



*Annual Report*

*Minority Business Program*

Outreach

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# *About the Program*

**Approximately 1985, City of Asheville Receives CDBG Finding letter from HUD asking City to pursue programs to encourage contracting with minority and women businesses on federally funded activities.**

- City of Asheville Community Development Division conducts research to find out what other NC cities are doing relative to Minority Business contracting.
- City of Asheville develops Minority/Women Business Enterprise Program based on Durham, NC model.
- Public concern arises during City Council meeting and requests time to study proposed the program.
- City forms Minority Economic Enterprise-Women Economic Enterprise (MEE-WEE) Committee to study program and recommend changes.
- Committee meets for approximately one (1) year. Committee members include representatives from: City Council, City staff, Associated General Contractors, Women In Construction, Council of Independent Business Owners, Chamber of Commerce, Asheville-Buncombe Community Relations Council, Cherokee Native American Business Development Center, American Institute of Architects, NAACP, Black Business & Professional League, YMICC.
- May 1985 City Council adopts Revised Minority/Women Enterprise Program based on MEE-WEE Committee recommendations.

**1990, City Council adopts Minority Business Plan and creates the Minority Business Commission. Goals set are as follows:**

- Construction, 5% Minority, 5% Woman
- Materials & Supplies, 2% Minority, 3% Woman
- Professional Services & Other Supplies, 2% Minority, 3% Woman
- City hires Minority Business Program Coordinator.

**May 1993, City Attorney recommends that Contracting Disparity Study be conducted to be consistent with U. S. Supreme Court case of 1989: City of Richmond v. J. A. Croson Co. and other court cases.**

- October 1993, Consultant submits Contracting Disparity Study to City of Asheville.
- The study reviewed contracting practice of City during 1985-1992.
- City Council adopts Disparity Study and revises Minority Business Plan. Goals are those recommended in Disparity Study: Construction, 3% AA, 1% H, A, NA, 8% WF, Materials & Supplies, 5% AA, 2% H, A, NA, 18% WF, Professional Services, 7% AA, 7% H, A, NA, 37% WF, Other Services, 10% AA, 2%, H, A, NA, 18% WF.

**Minority Business Coordinator is transferred from City Purchasing to County Manager's Office.**

- In 1996, a joint agreement is signed by the City of Asheville and Buncombe County.
- May 1998, Asheville City Council and Buncombe County Commissioners adopt Joint Resolutions creating the Asheville-Buncombe Minority Business Commission (13-members). County goals are based on NC State purchasing goals. City goals remained same.
- Annual reporting process implemented.
- Created training program as specified in plan.
- Outreach and education to minority businesses, city/county staff and commission on the public contracting, outreach efforts and advocacy for the program.
- Plan updated 1998, 1999, 2001, 2002, 2004 and lastly, in 2006 to keep the plan current with general statute changes, administrative changes, etc.

# *Fiscal Year 2010 Overview*

## **Outreach**

- Coordinated and developed partnerships with other organizations to assist in sessions for business development. The organizations include; the YMI Cultural Arts Center, UNC Asheville, Mountain BizWorks, UNC Chapel Hill School of Government, Asheville Buncombe Technical Community College, Minority Enterprise Development (MED) Week Committee, Eagle Market Street Development Corporation, Mount Zion Community Development Corporation, and Asheville Buncombe Institute of Parity Achievement among others. This partnership has produced events such as Government Procurement Workshops, the reconvening of the Black Business Alliance, and participation in such as events as A-B Tech annual Jump Start Day and other events around the region.
- The MB Program coordinates events for various organizations in the region to increase their participation in our region. For example, the participation of the North Carolina Department of Transportation, North Carolina Office of Historically Underutilized Businesses, and North Carolina Lawyers for Entrepreneurs Assistance Program to A-B Tech's Annual Jump Start Day event which is held annually each spring.

## **Education**

- Assisted **621** minority/women vendors with the city's public contracting process, certification/registration through the Office of Historically Underutilized Businesses/VendorLink and made referrals for additional business assistance to local area business development agencies such as Mountain BizWorks, SCORE, SBA, and others.
- Answered over **161** inquiries regarding the program, bidding questions, etc. with **145** of inquires coming in the month of June 2010 from adding a statement on the Privilege License renewal mailings and applications.
- Provided Minority Business (MB) Program sessions to educate minority and women vendors about the program, local government contracting with the city and follow up on registration as a certified minority or woman owned business. These sessions began in FY09 to provide more opportunities to meet with vendors over the year.
- Attended quarterly meetings with local business agencies in the region such as Mountain BizWorks, Small Business Administration, Self Help Credit Union, ABTECH Small Business, etc.

## **Compliance**

- Bridged previous work with the Statewide Uniform Certification plan in attending planning, improvement, and work meetings. The plan took affect on July 1, 2009. Through this plan, all certification of minority and women will be facilitated through the State's Office of Historically Underutilized Businesses (Office for HUB). Vendors register through VendorLink and request certification. The City of Asheville has been using the VendorLink system since fall 2006 so transition was a fairly easy process for the majority of our vendors.
- Continued sessions on the 'Basics of Minority Business Outreach' for city staff. These sessions are offered to help support city staff with minority business outreach efforts and contracting practices.

## **Additional Activities**

- Coordinated and managed the construction project of the Renaissance Computing Institute (RENCI) at the Grove Arcade.
- Recipient of the Statewide competitive 2009-2010 Dan Stewart EDC Scholarship Award from the North Carolina Economic Development Association to attend the Basics of Economic Development Course at UNC-Chapel Hill.
- A Member of the North Carolina M/WBE Coordinators' Network, Carolinas Association of Governmental Purchasers, North Carolina Economic Development Association and Carolinas Minority Supplier Development Council.
- Served as staff liaison for the Burton Street Neighborhood Association, West Asheville Business Alliance, Asheville Black Business Alliance, Economic Development, and Historically Underutilized Business Academy with Eagle Market Street Development Corp., AB Tech, Mountain BizWorks, and Mount Zion Community Development Corp., and a city representative with the Local and State North Carolina Economic Development Association.

## *Minority & Women Vendor Activity*

<b>African American</b>		Construction	\$ 63,483.04
		General Services	\$ 46,656.00
		Procurement	\$ 0.00
		Professional Services	<u>\$ 0.00</u>
			<b>\$ 110,139.04</b>
<b>Hispanic, Asian and Native American</b>		Construction	\$ 0.00
		General Services	\$ 380.00
		Procurement	\$ 0.00
		Professional Services	<u>\$ 0.00</u>
			<b>\$ 380.00</b>
<b>Women</b>		Construction	\$ 843,348.78
		General Services	\$ 594,051.79
		Procurement	\$ 693,824.18
		Professional Services	<u>\$ 253,682.85</u>
			<b>\$2,384,907.60</b>
		Procurement Card (Visa) Expenditures	<b>\$ 26, 573.47</b>
		<b>General Fund Expenditures to Minority / Women Vendors</b>	<b><u>\$2,495,426.64</u></b>
			<b>\$2,522,000.11</b>
		Annual Reported General Fund Expenditures	<b>\$49,519,548.59</b>
		Procurement Card Expenditures	<b><u>\$ 1,497,254.98</u></b>
		<b>Grand Total Expenditures for the City</b>	<b>\$51,016,803.57</b>

<b>Percentage with Minority/Women Vendors</b>	<b>5%</b>
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- Monthly expenditure reports for purchasing and contracting with all vendors are used for this reporting purpose through the MUNIS Financial System.
- Reports are provided for procurement card purchases through the Finance Dept. (Distributions Services) – reports through Bank of American Visa Card Services.
- Verification of minority/women vendors through VendorLink System for the State of North Carolina and the Office of Historically Underutilized Businesses which certifies minority/women firms for the state.

# *Minority & Women Vendors Contracting With the City – FY 10*

## **CONSTRUCTION (7)**

Asphalt Unlimited of Asheville (B)  
Carolina Cornerstone Construction (W)  
Freddy Mitchell and Associates (B)  
Green Light Electric Co. (W)  
Hamilton Hauling LLC (B)  
Honey Right Electric (B)  
JLS Company, LLC (W)

## **GENERAL SERVICE (24)**

A Stitch 'N Time (W)  
A.L. Odom Locksmiths Inc. (W)  
Alexandra Vrtunski (W)  
Asheville Communications (I)  
Asheville Contracting Co. (W)  
Bingham Arbitrage Rebate Service (W)  
CAT Network Systems & Security (W)  
Charlotte Caplan (W)  
Freddy Mitchell and Associates (B)  
Hoyle Office Solutions (W)  
ICI Door Control (W)  
io Design & Illustration Inc. (W)  
Judy Futch Consulting (W)  
Keen Impressions (W)  
Laurey's (W)  
Lion of Juda PCS (B)  
Loretta's (W)  
Magdalen Burleson (W)

Mayfel's (W)

Ontario Investments Inc. (W)  
Rental Uniform Service of Statesville (W)  
Riverside Stump Dump (W)  
Rivertop Contracting Inc. (W)  
The Urban News (B)

## **PROCUREMENT (15)**

A to Z Signs and Engraving, Inc. (W)  
A Stitch 'N Time (W)  
AD Concepts Inc. (W)  
Carolina Mulch Plus (W)  
Hoyle Office Solutions (W)  
Lomax Tile and Marble, inc (W)  
Office Environments of Asheville (W)  
Patti Boo Designs (W)  
Professional Business Interiors (W)  
Silverman Company (W)  
Southeastern Distributors Inc. (W)  
Southern Concrete (W)  
Standard Paper Sales Co. (W)  
TEC Utilities Supply Inc. (W)  
WILLCO (W)

## **PROFESSIONAL (4)**

Edwards-Pitman Environmental (W)  
Froehling & Robertson, Inc. (NA)  
Hutchison, Biggs & Associates Inc. (W)  
Mathews Architecture (W)

**Total Minority & Woman Vendors Contracting with the City for FY10 – 50**