



CHARLOTTE  
BUSINESS

**INC** LUSION  
Connecting MWSBEs  
with opportunities

# Minority, Women, *and* Small Business Enterprises

*Fiscal Year 2019*

## Annual Report



#CBIReport2019

 CITY of CHARLOTTE

## FISCAL YEAR 2019 ANNUAL REPORT

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### ADVISORY COMMITTEE



#### Stephane Berwald

CHAIR, METROLINA MINORITY CONTRACTORS ASSOCIATION (MMCA)

#### Nicole Reina

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO)

#### Edison Cassels

VICE CHAIR, AT-LARGE

#### Johanna Suarez

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#### Stephane Kegley Adler

AT-LARGE, PRIME CONSTRUCTION COMPANY

#### Shobha Rajpal

CAROLINAS ASIAN-AMERICAN CHAMBER OF COMMERCE

#### Michelle Keaton Barrow

CHARLOTTE MECKLENBURG BLACK CHAMBER OF COMMERCE (CMBCC)

#### Steven Bimbo

AT-LARGE

#### Vinroy Reid

AT-LARGE, PRIME CONSTRUCTION COMPANY

#### Gregory Williams

AT-LARGE, PROFESSIONAL SERVICES COMPANY

#### Nigel Long

AT-LARGE, CHARLOTTE CHAMBER OF COMMERCE

#### Walter Baucom III

METROLINA NATIVE AMERICAN ASSOCIATION

#### William Stricker

CAROLINA ASSOCIATION OF GENERAL CONTRACTORS (CAGC)

#### Jamal Cook

AT-LARGE

In 2019, the City of Charlotte continued to honor the strategic call to action for fair and equitable access to opportunities, increased support and advocacy, and economic mobility for our great Minority, Women, and Small Business Enterprise (MWSBE) partners. Through the city's Charlotte Business INClusion (CBI) Program, and in concert with our elected officials and business community, we continue our steadfast commitment to support equity, diversity, and inclusion on your behalf.

**“ For a fifth straight year, the city has surpassed prior year spending, resulting in \$133,268,593 paid to certified MWSBE firms. ”**

We are excited to announce that Fiscal Year 2019 resulted in tremendous growth in MWSBE certifications, opportunities, contract awards, and spending. For a fifth straight year, the city has surpassed prior year spending, resulting in **\$133,268,593** paid to certified MWSBE firms. Our intentional focus on capacity building, outreach, and targeted opportunities resulted in **23.47%** growth in minority certifications, as well as increased participation in city contracting opportunities by MWSBE firms.

We hope that you find this Fiscal Year 2019 Annual Report informative and thank you for your commitment and partnership. We reaffirm our commitment to ensuring that our MWSBE community is thriving. On behalf of the CBI team, our community partners, and the hundreds of advocates supporting inclusion initiatives across the city and throughout our community, we are grateful for the opportunity to serve side-by-side with you in this endeavor.

Yours in grateful service,



Kay Elmore,  
*Chief Procurement Officer and Acting CBI Program Manager*

# Continuing Success

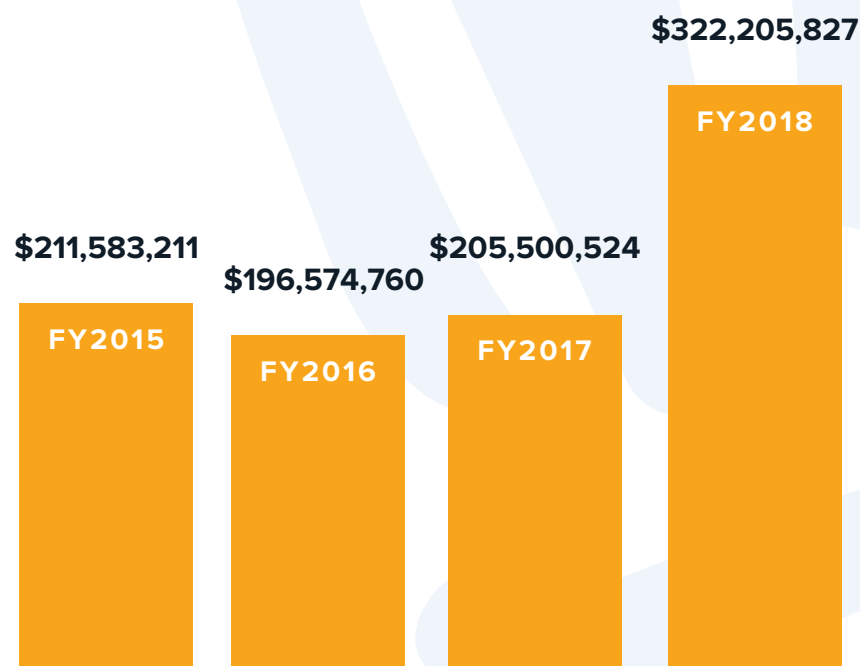
## *Creating Economic Opportunity for All Charlotte Businesses*

- The Charlotte Business Inclusion Program promotes diversity, inclusion, and local business opportunities in the city's contracting and procurement process.
- The program increases opportunities for minority, women, and small business enterprises to contract with the city, resulting in greater job availability and economic growth for the local business community.
- A 14-member community stakeholder group, the Charlotte Business INCLUSION Advisory Committee, provides support and input to the program and actively champions for inclusion, opportunity, and economic development for all diverse Charlotte businesses.

### TOTAL CITYWIDE OPPORTUNITIES BY FISCAL YEAR

**\$557,834,460**

**\$235+  
MILLION  
INCREASE  
FOR CITYWIDE  
OPPORTUNITIES**







In May 2019, the City of Charlotte and Mecklenburg County hosted the 9th Annual Crowns of Enterprise Awards, recognizing MWSBEs that have provided exemplary services to the city and county.



LaTanya Bowman, *Small Business Enterprise of the Year*

Discovery Chiropractic and Wellness Center, PLLC has served the community in the field of chiropractic care, helping patients maintain their optimal health and well-being.



Emma Allen, *Minority Business Enterprise of the Year*

Emma Allen Insurance Agency, Inc., specializes in auto, home, business, property, life and health insurance, as well as banking, mutual funds, and annuities.



Julianne McCollum, *Woman Business Enterprise of the Year*

Yellow Duck Marketing is a women-owned full-service boutique marketing agency specializing in branding, research, web design and social media.



Edison Cassels, *Prime Contractor of the Year*

Edison Ford is a third-generation, family-owned construction company that believes in innovation, professional construction techniques, and strategic partnerships.



Rocio Gonzalez, *Diversity Advocate of the Year*

The Latin American Chamber of Commerce connects and empowers the Latino and non-Latino business community in Charlotte, offering networking, mentoring, retooling, training, and more.



Ross Danis, *Rising Star Award*

MeckEd is a local education fund on a mission to ensure all Mecklenburg County students have access to the knowledge, skills, and experiences necessary to lead productive, successful lives.

#### GET INVOLVED

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



#### ONCALL MOBILE MEDICAL & WELLNESS

Owned by Tracei D. Ball, MD



OnCall Mobile Medical & Wellness PLLC is a mobile medical practice that specializes in providing care in the home, workplace, hotel, and other convenient locations.



## Preparing MBEs for Sustained Growth

In October 2019, AMP Up! Charlotte in partnership with Charlotte Douglas International Airport completed its second cohort with thirteen graduates ready to obtain contracting opportunities with the CLT Airport, large corporations, government agencies, and organizations.

**“ Being a part of AMP Up! means I have an opportunity to acquire the wisdom, strategies, and knowledge to grow my business to a self-sustaining level. ”**

– Tracei D. Ball, MD, *OnCall Mobile Medical & Wellness*

AMP Up! Charlotte is a program designed to prepare Minority Business Enterprises (MBEs) for growth and expansion to increase business revenue, create jobs, and positively impact the community. As a participant in the seven-month, bi-weekly course, MBEs receive targeted training, as well as business development and mentoring services to propel their enterprise forward.

#### GET INVOLVED

[EconomicDevelopment@charlottenc.gov](mailto:EconomicDevelopment@charlottenc.gov)  
Applications open at the beginning of each year.

# Contracting Opportunities

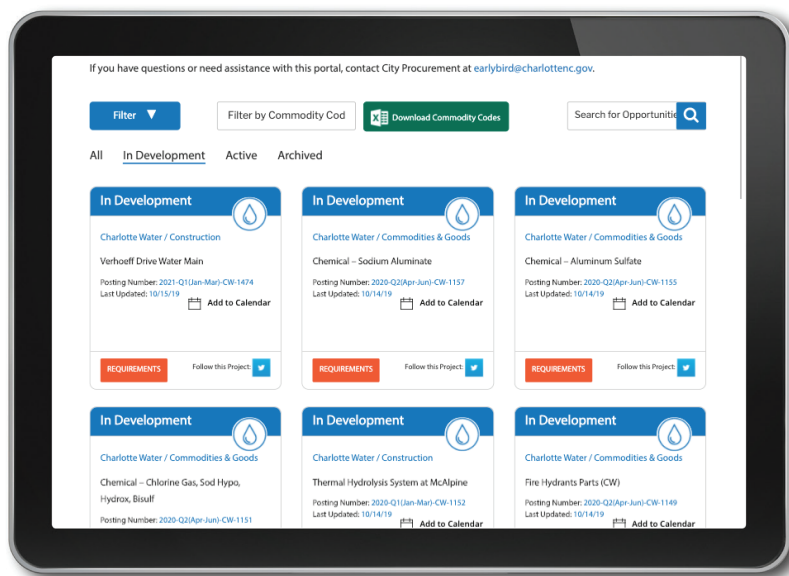
*With the City*



The City of Charlotte launched EarlyBird, an application to improve the accessibility of government contracts to business owners in the city and county. The interactive tool features a comprehensive list of active and in-development opportunities for enterprises to find and follow future procurement projects.

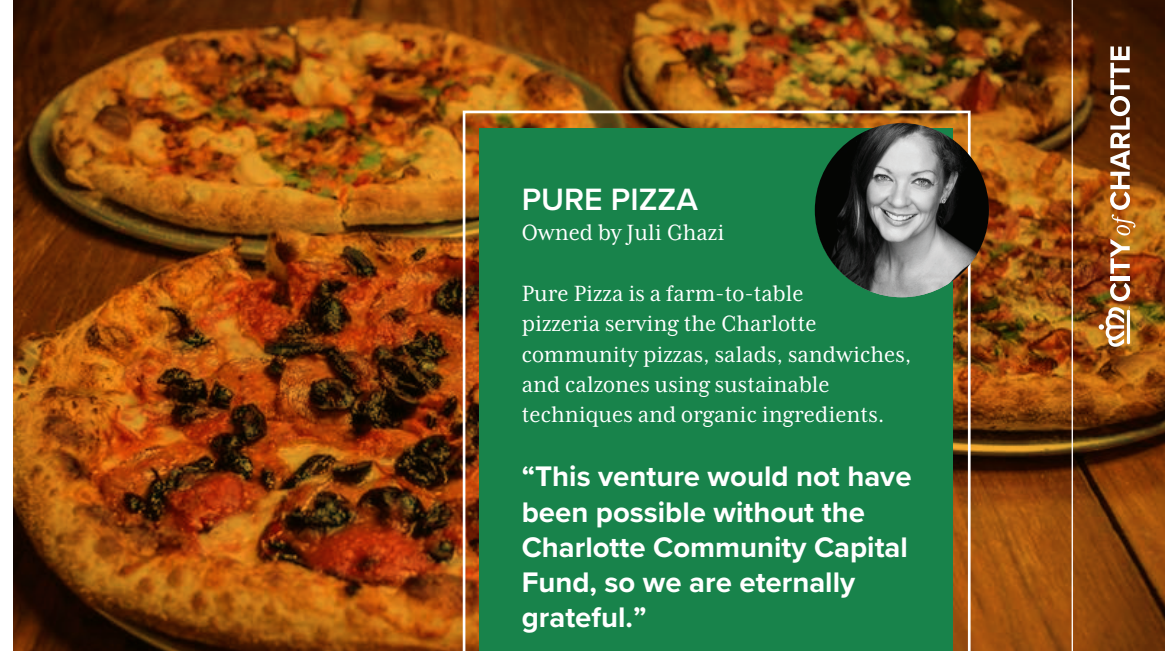
**230+** UPCOMING CONTRACTING OPPORTUNITIES ACROSS ALL CITY DEPARTMENTS

EarlyBird also integrates with social media, allowing users to follow bid updates through contract-specific hashtags, as well as observe added, modified, and archived opportunities.



## GET INVOLVED

[EarlyBird@charlottenc.gov](mailto:EarlyBird@charlottenc.gov) | Follow @EarlyBirdCLT on Facebook and Twitter.



## PURE PIZZA

Owned by Juli Ghazi



Pure Pizza is a farm-to-table pizzeria serving the Charlotte community pizzas, salads, sandwiches, and calzones using sustainable techniques and organic ingredients.

**“This venture would not have been possible without the Charlotte Community Capital Fund, so we are eternally grateful.”**

– Juli Ghazi, Pure Pizza

# Contributing to Working Capital

Access to capital is essential for operating a business. In 2003, the City of Charlotte partnered with corporations and foundations to establish the Charlotte Community Capital Fund, which provides loan guarantees to support equipment and inventory purchases and working capital needs.

Similarly, in 2012, the city implemented an innovative Small Business Mobilization Loan Program (SBMLP) to provide city certified MWSBEs access to short-term, low-rate financing to support their temporary working capital needs as they participate in city projects.

The city continues to search for ways to enhance the usefulness and availability of funds for small businesses within the Charlotte-Mecklenburg region. A committee of local stakeholders has been tasked with re-envisioning the city's loan program. The committee plans to research, compile data, and then recommend ways to assist small businesses to improve their chances of success.

During FY2019, the city's SBMLP made loans totaling **\$353,500** to small businesses to support operating expenses such as equipment and inventory purchases and payroll needs.



# Removing Barriers to Participation

*In April 2013, the City of Charlotte adopted the CBI policy to promote diversity, inclusion, and local business opportunities in the city's contracting and procurement process for MWSBEs in the greater Charlotte region.*



## MILES ENTERPRISE SOLUTIONS

Owned by Anita Staton

Miles Enterprise Solutions was established in 2013 as a North Carolina-based logistics company, offering technical support, cybersecurity, management, and training solutions for both the public and private sectors.

CBI provides benefits for both the city and the business community in our region. For MWSBEs, participation in the program provides greater exposure to business opportunities and access to resources. For the city, participation helps increase contracting opportunities with MWSBE companies, resulting in greater job availability and business growth for the local business community.

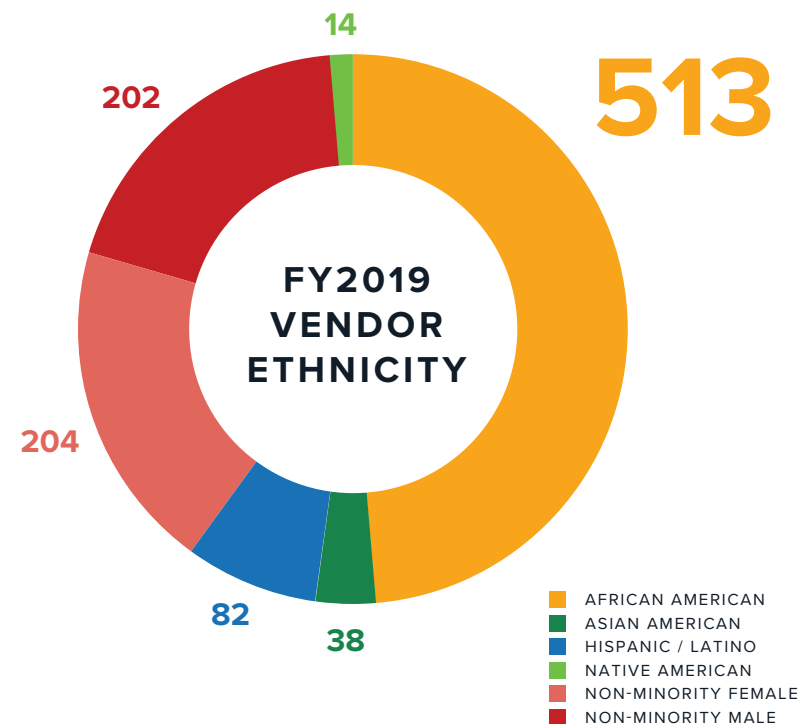
**“ The CBI program has been instrumental in assisting us with gaining access to prime contractors in the technology industry. CBI is a conduit to increasing our exposure which allowed us to expand our service offerings and create jobs in the community. ”**

— Anita Staton, Miles Enterprise Solutions

## TOTAL CITY CERTIFIED VENDORS



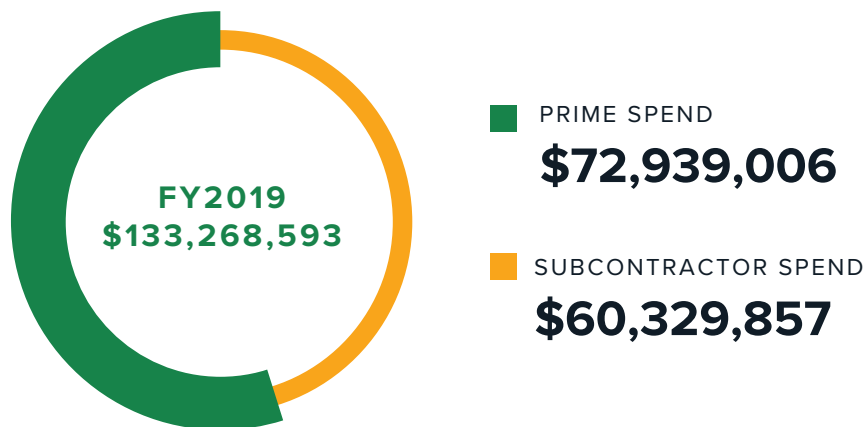
**354% VENDOR INCREASE**



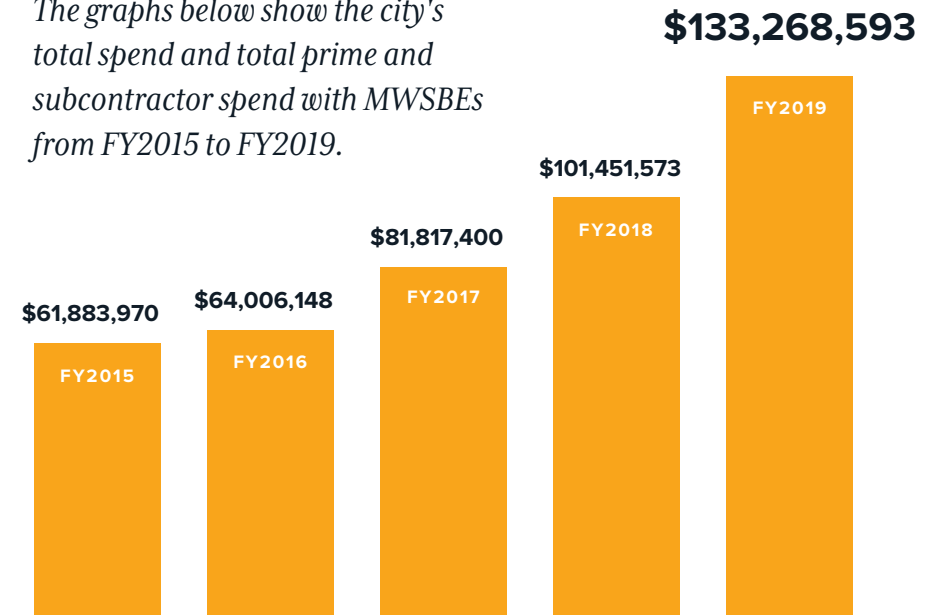
# Total Spend by Fiscal Year

*With City Certified MWSBEs*

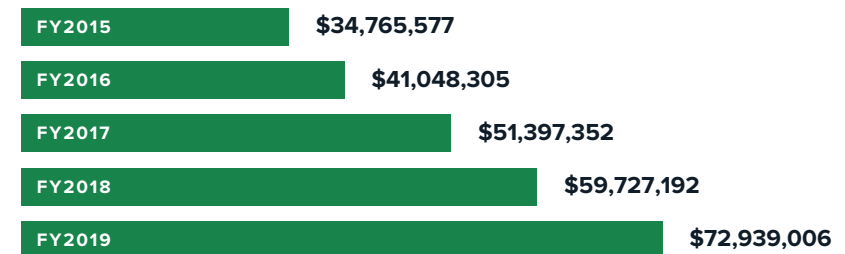
The economic inclusion of MWSBEs in city contracts at both the prime and subcontractor level is a core foundation in the CBI programs' work. In FY2019, City of Charlotte's contracts with MWSBEs totaled **\$133,268,593**. This includes **\$72,939,006** in prime contracts and **\$60,329,857** in subcontracts with MWSBEs.



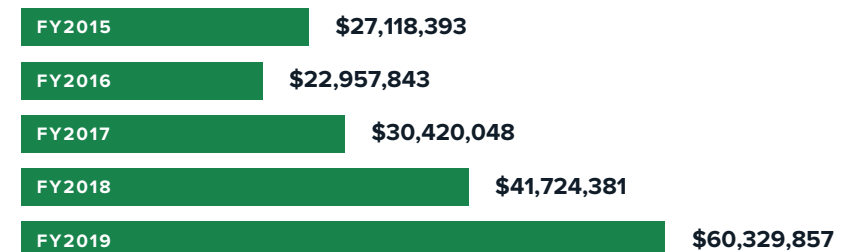
The graphs below show the city's total spend and total prime and subcontractor spend with MWSBEs from FY2015 to FY2019.



## TOTAL PRIME MWSBE SPEND BY FISCAL YEAR



## TOTAL SUBCONTRACTOR MWSBE SPEND BY FISCAL YEAR



# Total Spend by Work Category

## With City Certified MWSBEs

The tables to the right reflect the city's total spend by work category for the twelve months beginning July 1, 2018, and ending on June 30, 2019.

Total MWSBE spend opportunities for the reporting period stood at **\$557,834,460**; of this amount, **\$133,268,593** was spent with city certified MWSBEs. The city's FY2019 spending with certified MWSBEs of **\$133,268,593** represents a **\$31,817,020** increase over the same period as FY2018.

**5**  
**WORK CATEGORIES**  
ARCHITECTURE & ENGINEERING | CONSTRUCTION  
GOODS & SUPPLIES | OTHER SERVICES | PROFESSIONAL SERVICES

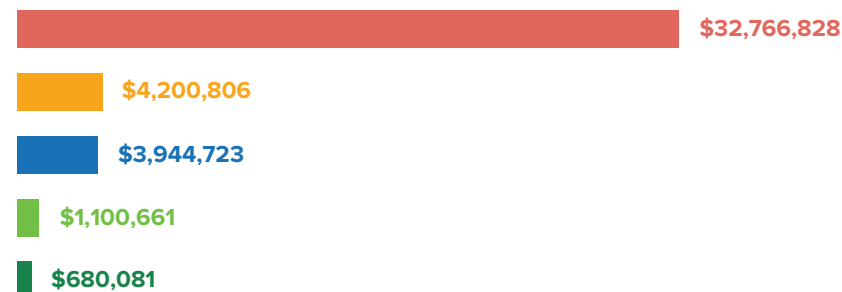
MBE SPEND      WBE SPEND  
**\$42,693,099**      **\$32,602,988**

SBE SPEND  
**\$57,972,506**

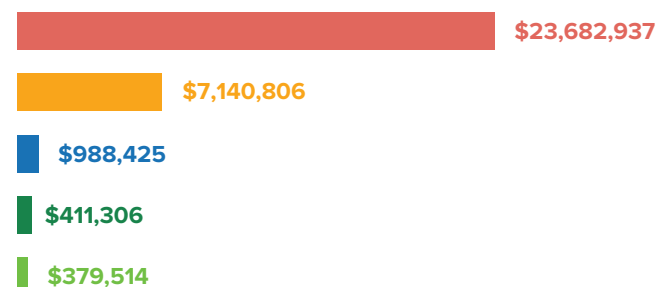
**\$133,268,593**  
TOTAL MWSBE SPEND

The tables below highlight the city's total MWSBE spend by work category, totaling **\$133,268,593**.

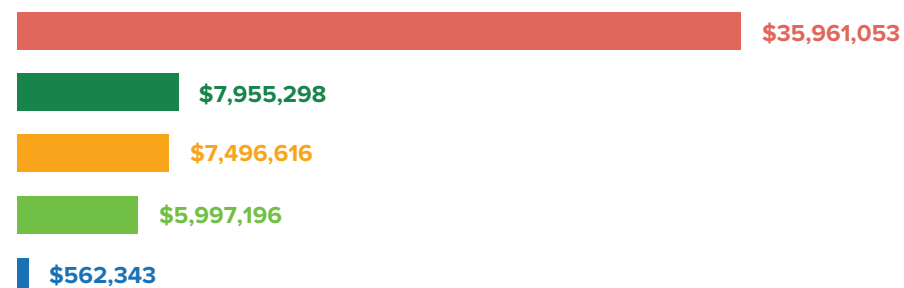
### MBE



### WBE



### SBE



CONSTRUCTION      PROFESSIONAL SERVICES      ARCHITECTURE & ENGINEERING  
GOODS & SUPPLIES      OTHER SERVICES



# Total Spend by Ethnicity & Certification

*With City Certified MWSBEs*

## CAPSTONE CIVIL ENGINEERING

Owned by Charles Brown



Capstone Civil Engineering is a multi-discipline civil engineering and construction management firm, delivering solutions for infrastructure, transportation, and building needs.

The tables below show the city's total MWSBE prime and subcontractor spend by ethnicity and certification for FY2019, totaling **\$133,268,593**.

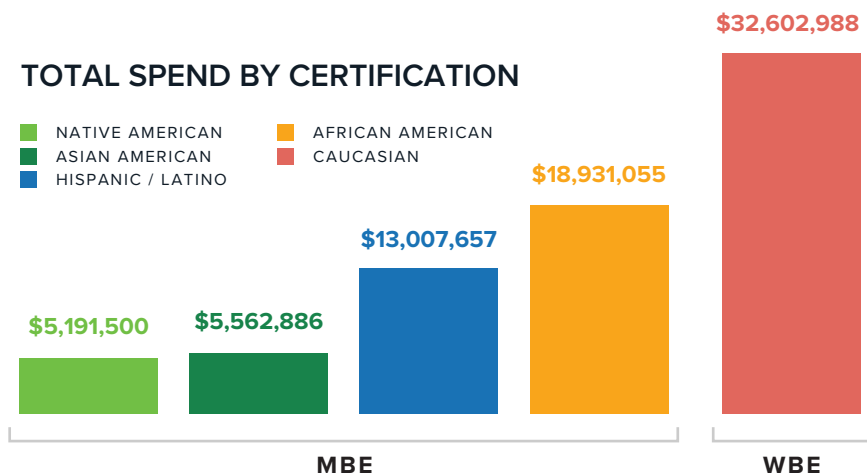
**“ As a certified MBE and SBE, the CBI program has given us the opportunity to partner and be mentored by many local architectural, engineering, and construction firms. ”**

– Charles Brown, Capstone Civil Engineering

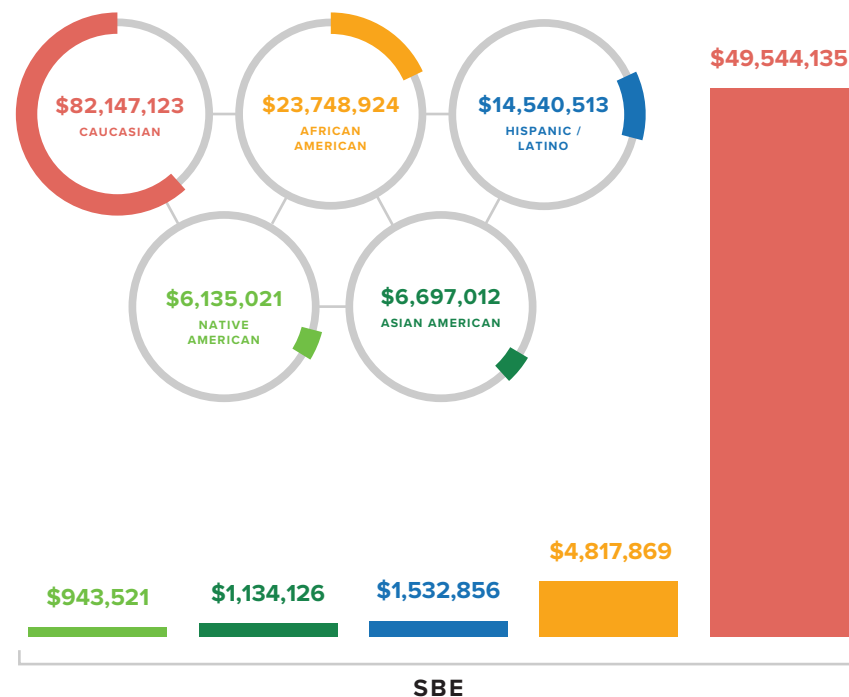
### TOTAL SPEND BY CERTIFICATION

■ NATIVE AMERICAN  
■ ASIAN AMERICAN  
■ HISPANIC / LATINO

■ AFRICAN AMERICAN  
■ CAUCASIAN



### TOTAL SPEND BY ETHNICITY

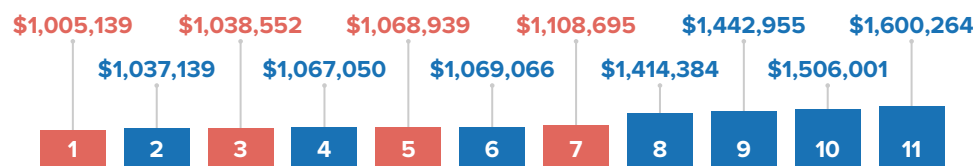


# Top 22 Enterprises

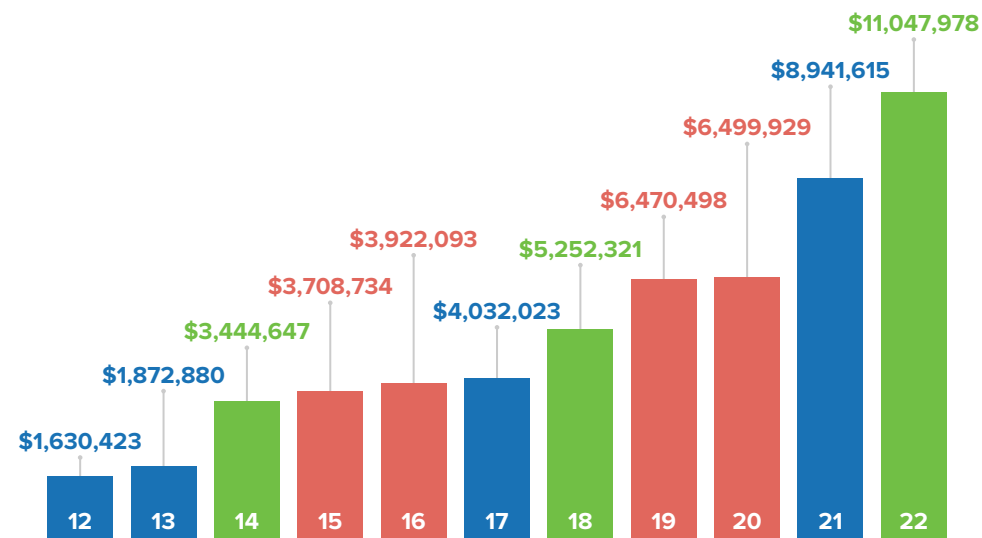
## MWSBE Spend by Certification

In FY2019, the city spent more than \$1 million with certified MWSBEs. The top twenty-two enterprises are highlighted in the table below.

■ SBE ■ MBE ■ WBE



**TOP 22 ENTERPRISES:** 1. Professional Police Services | 2. Roundtree Companies, LLC | 3. Friends and Brothers Concrete, Inc. | 4. Legal Title Research, LLC | 5. Camps Construction Company | 6. DOT Construction, Inc. | 7. D.E. Walker Construction, Inc. | 8. The Wilson Group Architects PA | 9. DAS Architecture, Inc. | 10. P&H Utilities | 11. C Design, Inc.



12. B&N Grading, Inc. | 13. DE Brown Construction, Inc. | 14. MV Momentum Construction, Inc. | 15. SHI International Corp | 16. Dakota Contracting Company | 17. Fuller & Co. Construction, LLC | 18. Rodgers Builders, Inc. | 19. Superior Mechanical Systems, Inc. | 20. Besco Electric Co. | 21. Dallas 1 Construction, LLC | 22. Sanders Utility Construction Co., Inc.

**22**  
**MWSBEs**  
\$1+ MILLION SPENT

**TOTAL SPEND BY**  
**CERTIFICATION**

**\$57,972,506**  
SBE

**\$42,693,099**  
MBE

**\$32,602,988**  
WBE

## 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 goals as a city.

Contact us for more information.

704.336.4137  
CHARLOTTEBUSINESSINCLUSION@CHARLOTTENC.GOV

600 EAST 4<sup>TH</sup> STREET • 9<sup>TH</sup> FLOOR  
CHARLOTTE, NC 28202



View this report online:  
[CHARLOTTE\*\*BUSINESS\*\*INCLUSION.COM](http://CHARLOTTEBUSINESSINCLUSION.COM)

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600 EAST 4<sup>TH</sup> STREET • 9<sup>TH</sup> FLOOR  
CHARLOTTE, NC 28202



## Thank you!

The City of Charlotte is proud to utilize the local MWSBE network and is grateful for the innovation and perspective brought to the business community.



[CGRCREATIVE.COM](http://CGRCREATIVE.COM)