

City of Greenville, NC *2009-2010 Annual Report*

Minority and/or Women Business Enterprise Program



Financial Services Department

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Executive Summary

On December 11th and 12th 1989, the City of Greenville adopted a utilization goal for minority participation in the construction of public buildings in response to NC GS 143-128.2. The adoption of a Minority Business Enterprise Participation Plan was a symbol of the City's commitment and dedication to encourage minority participation for the advancement of equal opportunity and diversity. Further strengthening its commitment, the Minority and/or Women-owned Business Enterprise (M/WBE) Plan became a full-service program with a dedicated position committed to M/WBE activities, effective July 1, 2007. As a result, the Program solidified its influence both internally and externally through outreach and development. The Program adopted the mantra, "Putting our Words to *Work*...."

And there is work to be done. The M/WBE program is committed to not just talking the talk but also walking the walk. We offer our business owners increased KNOWLEDGE, greater ACCESS, and linkage to RESOURCE NETWORKS that serve to enhance business opportunities. Resulting herein is the fiscal year **2009-2010 Annual Report**—an overview of the previous year's activities and utilization outcomes for the City of Greenville.

As of June 30, 2010, the City of Greenville expensed a total of **\$23.5M** in procurement and contracting. This number includes all eligible dollars. (Transactions such as salary and travel were excluded.) Participation for MBE and WBE's combined totaled **\$2,000,282.34** or **8.53%**. Goals for participation are based upon three categories of work: Construction, Professional and Personal Services, and Supplies and Materials. The goals for Construction are 10% minority and 6% women-owned. The total dollars spent on Construction (including subcontracted dollars) equal \$6,739,582.20 with \$1,472,470.90 spent with minority firms and \$118,628.82 spent with women-owned firms. The City of Greenville exceeded its goal for minority participation in construction with a goal's attainment of **21.85%**. This utilization can be directly attributed to three prime MBE contractors winning projects with the City. The City continues to strive for parity in the women-owned category, reaching **1.76%** utilization. The majority of women-owned firms utilized contract on smaller projects or as subcontractors on major projects.

The goals for Professional and Personal Services include those contracts pertaining to architectural and engineering services as well as janitorial and lawn maintenance. The goals for services equal 4% minority and 4% women-owned. The total dollars spent on services equal \$5,831,263.00 with \$62,476.91 spent with minority firms and slightly more spent with women-owned firms at \$76,760.00. The City reached utilization of **1.07%** and **1.32%** with minority and women-owned firms, respectively.

The goals for Supplies and Materials include the purchase of all apparatus, supplies, materials, and equipment. The goals for Supplies and Materials equal 2% minority and 2% women-owned. The total dollars spent on supplies and materials equal \$10,888,298.78 with \$10,697.28 spent with minority firms and \$259,248.43 spent with women-owned firms. The City exceeded its goal's attainment for women-owned firms, reaching **2.38%** utilization. This utilization can be directly attributed to contracting with a female-owned communications firm that provides a sizeable amount of the IT/computer hardware for the City of Greenville. The City utilized less than **1%** of its dollars with minority firms.

The numbers presented recognize only those firms certified as a minority or women-owned firm under the State of North Carolina's Statewide Uniform Certification (SWUC) program. Enacted as an amendment to NC GS 143-128.2, all political subdivisions of the state including city governments are required to recognize only SWUC certified firms for participation purposes. Those firms known to be owned and controlled by minorities and/or women are included in the data section of this report to provide a snapshot of actual participation for comparison purposes.

M/WBE Program Overview

Our Policy

It is the policy of the City of Greenville to provide minorities and women equal opportunity for participating in all aspects of the City's contracting and procurement programs, including but not limited to, construction projects, supplies and materials purchases, and professional and personal service contracts.

Goals

The City of Greenville Minority and Women-owned Business Enterprise Program (M/WBE) is a voluntary goals program in construction, purchasing, and professional and personal services based on "good-faith efforts". These goals are established for a three-year period and achievement will be evaluated annually.

Definition of M/WBE (Minority and/or Women Business Enterprise)

A business that is at least fifty-one (51) percent owned and controlled by minority group members or women. An MBE/WBE is bona fide only if the minority group or female ownership interests are real and continuing and not created solely to meet the MBE/WBE requirement. In addition, the MBE/WBE must itself perform satisfactory work or services or provide supplies under the contract and not act as a mere conduit.

The goals of the City for utilization of Minority and/or Women business enterprises are:

Minority business participation in construction service...**10%**

Women business participation in construction services...**6%**

Minority business participation in professional and personal services...**4%**

Women business participation in professional and personal services...**4%**

Minority business participation in supplies and materials purchases... **2%**

Women business participation in supplies and material purchases...**2%**

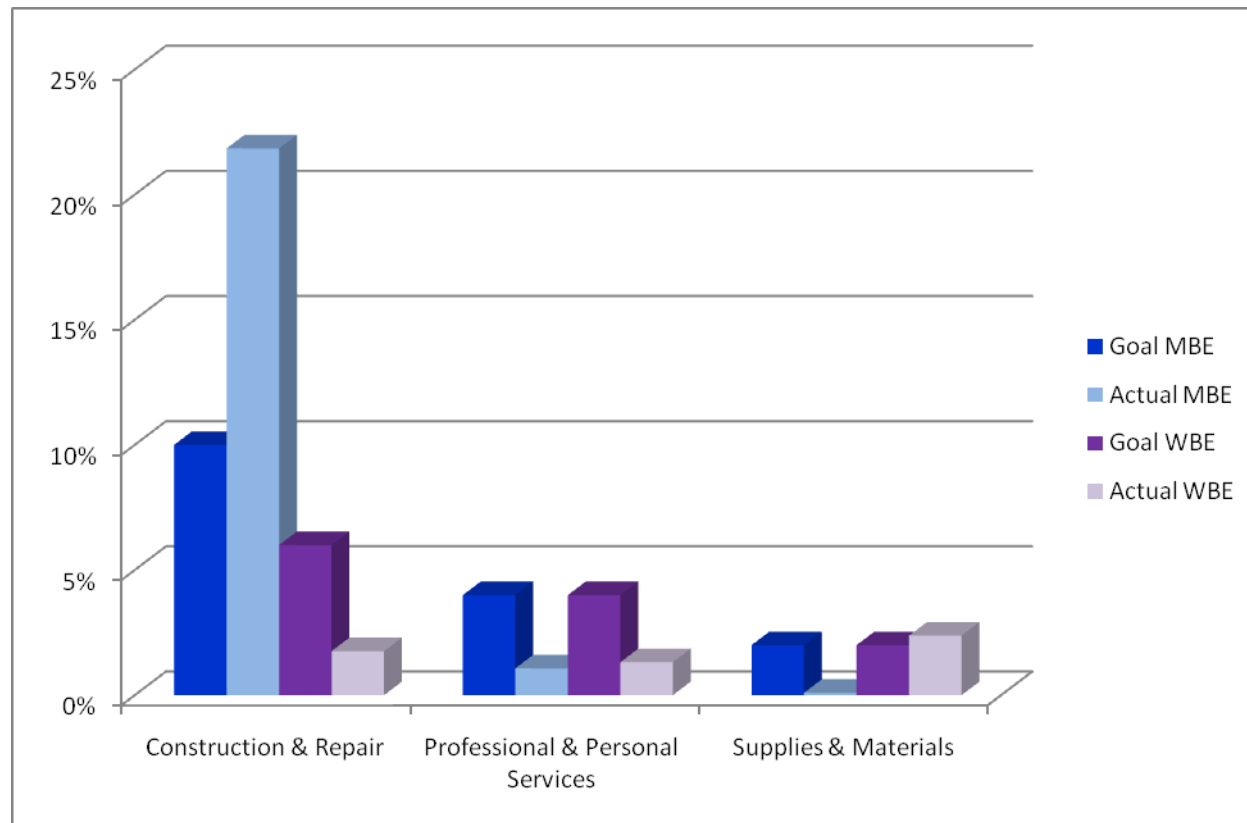
M/WBE Participation 2009-2010

Certified Firms

SUMMARY

	Goal MBE	Actual MBE	Goal WBE	Actual WBE
Construction & Repair	10%	21.85%	6%	1.76%
Professional & Personal Services	4%	1.07%	4%	1.32%
Supplies & Materials	2%	0.10%	2%	2.38%

*Shaded areas are goals met or exceeded



M/WBE Participation 2009-2010

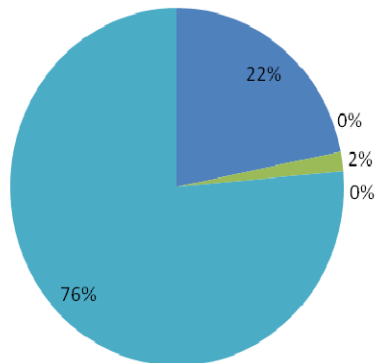
Certified Firms

PARTICIPATION AS A PERCENT OF TOTAL ELIGIBLE DOLLARS

	Eligible Dollars	Minority	%	Women	%
Construction & Repair	\$6,739,582.20	\$1,472,470.90	21.85%	\$118,628.82	1.76%
Professional & Personal Services	\$5,831,263.00	\$62,476.91	1.07%	\$76,760.00	1.32%
Supplies & Materials	\$10,888,298.78	\$10,697.28	0.10%	\$259,248.43	2.38%
Total	\$23,459,143.98	\$1,545,645.09	6.59%	\$454,637.25	1.94%

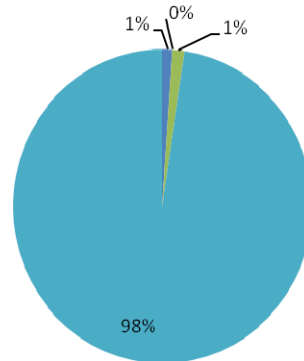
Construction & Repair

■ Minority ■ Women ■ Non-Minority



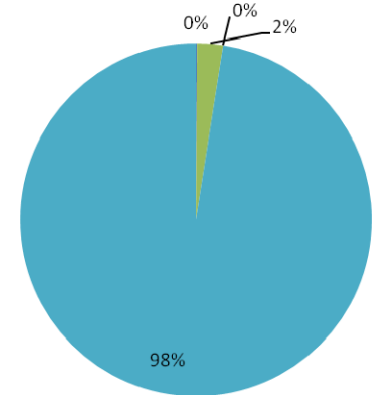
Professional & Personal Services

■ Minority ■ Women ■ Non-Minority



Supplies & Materials

■ Minority ■ Women ■ Non-Minority



M/WBE Participation 2009-2010

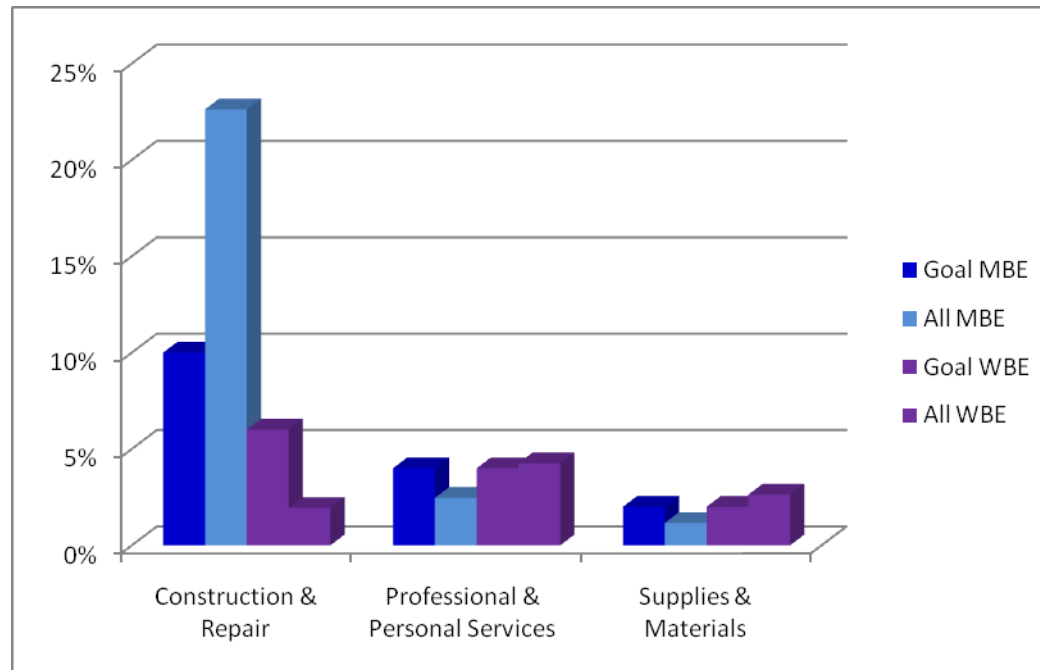
All M/WBE Firms

(includes those firms not SWUC Certified)

SUMMARY

Construction & Repair
Professional & Personal Services
Supplies & Materials

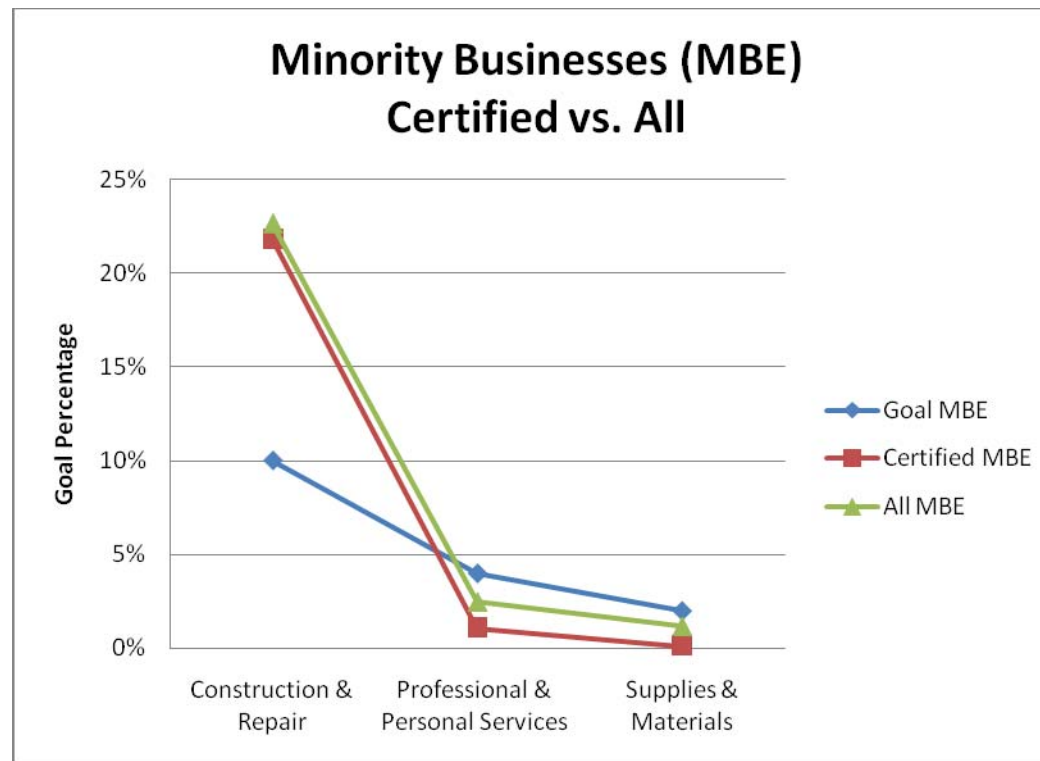
Goal MBE	All MBE	Goal WBE	All WBE
10%	22.62%	6%	1.94%
4%	2.46%	4%	4.26%
2%	1.16%	2%	2.63%



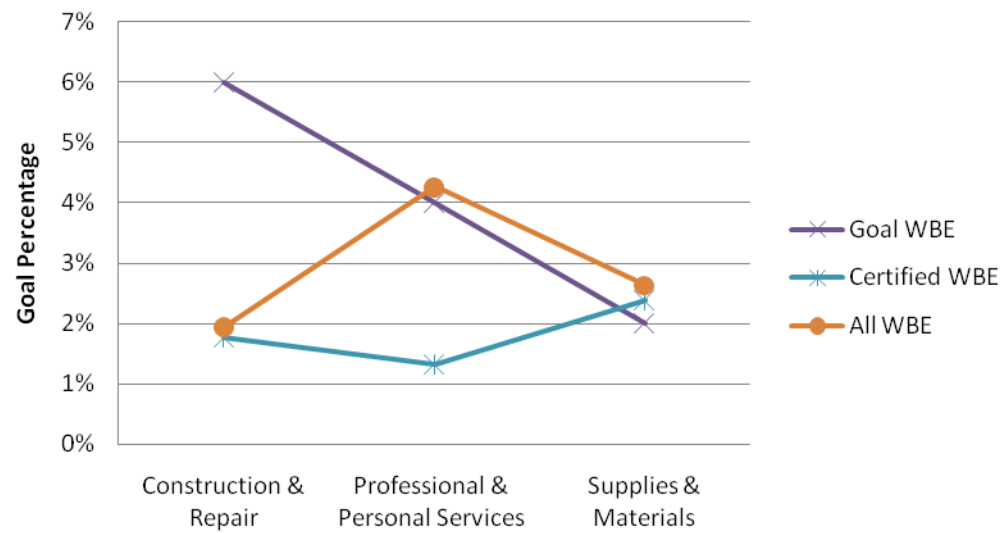
M/WBE Participation 2009-2010

Certified vs. All M/WBE Firms

	Goal MBE	Certified MBE	All MBE	Goal WBE	Certified WBE	All WBE
Construction & Repair	10%	21.85%	22.62%	6%	1.76%	1.94%
Professional & Personal Services	4%	1.07%	2.46%	4%	1.32%	4.26%
Supplies & Materials	2%	0.10%	1.16%	2%	2.38%	2.63%



Women Businesses (WBE) Certified vs. All



M/WBE Hall of Fame

**Certified Minority and Women-Owned Firms
Doing Business with the City of Greenville**

ASJ Wilson Construction

Burney & Burney Construction

Carolina Earth Movers

Carolina Plumbing Supply

Carter and Carter Construction

Copymatic/United Cerebral Palsy

Evelyn Baysden Trucking

Fred Adams Paving

Garris Grading & Paving

Greater Diversity News

Herbert Trucking

Kornegay Trucking

L.R. Griffin & Associates

Modular Solutions

Net Direct Systems

Our Friends Company

SMA Microsystems of Virginia

Susan Hatchell Landscape Architecture

USAT Corporation

SWUC: One Year Later

On July 1, 2009, the State of North Carolina took an unprecedented step towards improving minority/women economic development with the implementation of Statewide Uniform Certification (SWUC). SWUC is a certification process for Historically Underutilized Business owners known locally as M/WBE's. North Carolina was able to roll up segregated certification programs directed by local municipalities with varying standards and requirements into one statewide program. The program provides one standard for evaluation and eliminates the need for multiple certifications which proved to be a hardship for M/WBE firms. The implementation of SWUC acts as a level to not only eliminate redundancy but also make certain that each firm meets a fair and reasonable standard.

The City of Greenville/GUC adopted the new policy as a matter of State law. **As a result, the City and GUC may only count HUB certified firms to meet its aspirational goals.** Though we encourage and promote the utilization of any firm who is able to provide the best prices and quality services, certification ensures that programming reaches the firms intended.



The M/WBE program implemented a transition plan to educate firms on the new requirements and encourage firms to certify under the new system. This plan included notifying all firms of the new policy, providing multiple certification workshops to walk businesses through the online process; producing a complimentary directory of certified firms for local use; developing a new system to track the ownership status of firms that interface with the City and GUC; and creating an outreach program with follow-up to encourage certification of new firms.

Why should I become a certified M/WBE?

Certification provides a strategic marketing opportunity (everyone knows where to find you) and allows a portal through which you may learn about opportunities (all registered firms receive electronic notifications of bid opportunities).

How Do I Become Certified?

If you are interested in becoming a certified HUB firm, you must register in the Vendor Link system and request HUB Certification. Please follow the instructions below:

To Register In Vendor Link / Initiate HUB Certification:

1. Go to <http://www.doa.nc.gov/hub>
2. Click "Request HUB Certification"
3. Click "Request HUB Certification" (*again*)
4. Click on top box for "Vendor Registration / HUB Verification"
5. On the Electronic Registration page – read terms and "Accept"
6. Complete all applicable information
7. On the last page – Click "Registration Complete"

Reaching Out: Getting Involved

Open House

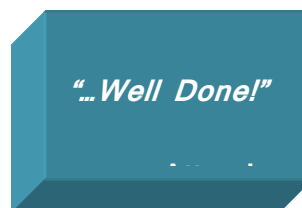
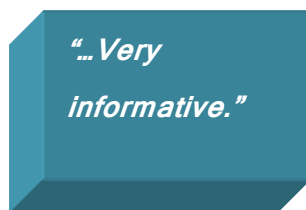
At the beginning of fiscal year 2010, the City and GUC hosted an “Open House” extravaganza complete with mini-workshops and meet and greet opportunities to engage City and GUC buyers. City Manager, Wayne Bowers, provided Opening Remarks followed by brief sessions on “Doing Business with Government,” and “M/WBE & Me” led by the City of Greenville Purchasing Manager, Angelene Brinkley, and M/WBE Coordinator, Denisha Harris. Attendees received a power-packed punch of information on public contracting, M/WBE requirements, and certification. The Opening Session concluded with remarks from Bernita Demery, City of Greenville Director of Financial Services, who shared a summary of anticipated spending for the new fiscal year, illustrating the buying needs of the two entities.

All firms were then encouraged to attend either a forum on specific construction or professional service opportunities or meet one-on-one with buyers who handled the purchasing of other services or supplies and materials. Each person walked away with a wealth of knowledge concerning the City and GUC’s purchasing process as well as the contact information for buyers and project managers.

Of course, it would not be southern of us not to include some food with the fellowship! Local M/WBE caterer GK Café and Catering graciously sponsored our closing reception.



100% of attendees rated the Open House as either “Good” or “Excellent”!



"Diversity Works!" 5th Annual Mix'n'Meet'n'Learn

In March 2010, the City of Greenville, Greenville Utilities Commission, and East Carolina University hosted one of the largest business to business networking functions East of I-95. The 5th Annual Mix-n-Meet-n-Learn was an opportunity for M/WBE business owners to network with prime contractors to build relationships and learn how to partner on some of the larger contracts in the East, including City and GUC work. It was also an opportunity for firms to receive expert business coaching and resource information in concurrent sessions held as a part of the event. This year's theme, "Diversity Works!," paid homage to the competitive advantage firms enjoy when they leverage the skills, knowledge, and expertise of diverse firms. The M/WBE Program was pleased to present Senator Don Davis as the keynote speaker.

VIP List:

1. Action Coach Business Coaching
2. NCIMED
3. HUB Office
4. SBTDC
5. Self-Help Credit Union
6. Barnhill Contracting Company
7. I & S Enterprises
8. Financial Edge Associates
9. Walter B. Davis Company
10. City of Rocky Mount
11. Choate Construction
12. Whiting-Turner Construction
13. NC Military Business Center
14. Bovis Lend Lease

94% of those who attended the Mix-n-Meet thought that it was helpful and beneficial to their business.

For the first time, the M/WBE program engaged outside sponsors to share in building and promoting economic development. University Health Systems came onboard as a presenting sponsor with Balfour Beatty Construction, East Carolina Bank, Rodgers Builders, and Southern Bank & Trust Company acting as supporting sponsors. **Sponsorships totaled \$2,900.**



The Minority Business Expo

The City of Greenville and Greenville Utilities were enthused to co-sponsor the Minority Business Expo hosted by I & S Enterprises for the second year in a row. The Expo was held on June 26th at the Boys & Girls Club on Firetower Road in Winterville from 11:00am to 4:00pm. From authors to designers to retailers, dozens of business owners were excited to be a part of this year's Expo and have an opportunity to showcase their product or service to the larger Greenville Community.



M/WBE Coordinator, Denisha Harris, talking with potential business partners.



Developing Business: Strengthening the Economy

The M/WBE Program makes a strategic effort to bring the most relevant and pertinent information and resources to the M/WBE community. These investments in local business are the supports which serve to increase the number of businesses who have the capacity to do business with government and strengthen the economic structure of our community by creating jobs, increasing revenue, and driving overall economic expansion. During the year, the Program hosted two workshops designed to engage business and provide resources.

“The Rural Center and You” - November 2009

The NC Rural Economic Development Center serves as the policy leader and advocate for rural people, businesses, and communities. The Center provides programming to support, among other things, entrepreneurship, small business financing, and venture capitalism.



“Apples to Apples: Federal Contract Matchmaking” – May 2010

Pam Pogue of the NC Military Business Center (NCMBC) offered an extensive workshop on how the federal government buys and what types of opportunities for contracting are available. Unique to North Carolina, the NCMBC operates to leverage the billions of federal dollars spent in NC each year, particularly through the US Department of Defense and our six major military bases.



Presenter, Pam Pogue, discussing MatchForce, a tool used to find federal bid opportunities.

Attendees actively engaged in the “Apples to Apples” workshop.



Minority Business Roundtable

The Minority Business Roundtable (MBR) is a professional networking association designed to foster supportive relationships to strengthen and develop MWBE networks. The association began in 2008 as a vision of the Greenville-Pitt Chamber of Commerce and the M/WBE program to help leverage resources within the M/WBE community for the M/WBE community. The membership focuses on three target areas: Education, Opportunity, and Empowerment. They meet at lunch time on the third Thursday of each month at the United Way of Pitt County unless otherwise announced.



Minority Business Roundtable: 2009 Year in Review

“Fostering supportive networks for the education, opportunity, and empowerment of minority business owners”

- **80 registered members.** Members include all business types (e.g. construction, general service, human service, light manufacturing/retail, restaurant, and business support service providers).
- **Implemented “Take 10” business information spots.**
At the beginning of each meeting, selected business owners and guests have the opportunity to market their firm to the general body or inform the group on relevant resources and services available in the community. In 2009, MBR invited special guests Dr. Mike Harris of the Small Business Institute, Coach Michael Washington of Action Coaching, and Tomeka Simmons, a private insurance broker.
- **Contributed to “Coordinator’s Connection.”** A quarterly newsletter published by the City of Greenville/GUC M/WBE Program, the MBR membership contributed to the relevant news and information provided in this media outlet.
- **Participated in 4 Educational/Outreach Opportunities.**
Accessing NC Stimulus Funds (May)
Sponsored by the NC Rural Center, NCIMED, NC Community Development Initiative, Delta Sigma Theta, and the NAACP, this forum was designed to discuss how to access over 6 billion in NC ARRA funds. Representatives from State agencies responsible for administering funds provided mini-tutorials.

“Open House” (August)

Hosted by the City of Greenville/GUC M/WBE Program, the “Open House” was an opportunity to meet face-to-face with the major buyers and purchasers of the City of Greenville and GUC.

SBA Community Express Loan Seminar (September)

Sponsored by SBA, NCIMED, Pitt Community College SBC, and Delta Sigma Theta, this seminar explained the process of application for the SBA Community Express Loan available in amounts from \$5,000-\$25,000.

NC Rural Center & You (November)

Hosted by the City of Greenville/GUC M/WBE Program, this event showcased the lending opportunities available through the NC Rural Center.

- **Sponsored 1 educational opportunity.**

“Don’t be Tardy for the Party: Social Media Networking 101”

Mary Patterson, social networking guru, provided need-to-know information about how to leverage the free resource of social media.

- **Hosted or Co-Hosted 3 networking events.**

Mix’n’Meet’n’Learn (February)

Business owners and entrepreneurs mixed and mingled at the City of Greenville/GUC M/WBE Program’s largest networking event of the year. Co-sponsored by **East Carolina University** and the **Minority Business Roundtable**, the mixer fostered B2B connections and offered trainings, workshops, and an on-site certification lab.

Luncheon with the Bankers (June)

Access to capital is consistently one of the major barriers to success for the M/WBE community. This reality, re-iterated by the Minority Business Roundtable Needs Assessment Survey, prompted MBR to host this event with five community banks. Bank reps and MBR members discussed the current lending crisis and the challenges of gaining access to capital. Bankers in attendance:

Albemarle Bank & Trust	East Carolina Bank
BB&T	First Citizens
	Southern Bank

Meet, Eat, and Greet! (October)

Leaders such as the City and County Managers, Management from East Carolina University and Pitt County Memorial Hospital, and local bankers, physicians, and community leaders joined the MBR for food and conversation concerning the business landscape and the needs and desires of the minority business community.

A Look Forward...

As the Program grows and evolves, new opportunities and new challenges emerge with the task of keeping pace in an ever changing economic landscape. Our greatest opportunities center around expanding and developing our current programming to involve our growing M/WBE community. This engagement will require creativity and flexibility. Our challenges involve building and developing a strong infrastructure to keep our Program viable and effective in the 21st century. Infrastructure changes will require an organization-wide effort to “hardwire” M/WBE policy and procedure into everyday operations. Provided below are the top priorities for the M/WBE Program over the next 1-3 years:

Update M/WBE Plan

The current Plan was put in place in 1991, shortly after the amendment to NC GS 143-128.2 which required local agencies to develop a plan for the outreach and utilization of M/WBE firms. Since that time, there have been at least two major changes to M/WBE statute requirements. Concurrently, bid law has also changed as well as the environment in which we do business. As such, the current Plan is in need of updating and revising to reflect current best practices.

Adopt DBE Policy & Procedure

“DBE” stands for Disadvantaged Business Enterprise—a designation established by the federal government to encourage the utilization of socially and economically disadvantaged firms. As a recipient of federal dollars, the City is required to comply with rules found in 49 CFR Part 26. Though the City of Greenville has been operating a quasi DBE program, we are required to establish a formal policy to acknowledge our compliance. Policies and procedures to satisfy compliance will be included as a part of the updated M/WBE Plan.

Tracking Software Program

The City of Greenville completed over 35,000 transactions in fiscal year 2010. A software program designed to comprehensively track and report on M/WBE utilization is essential to creating accurate and timely reports on goals attainment. A dedicated tracking system is also required for compliance by the North Carolina Department of Transportation federal DBE program.

Re-Affirm Program Relationship with GUC

The Greenville Utilities Commission and the City of Greenville are evaluating the best option for program management. These options include moving from a Memorandum of Understanding to a Services Agreement. The two entities will evaluate all options to ensure program success.

Conduct Disparity Study

The goals for M/WBE utilization are based on the availability of M/WBE firms within the market. The Plan first adopted required a Disparity Study to assess market availability as compared to current utilization with aspirational goals determined to reach parity. Since, we understand that availability is fluid and the types of projects available vary which in turn alters the goals that should be attained on a project by project basis. A current study is needed to ensure that goals are fair and reasonable.

Explore the feasibility of M/WBE Advisory Council

As a method of further engaging the community, the M/WBE Program would like to explore the possibility of developing an Advisory Council to assist in shaping program policy, goals, and objectives.