



THE CITY OF **ASHEVILLE**

NORTH CAROLINA

Minority Business Program

Outreach

Education

Compliance



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Annual Report 2014

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About Our Minority Business Program

The program, since approximately 1985, has been supporting outreach to minority and women businesses starting specifically with federally funded activities like Community Development Block Grant (CDBG) through Housing and Urban Development (HUD).

1990, City Council adopts Minority Business Plan and creates the Minority Business Commission and specific goals are set and the City hires a Minority Business Program Coordinator.

May 1993, City Attorney recommends that Contracting Disparity Study be conducted which is completed in 1993 and looked at contracting practice of City during 1985-1992.

City Council adopts Disparity Study and revises Minority Business Plan with updated Goals:

- Construction, 3% African Americans (AA), 1% Hispanic (H), Asian (A), Native American (NA), 8% Women (W)
- Materials & Supplies, 5% AA, 2% H, A, NA, 18% W
- Professional Services, 7% AA, 7% H,A, NA, 37% W
- Other Services, 10% AA, 2% H, A, NA, 18% W

Minority Business Coordinator is transferred from City to County.

- 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.
- Training program created as specified in the 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 2014 Overview

Outreach

- **90** client inquiries, meetings and responses regarding the program, outreach and business support.
- **86** attendees at the City's second annual **Reverse Vendor Fair** which provides all vendors an opportunity to meet and greet with City departments and to have training on 'doing business with the city.'
- **11** training and business outreach sessions City-sponsored and as a part of collaboration with local business support agencies and events.

Education

- **12** sessions at various events to include public contracting, minority business certification, marketing to the City, how to access resources, etc.

Compliance

- Review of bids for City Contracting activities.
- Meeting/consultation with staff on minority business outreach for City project.
- Response to inquiries from bidders on City projects and affective minority business outreach.
- Update to Minority Business information for departments.

Additional Activities

- Serve as member of the **Small Business and Incubator Advisory Committee** for ABTECH Small Business Center.
- Member **Spark Tank** which is a consortium of business service provider organizations in the Western Region which meets quarterly.
- Member **Carolinas Association of Governmental Purchasing (CAGP)**- professional organization which provides legislative updates and education in regards to local and state government contracting and purchasing.
- **Minority Enterprise Development (MED) Week** sponsor – annual event which highlights minority businesses.
- Member **N.C.MWBE Coordinators' Network** – statewide association of state and local MWBE agencies.
- **Small Business Jumpstart** – annual event at ABTECH Small Business to network with their business clients.
- Sponsor and planning committee member for **Opportunities 2014** – biannual event that provides local vendors an opportunity to market, receive training on doing business local, state and federal.

City Resources

Internal Resources

The City continues to build a communication and support infrastructure with continued improvement in how we outreach and provide information to the public. These various tools, processes and plans assist outreach for the Minority Business Program and include:

- **Central location** for bid/contract opportunities for vendors
- **Intranet Tools** for contract staff support
- **Online Services Link** on the City's website
- **Social Media**- Facebook, Twitter, Blog posts and YouTube Programming
- **Website** friendly information for businesses

External Resources

Local Business Support Agencies

- ABTECH Small Business
- Asheville Grown
- Asheville SCORE
- Bionetwork
- Eagle Market Street Development Corporation
- Mountain BizWorks
- Local Small Business Administration Office
- SBA
- Self Help Credit Union
- Technology Commercialization Center
- The Support Center
- Small Business Technology & Development Center / Procurement Technical Assistance Center (SBTDC/PTAC)
- Venture Asheville EDC, a program of the Asheville Economic Development Coalition

State Resources for Minority/Women Certification & Training

- Business Link North Carolina
- N.C. Department of Transportation – Office of Civil Rights
- Office of Historically Underutilized Businesses

Federal

- Minority Business Development Agency
- Small Business Administration local office

Minority & Women Vendor Activity

African American

Construction	\$3,891.25
General Services	\$4,320.00
Procurement	\$0
Professional Services	\$0
	\$8,211.25

Hispanic, Asian & Native American

Construction	\$202,653.76
General Services	\$1,134.20
Procurement	\$0
Professional Services	\$0
	\$203,787.96

Women

Construction	\$102,423.17
General Services	\$609,576.79
Procurement	\$182,058.42
Professional Services	\$25,260.25
	\$919,318.63

Annual Reported General Fund Expenditures

\$60,645,557.36

Visa Expenditures

\$5,488,213.16

GRAND TOTAL EXPENDITURES FOR THE CITY

\$66,133,770.52

Annual Reported General Fund Expenditures to MWBEs

\$1,091,410.05

Visa Expenditures to MWBEs

\$39,907.79

GRAND TOTAL EXPENDITURES TO MWBEs

\$1,131,317.84

PERCENTAGE SPENDING - MINORITY/WOMEN VENDORS 1.71%

INFORMATION ORIGIN:

- Expenditure reports for vendors through the City's MUNIS Financial System are used for this reporting.
- Visa (or procurement card) purchases are provided through the Finance & Management Dept. The verification of minority/women vendors is obtained through the Vendorlink System (State of North Carolina), N.C. Department of Transportation and Small Business Administration.

Trends & What the Numbers Show

Fiscal Year 2014, the Minority Business Program continues to provide oversight of City contracting through approval of project outreach, attendance at pre-bid conferences to discuss outreach tools and expectations as well as working with businesses to register/certify so that we can identify them during these processes.

The number of certified firms continues started to rebound with new businesses seeking local government contracts and marketing to the City. Training and educational opportunities were added in this fiscal year to assist businesses with this process. Identification of these companies through the contract/bid process is on-going and has increased the City's awareness of newer firms.

Fiscal Years	Total Expenditures	Expenditures to Minorities & Women	Percentages
1999	\$44,092,268.12	\$1,141,646.02	2.6%
2000	\$32,682,431.58	\$467,586.09	1.4%
2001	\$30,191,666.43	\$1,132,895.47	3.8%
2002	\$33,916,436.97	\$2,226,268.04	6.56%
2003	\$26,441,210.92	\$1,521,284.05	5.75%
2004	\$20,868,898.41	\$1,355,382.51	6.49%
2005	\$23,480,015.74	\$962,644.02	4.1%
2006	\$30,456,198.98	\$1,762,035.08	5.8%
2007	\$38,132,455.11	\$1,705,318.26	4.5%
2008	\$48,185,989.87	\$1,135,981.32	2.4%
2009	\$63,603,386.76	\$917,108.93	1.4%
2010	\$51,016,803.57	\$2,522,000.11	5.0%
2011	63,166,324.21	\$1,576,374.42	2.5%
2012	71,758,606.09	\$2,295,051.73	3%
2013	70,183,267.09	\$1,686,659.61	2.40%
2014	66,133,770.52	\$1,131,917.84	1.71%

Trends

- Training still applicable for understanding public contracting with local government. Expanded reach through such venues as ABTECH Small Business Center and Riverlink offices.
- Support in developing marketing skills of businesses is an important need to business sustainability.
- Continuing requests by other agencies/businesses outreaching to minority and women businesses.
- Assistance to businesses in the development of business plans that are sustainable and align with the regions needs.
- General reliance on the City's minority business program representative for assistance with bidding, knowing about opportunities and often interfacing with other city staff.
- Understanding access to capital which includes understanding capital needs, what options are available and how to access it.
- Business development of new and emerging businesses continues to be a great need in our community especially with small, minority and women businesses. There is not a wide-spread awareness of resources and how to access them.

Next Steps for FY15

- Continue support of minority and women businesses through partner agencies counseling, programs, training, as well as, city presentations on doing business.
- Continue to be transparent in our contracting practices by posting all bidding opportunities on the city's website, Interactive Purchasing System and targeted outreach in the community.
- Continue to look at needs of minority and women vendors toward new methods, outreach tools and support.
- Creation of a group that would assist small, minority and women businesses in providing tools they can use toward business development and access to capital.
- Look at an update and approval of funds for the next disparity study.

Minority & Women Vendors Contracting with the City FY 2014

Construction

Armen Construction, LLC (H)
Carolina Cornerstone Construction (W)
Green Light Electric Company (W)
Hamilton Hauling LLC (AA)
JLS Company LLC (W)

General Service

Ad Concepts, Inc. (W)
A.L. Odom Locksmiths (W)
A Stitch In Time (W)
Asheville Communications (NA)
Asheville Fence Contracting Company (W)
Bingham Arbitrage Services, Inc. (W)
Carolina Management Team LLC (W)
Clean Streak, Inc. (AA)
Copeland Holdings, LLC (W)
Diamond Cleaning Service (AA)
ICI Door Control LLC (W)
IO Design and Illustration Inc. (W)
Lantana Productions (W)
Laurey's (W)
Loretta's (W)
Magdalen Burleson (W)
Ontario Investments, Inc. (W)
Riverside Stump Dump (W)
Rivertop Contracting Inc. (W)
Sasha Vrtunski (W)
The Urban News (AA)

Procurement

Carolina Mulch Plus, Inc. (W)
Hoyle Office Solutions (W)
Office Environment of Asheville (W)
Professional Business Interiors (W)
Silverman Company (W)
Southern Concrete (W)
TEC Utility Supply, Inc. (W)

Professional Service

Matthews Architecture, P.A. (W)

Total Minority and Women Vendors Contracting with the City - FY14: 34



This final report was compiled and completed by
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For questions or comments, contact us at bmills@ashevillenc.gov or 828-259-8050.