

# Platform pushes support of local firms

## Black-owned businesses growing in Rochester

**Robert Bell**

Rochester Democrat and Chronicle  
USA TODAY NETWORK

As Black Friday approaches, more shoppers shift from mainstream retail giants to spending holiday cash with small businesses. This coincides with a notable increase in the growth of Black-owned businesses in 2023.

“Black Owned in Rochester” is a platform dedicated to uniting Black-owned businesses with eager customers. Leading this initiative is Brittany White-Volks, a Black woman, Army veteran and serial entrepreneur.

“I believe that increasing the visibility of Black-owned businesses is important to the success of the Black community,” White-Volks said. “It creates economic power when we continue to shop with these businesses.”

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# Platform

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She has 329 and counting businesses who are part of her platform. She makes sure they have a site or social that customers can reach out to and she makes certain they are still in business.

Black Owned in Rochester has curated a selection of five local Black-owned businesses to support this year (see below). These are among the hundreds in her group — ones who answered the question when she asked who had Black Friday shopping or experiences available.

Most of Black Owned in Rochester is made up of medium- and small-sized business, White-Volks said. Many are

## Fast facts

Statistics from the banking industry publisher Bankrate reveal that 61 percent of holiday shoppers are inclined to opt for Small Business Saturday when it comes to their holiday shopping.

This figure slightly surpasses the percentage of shoppers likely to participate in Black Friday shopping, which is 56 percent.

sole operators.

As the years go by since 2020, she said, they are still sharing a message about supporting efforts by Black entrepreneurs. But, they are shifting more into a new phase: try a Black-owned place to support them ... and if you like

them, keep going back. Not because of who owns them, but because their service or goods are a nice fit for you as a customer.

“Like, What they do I like, eating their food I like, shopping their product, because I like it,” she said. “It doesn’t have to be a feel-good movement.” It can be a happy customer, happy suppliers, happy business owner relationship.

### Red White & Brew

The black-owned tasting room features wine, beer, liquor, NA beverages and snacks.

**Address:** 47 State St. Rochester

**Hours:** 4 p.m. to midnight

### Drip Spa - IV therapy and Med Spa

Luxury IV vitamin therapy and wellness spa.

**Address:** 2050 S Clinton Ave Suite B, Rochester

**Hours:** 10 a.m. to 6 p.m.

### RX Goodie - Esthetician

Sugarist hair removal services, facials and more.

**Address:** 1681 Empire Blvd, Webster

**Hours:** Noon to 8 p.m.

### Glow Spa

Black woman-owned luxury spa experience with skin care services.

**Address:** 1425 Mt Read Blvd Ste 200, Rochester

### Archivist Books

Black queer-owned bookstore.

**Address:** Will be vending at the Thematic Holiday markets at 145 Culver Rd, Rochester on Friday and Saturday