

LOCAL NEWS • News

Time For Change Foundation brings Silicon Valley to San Bernardino at new entrepreneur center

The Black and Brown Opportunities for Profit, or B-BOP, Center will give women of color a safe, professional and inspiring space to create



There is now a Black and Brown Opportunities for Profit (B-BOP) Center in San Bernardino. Kima Russell, Director of Operations and Vanessa Perez, MBA Executive Director and Founder Kim Carter stand together on Tuesday, March 7, 2023. (Photo by



Few places in downtown San Bernardino radiate warmth from the outside like the Black and Brown Opportunities for Profit Center at Arrowhead Avenue and Sixth Street.

In a tattered business corridor with historic, largely plain buildings, the maroon exterior, eclectic window displays and modern design of the new 10,000-square-foot novelty demand attention.

And before long, those inside will too.

Renovated this past year by [Time for Change Foundation](#), a San Bernardino nonprofit that in two decades has helped more than 1,700 women transition from homelessness and incarceration to self-sufficiency, the Black and Brown Opportunities for Profit, or B-BOP, Center is a new economic hub designed to provide women of color a safe, professional and inspiring sanctuary to pursue entrepreneurship.

In short, Time for Change Founder Kim Carter has brought Silicon Valley to San Bernardino.

“This is how Google and Facebook look,” Carter, whose [life story was among the seven](#) told in the 2022 film “Tell It Like a Woman,” said on a recent tour of the property. “This is how they operate. They give people a space to operate and create and be themselves. They have all this. Why? Because you have to be in a creative space. If you’re in a suppressive state or in an oppressive state or in a poverty situation, you’re in stress mode, and you’re not going to think of the next idea.

“Let us give you a chance to actually do something.”

In less than a year, Time for Change Foundation created a state-of-the-art, high-tech, one-of-a-kind space for women of color to be creative, network, connect with capital investors and attorneys, and chiefly, feel safe while doing so. The long-range goal is to help women build generational wealth.

In addition to providing support services to women of color hoping to reclaim their lives, Time for Change Foundation recently launched a virtual academy with curriculum geared toward building, growing and scaling a business. At the B-BOP Center, those in the academy will have access to mentors for guidance on best practices.

And “mentors don’t get paid just for helping,” Carter said. “If she don’t get a dime, you don’t get a dime.”

Dedicated to the late Beverly Jean Earl, a longtime Time for Change Foundation board member who died last summer, the B-BOP Center includes 14 offices, conference rooms, shared working spaces, a childcare center and modern technology.

But the specs alone do not make the space spectacular.

Before even entering the rectangular building, window decals of historic Aztec and Mayan female figures convey the entrepreneurial spirit inside. Windows facing Sixth Street similarly feature portraits of later female icons such as Frida Kahlo, Dolores Huerta, Oprah Winfrey and Madam C.J. Walker.

“Is this a museum?” Carter recalled a passerby recently asking.

Not quite.

Inside, accent walls painted one of four colors – orange, yellow-orange, teal, maroon – liven up spacious offices and common areas. Assorted furniture in those same colors also add personality. Motivational artwork hangs aplenty, and artificial plants lend pops of green.

The exposed wood ceiling and ventilation has been painted black, playing off the modern lighting throughout the space.

“Each room has a personal touch,” said Vanessa Perez, Time for Change Foundation executive director.

Aesthetics aside, the B-BOP Center is as secure as can be, with around-the-clock surveillance and lighting around the perimeter.

“This is a dream realized,” said Kima Russell, director of operations for the B-BOP Center. “I’ve never seen anything like this at all. ... To have a space where women

Since most women work traditional hours, Carter said, the center will meet demand. If that means the place has to stay open till midnight to accommodate guests, Carter added, it will stay open till midnight.

Anything to shepherd the next million-dollar idea.

“The thing about this place is it’s welcoming,” said Carter, whose first apartment was a stone’s throw away, at D Street and Base Line. “All these warehouses around here, who they want to work in there? What types of jobs are in there? Are those jobs giving our girls living wages? Will they be able to go into home ownership? Will they be able to watch their kids play baseball games? Go to libraries?

“They ain’t going to be able to do that sweating in that sweat box,” Carter added. “So how about we make some products? Take advantage of these warehouses. Put our stuff in there and let our stuff get on these trains and planes and trucks moving around?

“Why don’t we do that?” Carter concluded. “That’s the goal, to not be buried in concrete.”

[Newsroom Guidelines](#)

[News Tips](#)

[Contact Us](#)

[Report an Error](#)



The Trust Project

News as it breaks.

All our breaking news stories, sent as often as we have them.

[Privacy Policy](#)