

# Minority/Women Business Enterprise Program

2016 ANNUAL REPORT



JANUARY 1 - DECEMBER 31, 2016



GREENSBORO  
MINORITY/WOMEN  
BUSINESS ENTERPRISE



## Background

The City of Greensboro is committed to economic inclusion, full and equitable utilization and development of firms and businesses within the Greensboro marketplace, currently including the counties of Guilford, Randolph, Rockingham, Alamance, Surry, Davidson, Davie, Forsyth, Stokes, and Yadkin. In furtherance of this commitment, the City adopted an M/WBE Program Plan in October 2013, which established annual aspirational goals for the participation of minority and women owned businesses in each of its three contracting programs: Construction, Professional Services, Goods and Other Services. This report is a summary of the progress made towards satisfying the goals for the 2016 reporting period.

The City utilized a range of tools to achieve its goals such as, evaluation preferences, contract specific subcontracting goals, networking events, one-on-one debriefing, certification assistance, vendor rotation, mentor-protégé arrangements and financial literacy training.

## Program Eligibility

Based on the results of the 2012 Disparity Study, only M/WBE firms found to be underutilized in the City's marketplace are eligible to participate in the City's M/WBE Program. Eligibility varies based on the specific contracting program. M/WBE firms must be certified in order to qualify for the program. To become certified, the minority or woman business owners must be at least fifty-one percent (51%) owned, managed and controlled by one or more of the minority group members and/or women and headquartered or have a significant business presence for at least a year in the Greensboro relevant marketplace. The City currently accepts M/WBE certifications from the NC Department of Administration Historically Underutilized Business Office (HUB) and the NC Department of Transportation.

## Program Exclusions

Purchases from governmental agencies, sole source suppliers and service providers, emergency contracts for goods and services and certain purchases of real properties are excluded from the scope and application of the M/WBE Program Plan.

## Business Development Activities

The M/WBE Office sponsored or participated in a number of business development activities during 2016. Outreach efforts sponsored by the City included education workshops, networking opportunities, posting bids on the City's website, advertising in minority newspapers, and one-on-one debriefing sessions. Additionally, the M/WBE Office provided training and support services to City contracting staff and non-M/WBE firms regarding the implementation of the M/WBE Program Plan. Following is a summary of a few of the M/WBE activities that were undertaken throughout the year.

### Vendor Rotation

The M/WBE Office in collaboration with the Field Operations Department and the Code Enforcement Division utilized the vendor rotation program element to increase opportunities for M/WBE firms that may not otherwise have been able to obtain a contract with the City. Six M/WBE firms were prequalified to participate in this Program.

### Mentor Protégé Program

The Mentor Protégé Program was established to enhance the capacity of M/WBE firms, foster relationships between M/WBE firms and the private sector and increase the number of qualified firms in the Greensboro marketplace. In 2016, four M/WBE firms participated in the City's Mentor Protégé Program. M/WBE firms received training in process piping integration, power distribution unit upgrades, and bridge maintenance and repair administration. Periodic reports were collected from the Mentor Protégé team to assess the effectiveness of the training. The first program participants will graduate in 2017.

### Gaining Access to Capital

A business management course designed to provide entrepreneurs with financial readiness skills. During the three day workshop, class participants learned how to manage cash flow, evaluate financial statements and navigate the lending process.

### Contract Shop Talk

The Contract Shop Talk workshop provided businesses with an open forum for questions about contracting with the City. Firms had an opportunity to network and speak directly with the departmental experts about topics such as, how to get registered in the City's eProcurement system, understanding the City's procurement policies and procedures, and accurate maintenance of certification records and vendor profiles.

## Greensboro Minority/Women Enterprise Development Week

Minority/Women Enterprise Development Week, (MED) week was first observed in 1983 and honored some of the most innovative and emergent minority businesses in our country. Since that time, local and state governmental agencies have adopted the practice and today MED Week is the observed annually throughout the United States. MED Week offers M/WBE firms an opportunity to identify resources for growth and development, build relationships with other businesses, community leaders and supporters.

The Greensboro MED Week committee, comprised of representatives from the City of Greensboro, Guilford County, North Carolina Agricultural and Technical State University (NC A&T), The University of North Carolina at Greensboro (UNCG), Guilford Technical Community College (GTCC), and Guilford County Schools (GCS) celebrated MED Week with activities such as, networking opportunities, workshops, a Golf Tournament and an awards luncheon.



The kick off for MED Week celebration was held on Monday with a mix and mingle at the Shmoozapalooza networking event. Voices of M/WBE, a workshop to introduce the M/WBE firms to M/WBE Assistance Organizations was held on Tuesday, followed by a Business Expo on Wednesday and the Awards Luncheon on Thursday. MED Week closed out with a Golf Tournament on Friday.

Emcees for the event were Sandra Hughes, co-anchor for WFMY News 2 and Carla Banks, Communications and Marketing Director for the City of Greensboro. The Luncheon keynote speaker was Cassius Butts, Region IV Administrator for the U.S. Small Business Administration.



Awards were presented to community members for their leadership and commitment for M/WBE firms.

### Community Advocates of the Year:

- Mayor Pro-Tem Yvonne Johnson, City of Greensboro
- William Barlow, NC A&T State University
- Cynthia Barnes-Phipps, UNC Greensboro
- Luther Barnes, Watchful Network Inc.

M/WBE firms from the Construction, Professional Services, and Goods and Other Services industries were recognized for their outstanding achievement in the private and public sectors.



### Professional Services Firm of the Year

Barbour Spangle Design Group, High Point, NC. Owners Christie Barbour and Christi Spangler are well known for their innovative and creative design work in the commercial and residential building industry.

### M/WBE Construction Services Firm of the Year

United Maintenance Group, Greensboro, NC. Owner Danny Brown started the business with a service contract from the Guilford County Sheriff's Department in 1990. Since that time, the business has successfully transitioned to the construction industry, specializing in multi-family renovation.

### Goods and Other Services Firm of the Year

S&L Painting and Decorating, Inc., Winston-Salem, NC. Lida Calvert started the business in 1986 with a mere \$200. Named one of the 50 Fastest Growing businesses in the Triad, the painting contractor has seen sales increase to more than \$3.5 million. The company's philosophy is "if you start at the bottom, you will rise to the top."



## M/WBE Utilization Summary

The City of Greensboro awarded approximately \$84.2 million in contracts during 2016. Of the \$84.2 million, M/WBE firms received \$11.2 million (13.4%). This represents an increase of approximately 3% from the previous year. Of the contracts awarded to M/WBE firms, an estimated \$6.2 million (7.4%) was awarded to MBE firms and \$5.1 million (6.0%) was awarded to WBE firms.

Contracting Program	Total Dollars Awarded	Dollars Awarded to M/WBE Firms	%	Dollars Awarded to MBE Firms	%	Dollars Awarded to WBE Firms	%
<b>Total Program</b>	<b>\$84,224,905.95</b>	<b>\$11,281,928.01</b>	<b>13.4%</b>	<b>\$6,211,969.92</b>	<b>7.4%</b>	<b>\$5,069,958.09</b>	<b>6.0%</b>
Construction Services	\$47,999,733.89	\$6,653,155.22	13.9%	\$2,584,347.17	5.4%	\$4,068,808.05	8.5%
Professional Services	\$19,938,928.83	\$1,933,665.75	9.7%	\$1,647,850.75	8.3%	\$285,815.00	1.4%
Goods & Other Services	\$16,286,243.23	\$2,695,107.04	16.5%	\$1,979,772.00	12.1%	\$715,335.04	4.4%

\*Utilization as reported by Departments

## Construction Services

The Annual Aspirational Goal for M/WBE participation in City construction contracts is 15%. Based on the findings of the City's 2012 Disparity Study, M/WBE firms eligible to participate in Construction Services contracts are African American, Native American and non-minority women.

For purposes of this report, construction is defined as any construction-related services including, but not limited to heavy construction, such as highway and street construction, general building contractors engaged primarily in the construction of buildings, light maintenance construction services such as installation, plumbing and renovation and other related services such as water-lining and maintenance, asbestos abatement, drainage, dredging, grading, hauling, paving, roofing and toxic waste clean-up.

### Construction Services Utilization Analysis

Contracts for construction services totaling an estimated \$48 million were awarded during this reporting period. Of that amount, M/WBE firms were awarded approximately \$6.6 million (13.9%). MBE firms were awarded approximately \$2.5 million (5.4%) and WBE firms were awarded approximately \$4.1 million (8.5%).

## Professional Services

The Annual Aspirational Goal for M/WBE participation in City Professional Services contract is 11%. The Disparity Study defines Professional Services as the procurement of engineering, architectural, accounting, advertising, surveying, Information Technology, Human Resources and Inspections services. M/WBE firms eligible to participate in the Professional Services program include businesses owned and controlled by African American, Hispanic American, Native American and non-minority women.

### Professional Services Utilization Analysis

An estimated \$20 million was awarded for professional services contracts during 2016. Of that amount, M/WBE firms received approximately \$1.9 million (9.7%). MBE firms received approximately \$1.6 million (8.3%) and WBE firms received approximately \$285,815 (1.4%).

## Goods and Other Services

The Annual Aspirational Goal for M/WBE participation in City Goods and Other Services contracts is 8%. Contracts for Goods include purchases of equipment and consumable items purchased in bulk, or a deliverable product including, but not limited to automobiles and equipment, construction materials and supplies, equipment parts and supplies, fuels and lubricants, janitorial and cleaning supplies, technical supplies and uniforms. Contracts for Other Services include contracts that are labor intensive and not professional or construction related, including, but not limited to, janitorial and maintenance services, printing services, security services, graphics, photographic services, landscaping, temporary services, and automobile maintenance and repair. City purchases from businesses owned and controlled by African American, Hispanic American and non-minority women can be counted towards the City's goal.

### Goods and Other Services Utilization Analysis

Purchases of Good and Other Services totaled approximately \$16 million during 2016. M/WBE firms received approximately \$2.6 million (16.5%). MBE firms were awarded approximately \$1.9 million (12.1%); WBE firms were awarded approximately \$715,335.04 (4.4%).

## M/WBE Coordinating Committee

The Coordinating Committee is volunteer-based and made up of local business trade organization representatives and minority and women business owners. The primary objective of the committee is to review and monitor the ongoing administration of the M/WBE Program Plan, assess its effectiveness in enhancing M/WBE participation in City contracts and make recommendations for improvements to the City Manager. The public is encouraged to share comments or recommendations for M/WBE improvements with the members of the Coordinating Committee.



**Virgil Cobb**  
Cinda Corporation



**Dwayne Crite**  
Critek Engineering Group



**George Durham**  
Durham Service Center



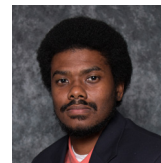
**Niveen Kattan**  
Atlantic Contracting Company



**Gerry McCants**  
McCants Communications Group Inc.



**Rebecca Phillips**  
Professional Lighting & Supply

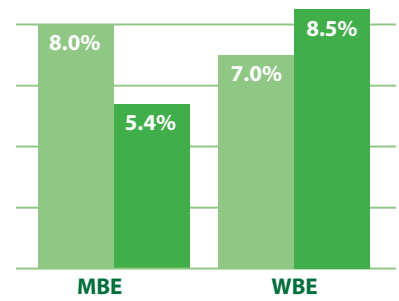


**Juhann Waller**  
JC Waller and Associates

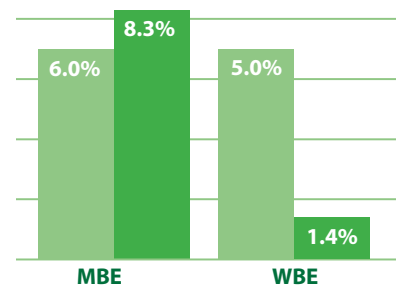


**Sondra Wright**  
JW Wright and Associates

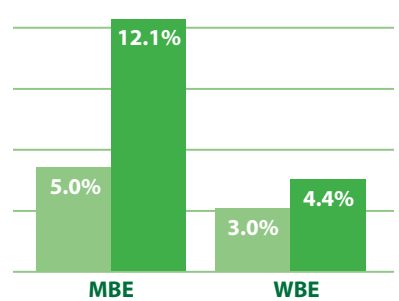
### CONSTRUCTION SERVICES



### PROFESSIONAL SERVICES



### GOODS & OTHER SERVICES



■ Annual Achievement  
January 1 - December 31, 2016  
■ Annual Goal