



Building a Strong, Diverse and Resilient Local Business Community

City of Charlotte

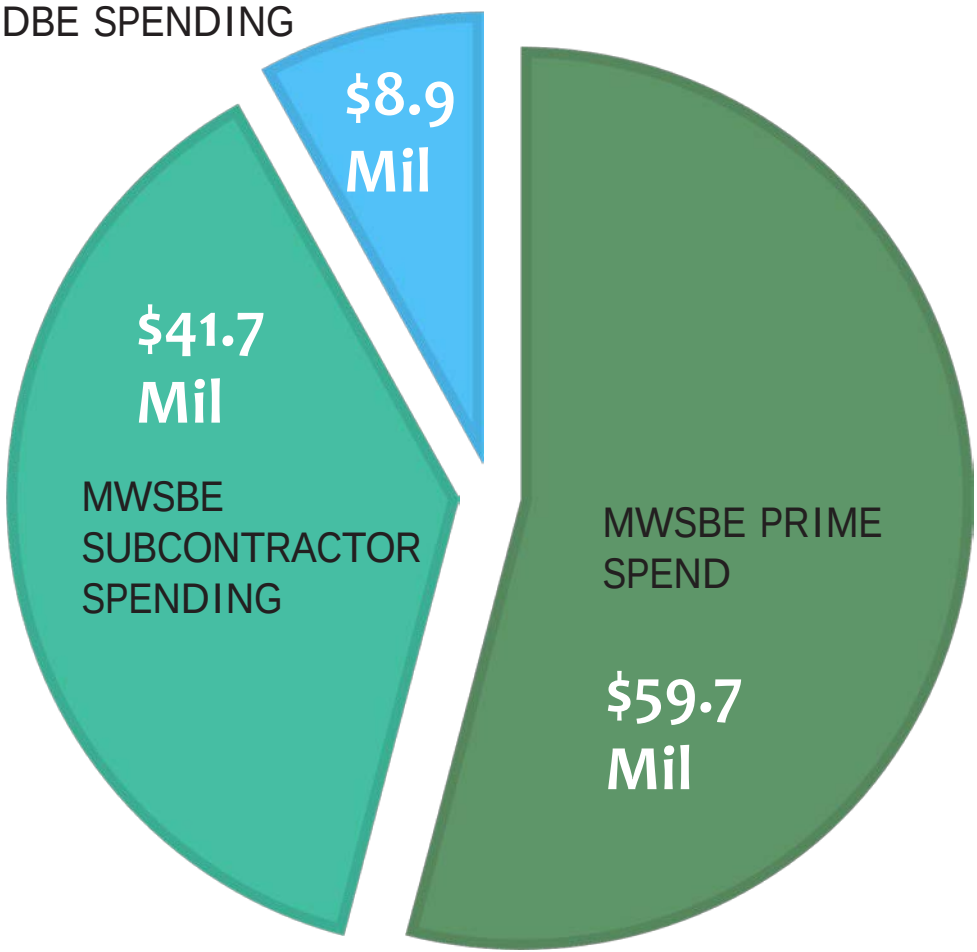


RECENT STUDIES SPUR CHANGE

- **Charlotte ranked last in economic mobility**
- **2017 Disparity Study found that MWSBEs (Minority and Women Small Business Enterprises) are lagging behind**



MAKING STRIDES, YET DISPARITIES STILL EXISTS



FY18 City Contracts with MWSBEs

PROGRESS THROUGH LEADERSHIP RESOURCES

- **Leverage MWSBEs and the workforce to promote economic opportunities**
 - **Access to Services to Help Business Owners**
 - **Strategic Framework for Growing MSWBEs**
 - **Increase Capacity of Small Businesses**
 - **Support Workforce Training**





ACCESS TO SERVICES TO HELP BUSINESS OWNERS

- **CharlotteBusinessResources.com** portal to help small business owners connect to resources to start and grow their business



- **Open Counter, charlottemecklenburg.opencounter.com**





STRATEGIC FRAMEWORK FOR GROWING MWBEs

CBI (Charlotte Business INClusion) Mission

Promote diversity, inclusion, and local business opportunities in City contracting and procurement for Minority, Women, Small Business Enterprises (MWSBEs) located in the Charlotte region.





CHARLOTTE BUSINESS INCLUSION STRATEGIC PILLARS



FINANCIAL SPEND

Increase spending with MWSBEs



CUSTOMER SERVICE

Increase MWSBE's satisfaction with access to opportunities



INTERNAL OPERATIONAL EFFICIENCY

Implement processes and procedures to achieve financial and customer service goals



ORGANIZATIONAL CAPACITY

Increase organizational awareness and commitment



COMMUNITY ECONOMIC IMPACT

Increase MWSBE's access to educational and capacity building resources





INCREASE CITY PROCUREMENTS WITH MBEs

- **Created the Procurement Advisory & Inclusion Council**
- **Focusing on collaboration and building synergistic partnerships in support of citywide procurement inclusion efforts**
- **Recommendations based on the Disparity Study data and findings**



Makes a Difference to the Businesses

“The opportunity to enroll in AMP UP came at a critical time for me, as I needed to get some deeper insight into what direction to take my business. I didn’t really know if the curriculum would help, but decided to give it a try. Indeed, it has been very helpful. The class has given me new insight about how to develop a concrete growth plan by getting it out of my head and putting it on paper.”

Dee Dixon, CEO of [Pride Communications](#)



Project P.I.E.C.E.

- Addresses labor market shortages in construction industry
- Connects people with multiple barriers to employment
- Partners with Goodwill Industries and Urban League
- Engages the construction industry



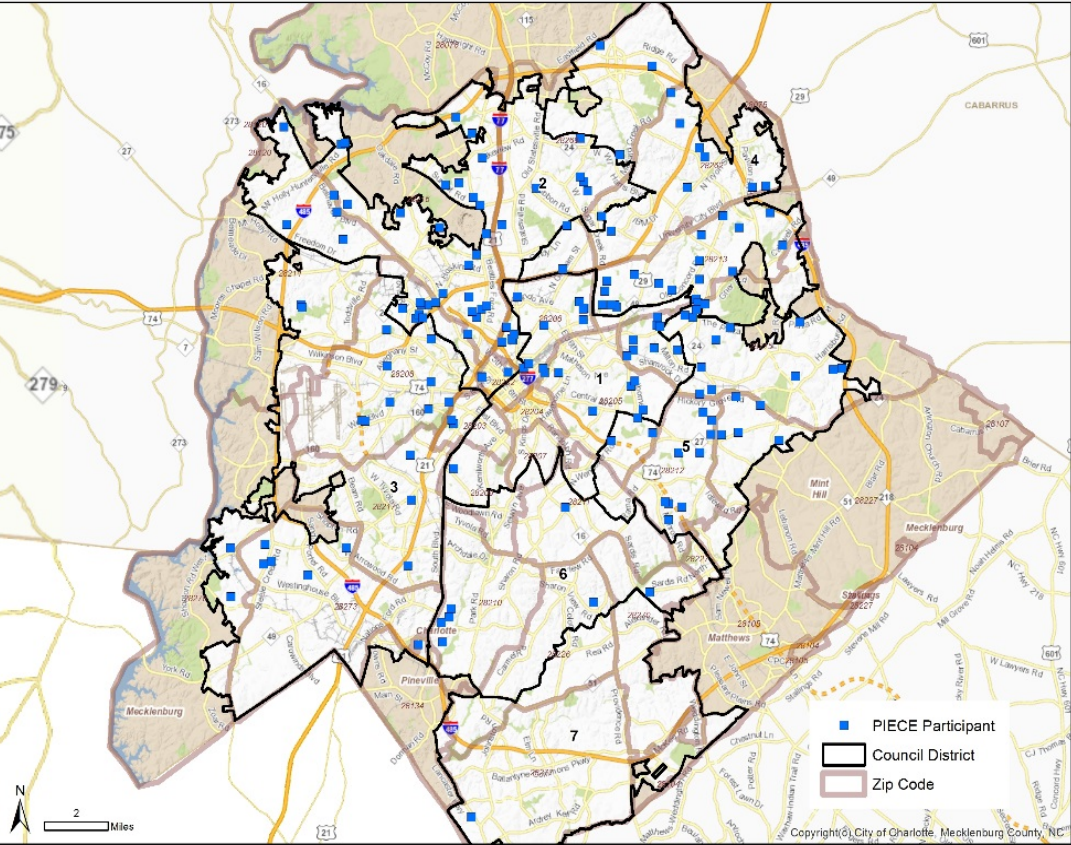
- The program met or exceeded its three year goals in the first 18 months
- Double the number of job seekers enrolled than expected



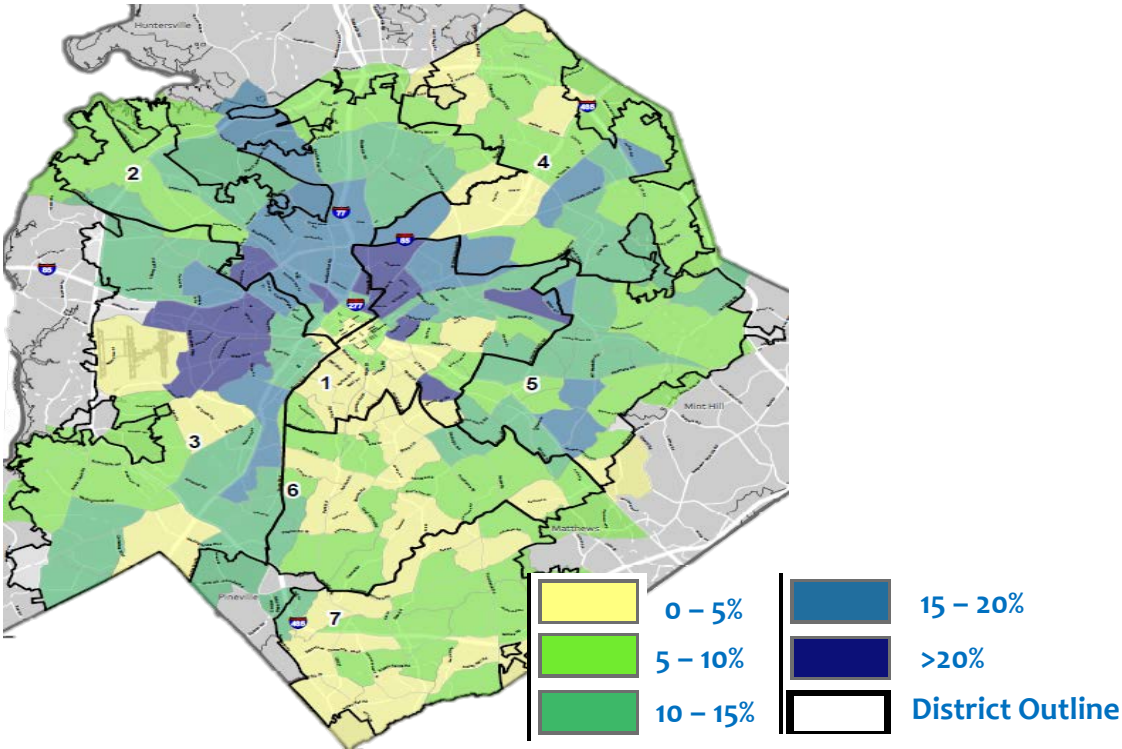


FOCUSED GEOGRAPHY

P.I.E.C.E. Participants (2017-2018)

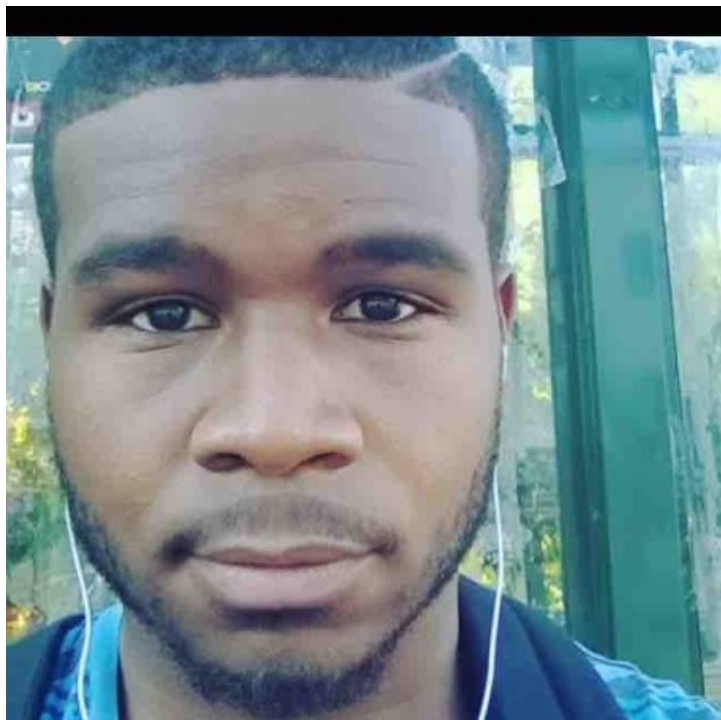


3.2% Unemployment in Charlotte





MAKES A DIFFERENCE FOR PARTICIPANTS



“I am making good money. I now have stable housing...” A .M. – 26 years old

He came to the program after several deaths of loved ones and with no strong support system or stable housing. He dropped out of college after his mother passed away. He credits Project P.I.E.C.E. with providing the path back to his zeal for learning. For over a year, he has seen continuous growth and success in his employment with Environmental Diversified Services.



Next Steps: Creating Procurement Pathways

- **Make bid language and process easier**
- **Reduce burden of bonding and insurance**
- **Review policies in business investment grant agreements**
- **Market upcoming opportunities directly to MWSBEs**

Next Steps: Beyond the City Government

Anchor Change Together (ACT)

- Strengthen corporate connections with MBEs
- Initial pilot will include higher education and hospital systems





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