

CHARLOTTE  
BUSINESS



# Minority, Women, *and* Small Business Enterprises

*Fiscal Year 2020*

## Annual Report

#CBIReport2020

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CITY of CHARLOTTE

## FISCAL YEAR 2020 ANNUAL REPORT

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CONTRACTORS ASSOCIATION (MMCA)

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ASSOCIATION (MNA)

**Jamal Cook**  
AT-LARGE

At the City of Charlotte, we have placed a high priority on creating an environment that supports diversity, equity and inclusion in the entire community. Beyond just being the right thing to do, a commitment for diversity, equity and inclusion is good business and will help create economic mobility.



This work is especially important as Charlotte and our residents continue to be impacted by the COVID-19 pandemic and work to recover from this unprecedented global pandemic. We have already seen the benefits of focusing our work through the lens of diversity, equity and inclusion and will continue our work to lift everyone in our community.

**Our Charlotte Business Inclusion (CBI) Program is an important part of our overall efforts as the city seeks to ensure that minority, women and small business enterprises (MWSBEs) are afforded fair and equitable opportunity to compete for city contracts.**

For the past five years the CBI Program has helped to drive tremendous growth in MWSBE certifications, opportunities, awards and spending, and this past fiscal year was no different. In FY 2020, the CBI Program continued to progress, including:

- Hiring New CBI Program Manager, Steven Coker
- 21% spend increase with Certified MWSBE Prime Contractors
- 16% spend increase with Certified MWSBE Subcontractors
- 15% increase in the number of new Certified MWSBE Vendors

I am proud to present the 2020 CBI Annual Report which provides an overview of last year's strategic goals and performance metrics, as well as notable changes and accomplishments.

Marcus D. Jones  
City Manager  
Charlotte, North Carolina

# Reaching New Heights

*Fostering Economic Opportunity for all of Charlotte*

- The Charlotte Business INclusion Program identifies and employs strategies to increase the economic opportunity for MWSBEs across the Charlotte-Mecklenburg area.
- Education and outreach initiatives for MWSBE vendors and internal collaboration with various city departments are two major parts of the strategy to increase spend with MWSBE vendors.

While facing a global pandemic, overall economic opportunity for MWSBEs continues to grow year after year in terms of dollars spent and number of certified vendors.



**21%**

Increase in Spend to Certified Prime Contractors



**19%**

Increase in Citywide Spend 2019 - 2020



**16%**

Increase in Spend to Certified Subcontractors

**FY2020  
MWSBE Spend:**

**\$163,624,540**

- CBI Program has 1,207 MWSBE certified vendors
- In FY2020 we certified 154 new vendors, 95 were African American companies.



PRIME SPEND

**\$94,570,242**



SUBCONTRACTOR SPEND

**\$69,054,298**

## Greetings,

On behalf of the Charlotte Business INclusion (CBI) program, it is my pleasure to present the Fiscal Year 2020 Annual Report. CBI is a program within the Department of General Services and plays the lead role in ensuring the city meets its goals for equity and inclusion of minority, women, and small business enterprises (MWSBE) in its contracting opportunities.

At CBI, our goal is to foster an inclusive city contracting environment. 2020 marked another year of alignment between the city's value of business inclusion with the abilities and talent of local MWSBEs. While the COVID-19 pandemic presented challenges for both our organization and the businesses we partner with, we are proud to have increased the number of MWSBE businesses certified to compete for city contracts, as well as increased the amount of money the city spends with these businesses.

The CBI team is dedicated to continuing to administer a best-in-class program that reflects the priority placed on diversity, equity and inclusion by City Manager, Marcus D. Jones. Now more than ever, the CBI team is committed to increasing diversity and inclusion in the contracts that are awarded using public funds.

Our team will continue to collaborate with our passionate and equally committed elected officials, administrators, staff, policymakers, professional associations, and business owners. Together, we are building an environment where MWSBE businesses can thrive and compete with confidence, knowing that they have an equal shot at the opportunities this great city has to offer.



Steven Coker,  
Charlotte Business INclusion  
Program Manager



### GDC SUPPLIES, EQUIPMENT & CONTRACTING

Owned by Gregory Camp

*"Being called to action as a minority provider showed a great investment in GDC's ability to rise to the occasion and support the city in its greatest time of need."*



### COVID-19 RESILIENCE:

## Keeping Charlotteans Safe Through COVID-19



GDC Supplies, Equipment & Contracting saw and filled Charlotte's need for protective equipment in the fight against COVID-19. They provided more than 10,000 surgical masks for the city's use during the pandemic.

This minority and small business enterprise's relationships with the city began when GDC began providing supplies to Charlotte Mecklenburg Schools, growing to include Charlotte Douglas Airport and other procurements. In addition to janitorial and sanitation supplies, GDC also provides abatement and traffic safety services. They have a deeply-rooted mission to keep Charlotteans safe.

In April 2020, GDC received a call for help. The community was working to adapt to CDC guidelines and trying to understand what this pandemic would mean for our families, neighbors, and businesses. During a global shortage of personal protective equipment (PPE), GDC was able to source and secure thousands of surgical masks to support the health and safety of government-employed essential workers. They also provided N95 masks and other protective equipment to Charlotte Douglas Airport.

This customer-centered organization is dedicated to their community and continues to serve the Charlotte Metro by providing top-tier service and high-quality supplies as we adapt to the realities of COVID-19.





October 15 - 21, 2020. Charlotte's 8th Annual Minority Enterprise Development (MED) Week recognized the achievements of local minority and women entrepreneurs. This year's virtual event included professional development workshops, a career fair, a business expo, and an awards celebration.

**United Painting Services, *Outstanding Achievement in Construction***

Using a customer-first mindset, United Painting Services provides high-quality painting products and coating solutions.

**James Seals & Stripes, *Outstanding Achievement in General Services***

One of Charlotte's fastest-growing parking area maintenance companies, James Seals & Stripes has delivered quality services since 1989.

**Access Services, Inc., *Outstanding Achievement in Professional Services***

Specializing in staffing services for construction, light industrial, customer service, and medical industries.

**M&C Investments, Inc. DBA Cochrane Steel,**

***Outstanding Achievement in Supply & Manufacturing***

With 40+ years of steel fabrication experience, Cochrane Steel is a leading woman-owned rebar fabricator serving customers throughout the Southeast.

**Environmental Holdings Group, *Agency/Corporate Advocate of the Year***

Environmental Holdings Group is one of the largest abatement and demolition firms in the nation, offering a range of services and cost-effective solutions.

**Stephanie Kegley, *Individual Advocate of the Year***

As an executive at Messer Construction Co. and member of CBIAC, Stephanie shares her passion for supplier and workforce diversity with the community.

**LS3P, *Advocate of the Year***

This architecture and planning firm creates inclusive design ideas by welcoming diverse thoughts and experiences.

**Goodwill Industries, *Community Partner of the Year***

Changing lives through the power of work, Goodwill Industries gives people opportunities to develop to their full potential through workforce training.

**Holder-Edison Foard-Leeper, *Champion of the Year***

Holder-Edison Foard-Leeper executes construction at Charlotte Douglas International Airport and the Charlotte Convention Center Renovation.



**LEARN MORE**

MED Week recognizes and celebrates the achievements and impacts of minority entrepreneurs across North Carolina.



## Accelerate. Motivate. Propel.



AMP UP! Charlotte is a program that prepares Charlotte's minority business owners for growth and expansion through business development services, mentoring, targeted training, and access to large corporations for contract and procurement opportunities.

**PRACTICAL BUSINESS EDUCATION**

Powered by Interise's award-winning StreetWise 'MBA'™ curriculum, this hands-on program provides the knowledge and know-how business owners need to create and manage a customized, three-year strategic growth plan.

**SUPPORTIVE BUSINESS NETWORK**

Participants are connected to fellow CEOs and forge a network of trusted peer advisors. There is also an alumni group of CEOs, living around the country, for program participants to connect with for advice and business opportunities.

**ACCESS TO CAPITAL & CONTRACTING**

Graduates prepare for opportunities with government and anchor institutions and learn from experts in the field of both public and private lending.

**FY2020 COHORT**

In October 2019, AMP Up! Charlotte completed its second cohort. After seven months of bi-weekly trainings, thirteen Minority Business Enterprises (MBEs) graduated, equipped with the knowledge and skills to propel their businesses forward.



**GET INVOLVED**

EconomicDevelopment@charlottenc.gov | Applications open at the beginning of each calendar year.

**CHARLOTTE BUSINESS INCLUSION**  
Connecting MWSBEs with opportunities

# City Certified MWSBEs

*Working Together for Fair Opportunities*

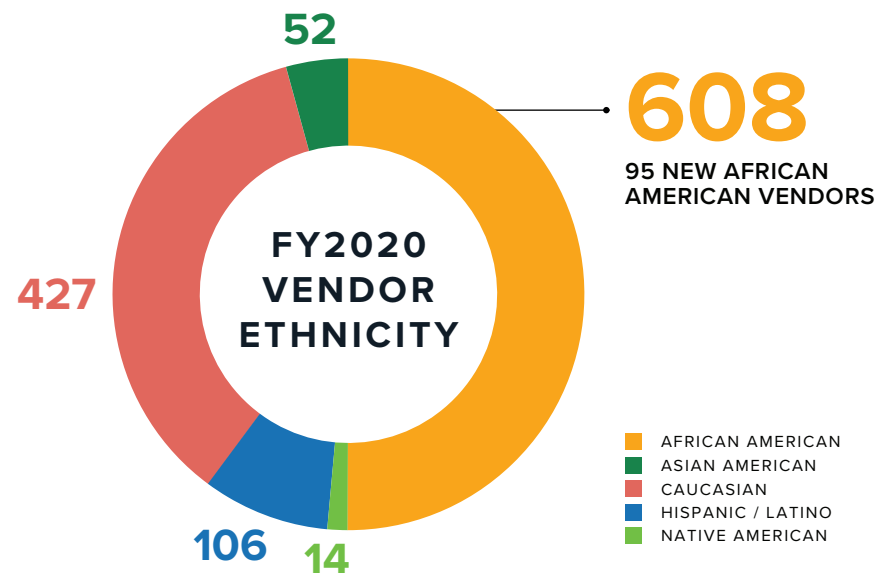


**SHI INTERNATIONAL CORP.**  
Owned by Thai Lee



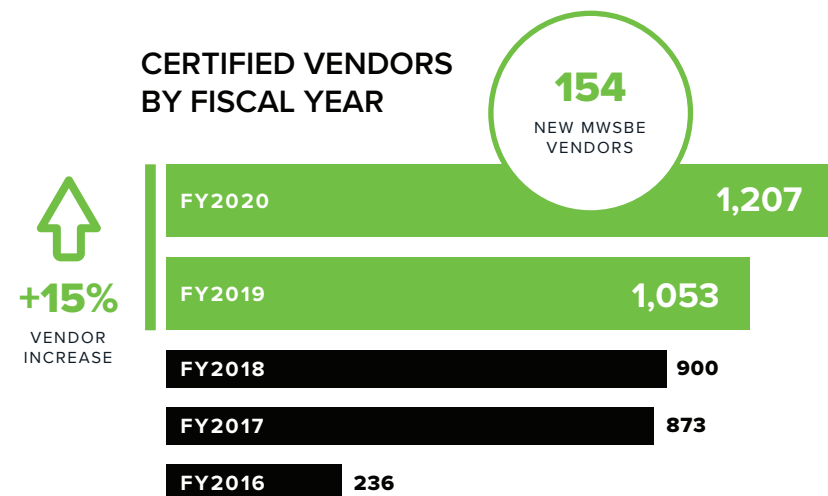
SHI is honored to be selected for the Charlotte Cooperative Purchasing Alliance (CCPA) contract for hardware/software/services. Since 2017, SHI continues to have a great business relationship with the city as they engaged and executed a Customer Integration Solutions. SHI proudly employs a number of Charlotte-based residents along with a local office in Uptown Charlotte.

CBI seeks to enhance competition and participation of small, minority and women owned firms in city contracting and to promote economic growth and development in the City of Charlotte. In FY2020 we saw tremendous progress in this area, such as the incredible growth of African American vendors. The success of our MWSBEs is essential to providing jobs, promoting economic growth, diversifying our economy, and reaching our goals as a city.



## Vendor Certification

The city welcomed 154 new MWSBE vendors in FY2020 which is a 15% increase over FY2019. These firms became certified after meeting a series of local and state requirements and now are able to collaborate with the City of Charlotte on a variety of projects to improve our community.





# Total Spend: Prime & Subcontractors

With City Certified MWSBEs



**DIAMOND TRUCKING  
OF NC INC.**

Owned by Latoya Hudson

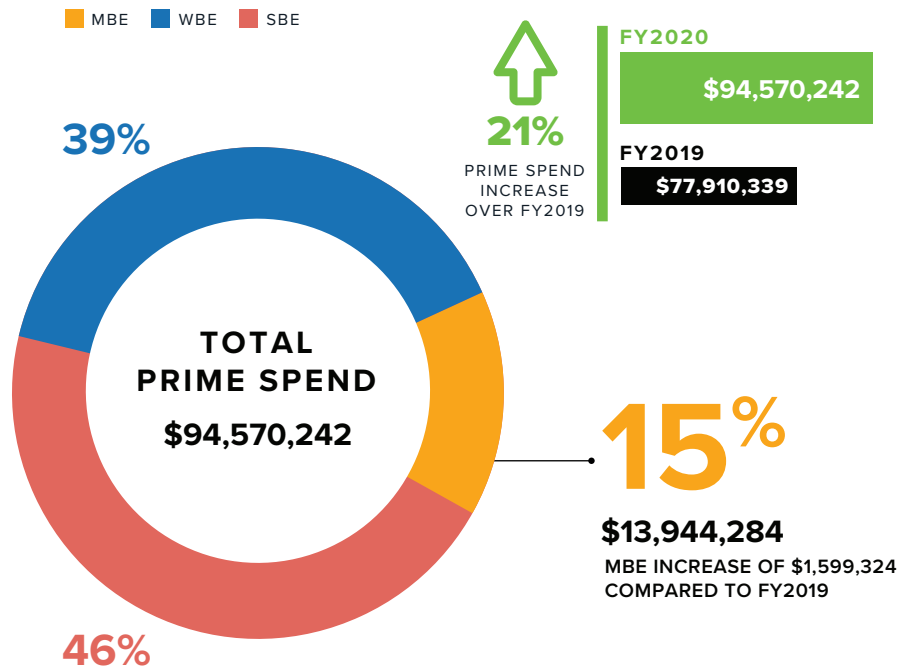


Established in 2011, Diamond Trucking is an African American female minority and small business trucking company. They currently run a fleet of more than 15 trucks, hauling material such as dirt, rock, and asphalt. The city spent over \$1,000,000 with them in FY2020, a tremendous achievement.

## TOTAL SPEND TOWARDS

### Prime Contractors

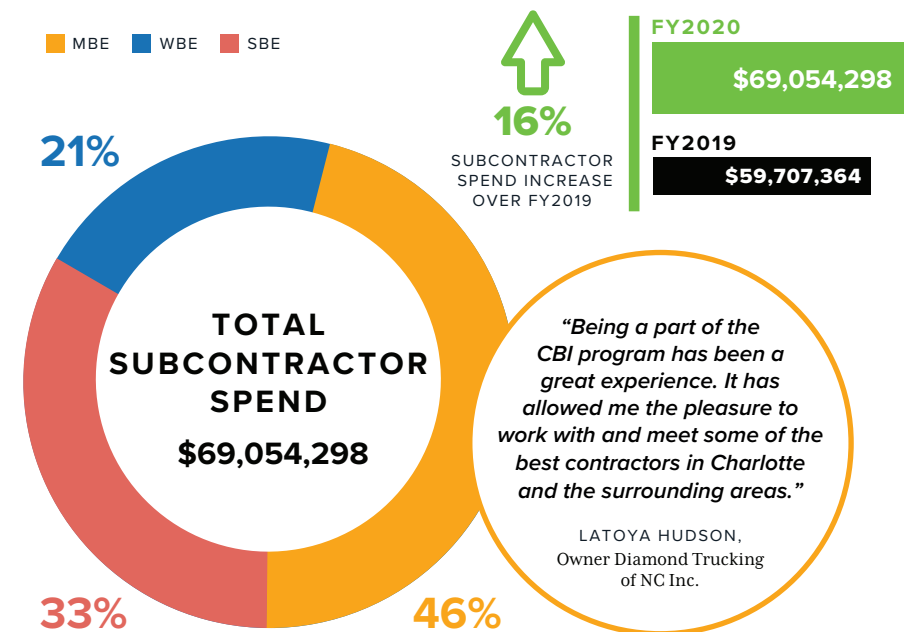
Annual spend towards prime MWSBE contractors grew by 21%, over **\$16.6 million**, in FY2020. The following data represents the distribution of spend based on City of Charlotte vendor certification type.



## TOTAL SPEND TOWARDS

### Subcontractors

Subcontracted MWSBEs had a spend growth upwards of 16% in FY2020 over FY2019. With a dollar increase of over **\$9 million** in FY2020, this group of enterprises has continued to see improvements thanks to the strategies put in place by CBI.



# Total Spend: Work Category

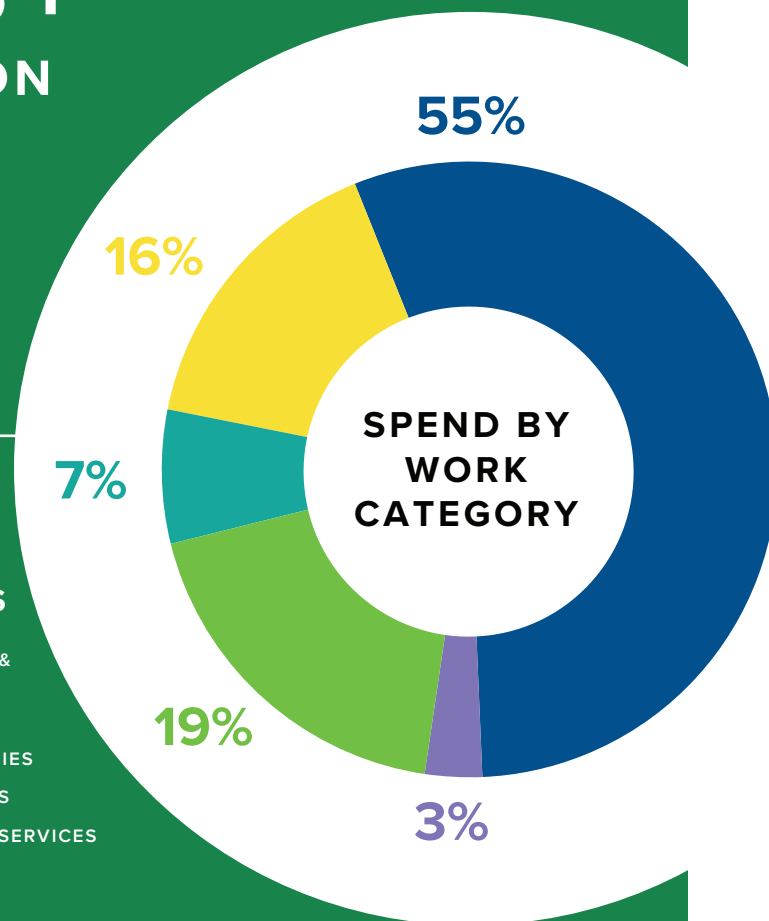
*With City Certified MWSBEs*

In FY2020, the city was proud to increase spend towards MWSBE vendors across many work categories. Architecture & Engineering MWSBEs saw a spend increase totaling nearly 181% (over **\$16 million**) over FY2019. Goods & Supplies vendors also received an 101% increase of approximately **\$6 million**.

**\$163+**  
MILLION  
SPENT

## 5 WORK CATEGORIES

- ARCHITECTURE & ENGINEERING
- CONSTRUCTION
- GOODS & SUPPLIES
- OTHER SERVICES
- PROFESSIONAL SERVICES



## TOTAL SPEND BY CERTIFICATION



*The tables below highlight the city's total MWSBE spend by work category.*

### ARCHITECTURE & ENGINEERING



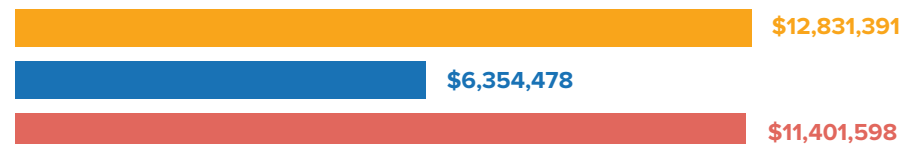
### CONSTRUCTION



### GOODS & SUPPLIES



### OTHER SERVICES



### PROFESSIONAL SERVICES





# Total Spend: Certification & Ethnicity

*With City Certified MWSBEs*



**HABITAT ASSESSMENT  
& RESTORATION**  
Owned by Karri Blackmon



"HARP was one of the first companies to benefit from Charlotte's Small Business Enterprise Program (SBE) and its Business Inclusion Program. Utilizing minority and woman owned small businesses in large construction and design contracts opened doors for HARP that I dare say were closed to us prior to the program."

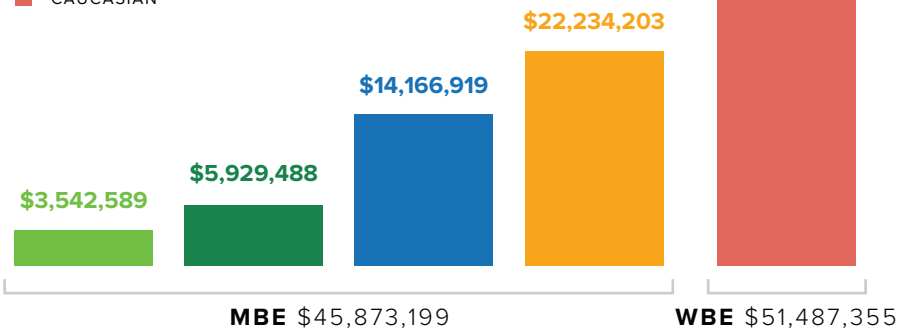
The tables below represent the total spend towards MWSBE prime and subcontractors in FY2020 by certification type and ethnicity. Annual spend towards MWSBE vendors totaled **\$163,624,540**. The data shows that the strategies implemented by CBI are a catalyst for positive change.

**↑ 115%**

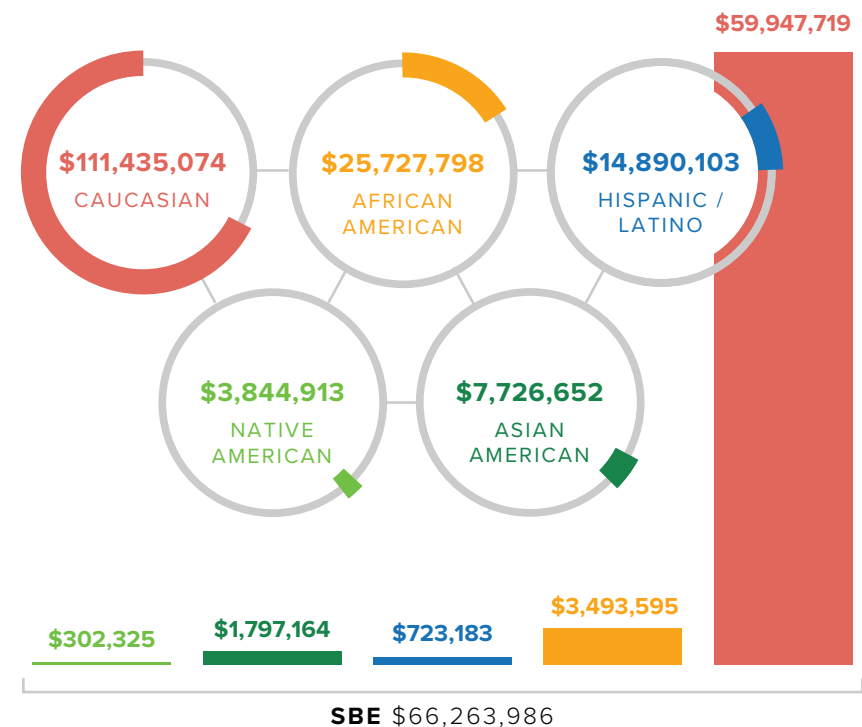
Increase in spending towards female African American certified contractors compared to FY2019.

## TOTAL SPEND BY CERTIFICATION

■ AFRICAN AMERICAN    ■ HISPANIC / LATINO  
■ ASIAN AMERICAN    ■ NATIVE AMERICAN  
■ CAUCASIAN



## TOTAL SPEND BY ETHNICITY





In May 2020, six MWSBEs were winners of the Crowns of Enterprise Awards. These distinctions are meant to recognize the hard work and resiliency of businesses that leave positive economic and social impacts in our community.



**Myron Ross**, *Small Business Enterprise of the Year*

Myron Ross is the President and founder of Morcon Construction, a full-service general contracting firm. He is an active member of the community and an exceptional leader to area entrepreneurs.



**Christine Edwards**, *Minority Business Enterprise of the Year*

Christine Edwards, founder of Amplify Consulting, has immersed herself in helping urban communities reach their highest levels of growth and success. She is deeply involved in the community.



**Kim Brattain**, *Woman Business Enterprise of the Year*

Kim Brattain of Kim Brattain Media is an award-winning TV journalist and anchorwoman. Her work has won critical acclaim and she has been a finalist in multiple nationwide film festivals.



**Judy Heleine**, *Prime Contractor of the Year*

Judy Heleine is a Managing Partner of CES Group Engineers. She and her business have a remarkable record of improving, protecting and restoring the built environment through intelligent solutions.



**Jose Hernández-París**, *Diversity Advocate of the Year*

Jose Hernández-París is the executive director of the Latin American Coalition. Born in Columbia, he has lived in Charlotte for 44 years and is a valued and active member of the community.



**Kysha Frazier**, *Rising Star Award*

Kysha Frazier was the first licensee of the Popcorn Heaven® family and now serves as a leader within the company. She has a strong background in corporate sustainability and workforce development.



#### GET INVOLVED

[MWSBE@mecknc.gov](mailto:MWSBE@mecknc.gov) | Nominations open at the beginning of each year.



## Get Certified

The Charlotte Business INCLUSION Program seeks to enhance competition and participation of MWSBE owned firms in contracting opportunities and promote economic growth and development in the City of Charlotte.

MWSBEs are major contributors to our state and local economies. The success of local MWSBEs is essential to providing jobs, promoting economic growth, diversifying our economy, and reaching our diversity, inclusion and equity goals as a city.



#### Contact Us for More Information

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