

The West Philadelphia Enterprise Center



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The West Philadelphia Enterprise Center received a Public Works Program grant of \$1.1 million on April 1, 1996. The grant assisted in the renovation/rehabilitation of an historic building at 4548 Market Street. Headquartered in the first television studio built in America and the original home of Dick Clark's American Bandstand, the Enterprise Center provides assistance to local, largely minority-owned small businesses and provides incubator space. EDA's project enabled the Enterprise Center to quadruple the number of businesses being assisted and to provide technology training to youth from the neighborhood. The Center is known as the Ron Brown Entrepreneurial Center, named after the late Secretary of Commerce.

The Enterprise Center is located on the border of the Philadelphia Empowerment Zone in west Philadelphia. The area is highly distressed with a substantial minority population. The area once was an area of mixed manufacturing and commercial businesses. Most of the businesses have closed, leaving few neighborhood jobs and little neighborhood economic activity.

The small businesses being assisted have created as many as 3,500 new jobs. The Center has received funding from Prudential to construct and operate a technology based entrepreneur training program.

The Enterprise Center of West Philadelphia has pioneered the first complete entrepreneurial program, producing highly successful firms in urban communities and a talented and innovative workforce for the next century. Recently awarded "Incubator of the Year" by the [National Business Incubation Association](#), The Enterprise Center provides the resources, expertise, and commitment to transform a high school student with a great business idea into a Fortune 500 industry leader.



Founded in 1989 with the support of the Wharton Small Business Development Center, The Enterprise Center recruits and develops entrepreneurial talent in urban communities through its workshops and training programs. As participants move through the program they are trained in all aspects of business development, management, and marketing with the ultimate goal of

starting and growing a new business venture.

The Enterprise Center believes that entrepreneurship and enterprise development are central to the transformation of declining urban communities. A key aspect of The Enterprise Center's philosophy is a focus not only on the incubation of companies, but individual entrepreneurial talent, the true lifeblood of the new economy. By maintaining this focus, the greatest result of The Enterprise Center's programs is a new breed of innovative and socially responsible community leaders.