

# Return On Investment Report

DEI-MEDIA, LLC



## City of Hampton Virginia

RETURN ON INVESTMENT:

**\$3 M**

**3 COVER  
STORIES**

VALUE OF "EARNED" MEDIA FEATURES WITH  
MAINSTREAM MEDIA

## Fort Monroe National Park Fort Monroe, Virginia

RETURN ON INVESTMENT:

**\$1 M**

VALUE OF "EARNED" MEDIA  
FEATURES WITH  
MAINSTREAM MEDIA



Managed by partnership between the Fort Monroe Authority for the Commonwealth of Virginia, the National Park Service as the Fort Monroe National Monument, and the City of Hampton.



RETURN ON INVESTMENT:  
**\$1.1 MILLION**

## State of Virginia 1619 Committee Richmond, VA

Virginia state lawmakers put up about \$24.2 million over five years for the commemorations of the 400th anniversary of key milestones in the state's history. The Richmond Times-Dispatch reports records on expenditures this year show hundreds of thousands of dollars went to ticketed or private events, public relations firms, speaking fees and donations to Virginia nonprofits. City of Hampton produced over \$1.5 million dollar in ROI on money received from the state. More than any other city in the state.

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Richard Press, Artist



RETURN ON INVESTMENT:

**\$1.5 M**

VALUE OF "EARNED"  
MEDIA FEATURES WITH  
MAINSTREAM MEDIA

**1.3 B** UNIQUE  
VISITORS  
ONLINE

EMMY AWARD  
WINNING FILM



ART INSTITUTE OF  
VA BEACH EXHIBIT



AUGMENTED REALITY  
FEATURE STORY

## Mango Mangeaux - A Simply Panache Groupe

RETURN ON INVESTMENT:

**\$750K**

DOLLAR VALUE OF "EARNED"  
MEDIA FEATURES IN USA TODAY  
FEATURE (3 FULL PAGES)

**1.3 B** UNIQUE  
VISITORS  
ONLINE



SOLARIUM/FORT MONROE  
EXCLUSIVE GUEST SPOT  
WITH USA TODAY NATIONAL  
EDITORS (\$3K)



25 SPREE SHOPPERS (\$10K)



Simply Panache Groupe is a lifestyle brand of six separate businesses, that defines style and flair and embodies the values of inspiration, creativity, comfort, retreat, culinary delights, culture, adventure and peace.

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In 1619, a ship landed at what is now Fort Monroe in Hampton, Virginia, bringing the first enslaved Africans to colonial America. Four hundred years later and just down the road from that historic site, three black women have built a business empire around a symbol of heritage, the mango.

Lakesha Brown-Renfro, Nzings Teule-Hekima and Tanecia Willis, are the entrepreneurs behind Simply Panache Group, which operates a restaurant, spa, boutique hotel and an event venue. Brown-Renfro, 43, called it "unimaginable" to think that her ancestors once walked in chains down the street where their businesses now stand.

"We're living our ancestors' wildest dreams," she said. "I think they would beam with pride...They would say 'wow.' But more importantly, I know what we would say and that's 'Thank you.'"

Like many other black female entrepreneurs, the trio struggled to find funding and eventually had to finance the business themselves, splitting the costs equally from their savings, Teule-Hekima said.

The number of businesses owned by African-American women grew 605% between 1997 and 2017, making black women the fastest growing group of entrepreneurs in the United States, according to a [study of women-owned businesses commissioned by American Express](#). But black female entrepreneurs raised an average of only \$36,000 of outside funding, a 2015 study from Digital Undivided found, compared with an average of \$1.3 million for all startups, according to an [October 2019 analysis by CB Insights](#).



Lakesha Brown-Renfro, Nzings Teule-Hekima and Tanecia Willis starred "Simply Panache," turning mangoes into an empire. Sara Harris Photography

Advertisement

## Article: "We're living our ancestors' wildest dreams': Mango-based business is sweet success" USA Today Feb 14, 2020



Simply Panache Groupe is a lifestyle brand that defines style and flair and embodies the values of inspiration, creativity, comfort, retreat, culinary delights, culture, adventure and peace. Below, there are links with more information about our sister companies.



**Simply Panache Place: A Boutique Hotel**  
A place for our guests to Getaway, Retreat, Conduct Business, Be Inspired and Create!!!

[View website for more information](#)



**The Boutique Spa at Simply Panache Nail Bar & Medi Spa**  
A retreat from the stress of everyday life. Come escape the urban grind and find relaxation and rejuvenation in this hidden oasis.

[View website for more information](#)

### Simply Panache Group::

Simply Panache Place:  
A Boutique Hotel

The Boutique Spa at Simply Panache Nail Bar  
& Medi Spa

The Hampton:  
A Simply Panache Venue

NOIR: A Simply Panache Lounge  
Charlotte's:

A Simply Panache Cafeteria

Mango Mango:

A Simply Panache Bistro

