

IMPower Center Inc.

# Serving South Bend: From Vision to Impact

*City of South Bend Common Council Presentation*

April 2025

Filed in Clerk's Office



APR 27 2026

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# The Journey Begins: Indianapolis to South Bend

**2016**

**Moved to  
Indianapolis**

Became a realtor &  
financial planner

**Year 1**

**12 Houses Sold**

Hit the ground running

**Year 2**

**31 Houses Sold**

Growing success — but  
seeing deeper needs

**2018**

**Discovered the  
Report**

South Bend's Racial  
Wealth Divide (2017)

**Dec 2018**

**Decision Made**

Move back — shift the  
statistics

*"Success wasn't the finish line — it was the starting point for something greater."*

# Recognizing the Real Need

## What I Came to Offer

- ✓ Property ownership strategies
- ✓ 7-figure retirement portfolios
- ✓ Family protection with life insurance
- ✓ Credit building & preapproval coaching
- ✓ Long-term wealth planning

VS

## What I Found

- Trauma-filled stories of survival
- Maslow's hierarchy — basic needs unmet
- Mindset & mental bandwidth barriers
- Performing social services, not financial services
- Friends, family & neighbors I grew up with

The Decision

***"They told me to leave this group  
and focus on clients who could afford my services.  
What they didn't realize is — they were me."***

These were my family. My friends. My neighbors.  
The people I grew up with in South Bend.

**So instead, I partnered with City leaders to serve the underserved.**

# IMPower Center Inc. — Opening & Mission (2019)

May 2019



## Regional VP Status

Achieved the rank to open a physical office with full service capabilities

Oct 2019



## 6,000 sq ft Facility

Closed on a building near the airport — prepared to launch financial services hub

Mission



## Shifting the Statistics

Focused on South Bend's Racial Wealth Divide — building financial resilience from the ground up

IMPower Center — built for the community that built me.

## Small Business Suite: The Partnership Begins (2020–2022)

**2020:** Antonius & ODI requested IMPower's services for the Small Business Suite.

**Started as Coach:** Quickly transitioned to consulting on program infrastructure & design.

**2 Years of Iteration:** Supported multiple program evolutions and partner configurations.

**8 Vendors Onboarded:** The program launched with 8 vendors across service categories.

**3 Remained by 2022:** Most vendors cycled out — IMPower was the sole coaching vendor still standing.

**2022 — Elevation:** Invited to become both Program Administrator AND Coaching Vendor.

### IMPower Center's Dual Role

#### Program Administrator

Infrastructure, operations, vendor coordination & oversight

#### Coaching Vendor

Direct business coaching for every enrolled owner

End of 2022 → Present

# Program Structure & Track Record

~100

## Business Coaching

One-on-one coaching for all levels of business owners

## Tax Preparation

Professional tax services included in the program

## Bookkeeping

Clean books, financial clarity, and compliance

## Legal Assistance

Business structure, contracts, and compliance support

Serving all levels of entrepreneurs — from startup to scale — with a full wraparound service model.

# Under Bianca's Leadership: Expanding Impact

~100

Business owners served  
each program year

## Strategic Focus

- ▶ Improving minority business contracting percentages with the City
- ▶ Connecting program graduates to real City procurement opportunities
- ▶ Building a pipeline of certified, City-ready minority vendors

## The Bigger Mission

It's not just about coaching business owners.

It's about changing the composition of who does business with the City of South Bend.

Every certified minority vendor we produce is a data point that shifts the statistic.

# 2026 Program Transformation: Deeper, Not Just Broader

## Previous Model

- ~100 business owners per year
- Coaching + Tax + Bookkeeping + Legal
- Broad outreach across levels
- Volume-oriented program
- General business development



## 2026 Model

- ✓ Fewer businesses — deeper investment
- ✓ Full suite: Coaching + Tax + Bookkeeping + Legal + Marketing
- ✓ Business Certification & compliance training
- ✓ City contracting readiness — how to win City business
- ✓ Spend more per business, create stronger outcomes

SHIFTING THE STATISTICS

# From Report to Reality: IMPower Center & the City of South Bend

- 6+ years of community-centered financial and business development
- Administrators & Coaching Vendor for the City's Small Business Suite
- Building certified, City-ready minority businesses
- Transforming a report into a result — one business at a time