BLACK BUSINESS
EDMONTON

2026 KDAYS PAVILION

IMPACT REPORT

54 BLACK-OWNED BUSINESSES • JULY 20–23

EXPLORE KDAYS 2026 | bbedm.ca/kdays2026/

THE BBE TEAM AND KDAYS PARTNERS



KDays 2026 | Edmonton EXPO Centre

BBE VENDORS AT THE PAVILION

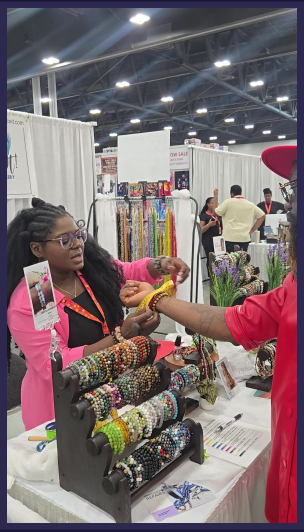
KDays 2026 | Celebrating entrepreneurship, creativity and community

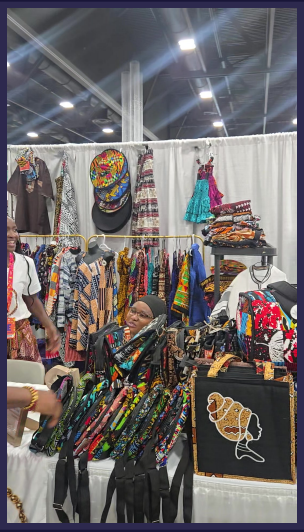








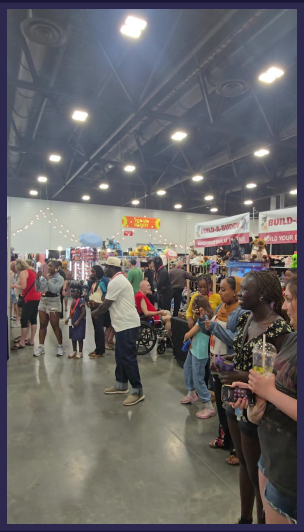
















MESSAGE FROM THE FOUNDER

IBUKUN OREFUJA (IBK)

The BBE Pavilion returned to KDays for a second year with 54 Black-owned businesses, creating a space for entrepreneurs to connect with new customers and introduce their products and services to Edmonton.

This report celebrates the vendors, the community, and our partners at KDays and Explore Edmonton. It also shares what participating businesses told us about the opportunities and challenges of the experience.

Our work continues beyond the four-day exhibition: building visibility, relationships and pathways to growth for Black entrepreneurs.

EXECUTIVE SUMMARY

54

PARTICIPATING BUSINESSES

4

EXHIBITION DAYS

Black Business Edmonton partnered with KDays and Explore Edmonton to present the 2026 BBE Pavilion at the Edmonton EXPO Centre, Hall H, July 20–23.

The pavilion gave participating Black-owned businesses opportunities to sell products, develop leads, build relationships and increase brand awareness.

A post-event vendor survey received 14 responses. Results show strong reported business benefits and support for continued BBE programming. Survey findings reflect respondents, not all 54 vendors.

KEY HIGHLIGHTS

54 Black-owned businesses showcased

14 Vendor feedback responses

93% Respondents reported making sales

100% Respondents would recommend BBE

VENDOR BUSINESS IMPACT

POST-EVENT SURVEY • N = 14

Reported sales



13 / 14

Said participation helped their business



14 / 14

Would recommend exhibiting with BBE



14 / 14

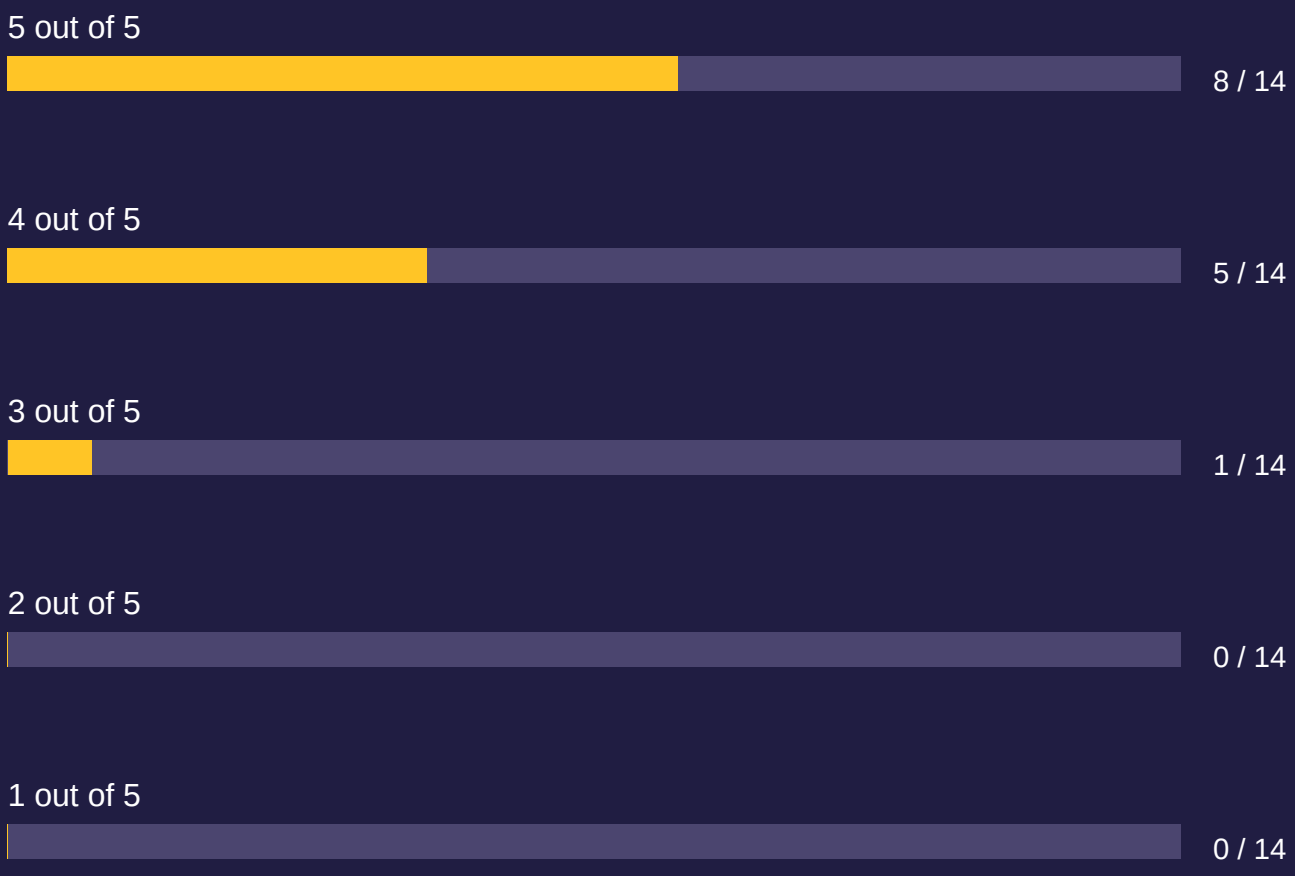
The survey measures self-reported outcomes. No verified aggregate sales revenue or visitor count was available in the survey.

VENDOR EXPERIENCE

OVERALL EXHIBITION RATING

4.5/5

AVERAGE EXPERIENCE RATING



COMMUNITY & CONNECTIONS

Vendors described opportunities to introduce their brands to a broader and more diverse audience.

Businesses reported meeting potential customers, engaging with fellow entrepreneurs, and establishing or exploring collaborations.

The pavilion brought together food, fashion, wellness, jewelry, crafts, home products and other small-business offerings.

A recurring theme in feedback was the sense of community and support among vendors and the BBE organizing team.

VOICES OF OUR VENDORS

TESTIMONIALS APPROVED FOR PUBLIC USE

“I would like to say thanks to the BBE community for giving me the opportunity to participate in community events that create visibility for my business while I'm meeting new people that's cr…”

— SACRED Balance Wellness Mobile Nursing

“IBK is genuinely such an amazing person, the efforts he gives to support others is mind blowing.”

— Neighbourhood Heroes

“I truly appreciate BBE for providing such an incredible opportunity, one that would normally have been financially out of reach. The support provided both before and during the event was als…”

— Marshy Mallows Inc.

WHAT VENDORS VALUED

01 Accessible and responsive BBE organizers

02 Opportunity to meet new customers

03 Strong vendor-to-vendor support

04 Business visibility and brand discovery

05 Helpful communication and event coordination

AREAS FOR IMPROVEMENT

- Improve loading, unloading and vendor directions
- Review booth placement and customer traffic flow
- Explore a shared pavilion passport / discovery activation
- Strengthen promotion and wayfinding before the event
- Continue collecting comparable business-outcome data

NEXT STEPS

01 Begin earlier joint planning with KDays and Explore Edmonton.

02 Build coordinated vendor marketing and visitor navigation tools.

03 Support vendors with onboarding, logistics and promotional assets.

04 Expand post-event measurement of leads, sales ranges and partnerships.

05 Explore a larger and more interactive BBE Pavilion experience.

ACKNOWLEDGEMENTS

WITH GRATITUDE TO

- All 54 participating Black-owned businesses
- KDays and Explore Edmonton
- Our dedicated volunteers and BBE team
- Everyone who shopped, shared and supported

Building Businesses. Creating Connections.
Strengthening Communities.

2026 KDAYS PAVILION IMPACT REPORT

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Survey base: 14 vendor responses