-owned businesses. According to the Greater Richmond Partnership, 5.9% of Greate Richmond businesses are Black-owned - more than Richmond businesses are Black-owned — more than twice the national average — placing the city with in the country. But Harper-Anderson says that, despite progress, Richmond can do better. Approximately says of the Greater Richmond population is Black or African American. Part of the problem lies with the data. Two been doing research on race around Richmond, and the data on entrepreneurs is definitely incomplers: she says in addition, "als of energy has been focused on race and less on the nexus of race and gender."

For instance, the U.S. Census Bureau's Annual Business Survey does not include businesses that are both minority-owned and female-owned, and it only reports businesses with at least two employees.

That's limiting when you don't recognize the one-person show."

That's limiting when you don't recognize the one-person show? says Harper-Anderson. 'Over 95 wie Glack businesses don't have employees. The business could actually be much bigger and contract out. The fact that he data doesn't recognize a sole proprietor says something right then: It creates a perception they are less valuable.' Before COUTD-3, Balks women were the fastest growing ord effort country lines with the same state of the same state proposed of the same state of the same state to same state of the same state women, especially faced another sethuck in 2020. "Monten-count businesses were instanted more searced by to be

women, especially faced another sethack in 2000. "Momen-owned businesses were impacted more severely by the pandemic because they are the primary caregivers—keld had to be become chooled, and said family members had to be taken care of "Government of the product of the produc

a wedding. We're pretty amazing."

a wedding, We're pretty amazing,"

Other women, like Tracey Wiley, used the pandemic to launch
new careers. When her mother asked how she could run a household, a full-time job and a side business, Wiley simply answered: "With care." Under Govs. Ralph Northam and Terry McAuliffe, Wiley led the

Under Coox. Balph Northam and Terry Not-Milft Wiley led the Virginia Department of Small Boulnes and Supplier Diversity At the state, she oversaw a disparity study analysing contract and procurement dislain southed to minority-owned bustinesse. The oversaw and the state of the contract of the contract

have a seat at the table."

Through her consulting firm, Rainmaker Industries, she has served clients like Virginia's Minority Business Development Agency,

served clients like Virginia's Minority Business Development Agency, working to support and advance minority companies. Wiley says that while there are still plenty of challenges for minorities in business, their seen a change since the Black Lives Matter movement's activity in 2020. There's been a releith, a refresh and an intentional message of trying to make sure people are included; the says. Tim working with companies to take a look at their workforce, try to underdate them and make them feet they belong. We're thinking more about audiences and customes who are different and embracing them as authentically who they are. The shift is happening "Ill."

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ity Business Develop Agency mbda.gov





who relocated here from Los Angele last year, said the city reminded her o the Northeastern towns she grew up in, "but it felt a little smaller in a good way. It felt more relaxed. It felt more

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framework measures cities against nine economic metrics, including the accessi-bility of career opportunities to under-served populations, the diversity of students enrolled in science, technology, engineering and math programs and the share of minority- and women-owned

are feeling the pain of this missing demographic.

ACCELERATING POPULATION GROWTH

MARKETING THE CITY

ASA PLACE TO DO BUSINESS

If you look a from such money the different states and the different regions
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special to market themselves to business decision-makers, ours pales in compare deep and the special control of th



Richmond ranked on LinkedIn's list of TOP CITIES FOR PANDEMIC MOVERS IN 2021 3.5% National average UNEMPLOYMENT RATEIN **JANUARY 2023**

> 3% Richmond metro area

JOBS REGAINED **SINCE 2020**

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vice president of talent and workforce at ChamberRVA. The organization's Richmond Nova campaign, which is aimed at keeping students in the area shere graduation, here to message the first is that there are jobs to be had. All ambounds are the starting community these are asset to dispend to the starting community these are asset to a starting community to specify a starting to a starting the starting and a starting to part of the starting is starting to part with one and a starting to part of the starting and a starting to part of the starting and a starting to part of the starting and a starting to a starting a starting to a starting to a starting to a starting



drawn. It's something we could actually achieve, where gaing to natural tooling for a house, and were very much trying to make roots here.

ESUIPPING RICHMON'S WORKFORE CENTER of the properties of the fore breaking ground employers want to know that they will find plentiful high-quality of workers now and in the future. Local organizations including the future. Local organizations including the community College Workforce Alliand and the future. Local organizations including the community College Workforce Alliand and the future Local organizations including the community college Workforce Alliand and the future to call the great in the men property and the future. Coll What is the work of the company needed to him a boat to a broad the future of t

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