



*Annual Report*  
**FY 2021**

#CBIReport2021

# Minority, Women, *and* Small Business Enterprises

 CITY *of* CHARLOTTE

## FISCAL YEAR 2021 ANNUAL REPORT

TABLE *of* CONTENTS

02	Letter From City Manager
03	Pushing The Limits
05	Letter From Program Manager
06	EarlyBird - Contracting Opportunities with the City
07	Crowns of Enterprise 2021 Award Winners
08	AMP UP! Charlotte
09	City Certified MWSBEs
11	Total Spend: Prime & Subcontractors
13	Total Spend: Work Category
15	Total Spend: Certification & Ethnicity
17	Vendors Over \$1 Million!
19	Get Certified
20	Charlotte Combined Statistical Area Map
21	MWSBE Requirements
22	QR Code

## ADVISORY COMMITTEE

**Vernetta Mitchell**  
CHAIRWOMAN, AT-LARGE

**Harrison Williams**  
VICE CHAIR, CHARLOTTE BLACK  
CHAMBER OF COMMERCE (CMBCC)

**Stephanie Kegley Adler**  
AT-LARGE, PRIME CONSTRUCTION  
COMPANY

**Jamal Cook**  
AT-LARGE

**Chyna Green**  
AT-LARGE, PRIME CONSTRUCTION  
COMPANY

**Sharon Walters**  
CAROLINA ASSOCIATION OF GENERAL  
CONTRACTORS (CAGC)

**Nicole Reina**  
NATIONAL ASSOCIATION OF WOMEN  
BUSINESS OWNERS (NAWBO)



**Griselda Bailey**  
LATIN AMERICAN CHAMBER OF COMMERCE  
OF CHARLOTTE (LACCC)

**Chi (Alex) Bui**  
CAROLINA'S ASIAN-AMERICAN CHAMBER  
OF COMMERCE (CAACC)

**Valerie Del**  
METROLINA MINORITY CONTRACTORS  
ASSOCIATION (MMCA)

**Cheavonne Willis**  
AT-LARGE, PROFESSIONAL SERVICES  
COMPANY

**Jessie Jacobs**  
METROLINA NATIVE AMERICAN  
ASSOCIATION (MNAA)

**Lissette Velez**  
HISPANIC CONTRACTORS ASSOCIATION OF  
THE CAROLINAS (HCAC)

The City of Charlotte continues to place diversity, equity, and inclusion at the forefront of all that we do. It is extremely important that the residents of Charlotte feel included and respected in their city. Prioritizing diversity, equity, and inclusion is pivotal to our success as a city, and this remains a priority through our Charlotte Business Inclusion program (CBI).



CBI assists minority, women-owned, and small business enterprises (MWSBEs) by connecting them with city contract opportunities that will aid in their continued growth. The program also supports MWSBEs in multiple ways throughout the year to ensure they are receiving fair and equal opportunities. CBI is an asset to our city as we continue to push towards our goals.

This fiscal year, CBI exemplified their dedication to diversity, equity, and inclusion with continued progress. Some of the most notable highlights from the program in FY2021 include:

- **A 15% increase in spending with MWSBEs from the previous year during the COVID-19 pandemic**
- **A 38% increase in spending with minority business enterprises**
- **Spending of over \$1 million with 12 MBE firms during FY2021**

I am proud of the CBI program and of everyone who works tirelessly to uphold the program's high standard of success. The 2021 CBI Annual Report will give even more insight into the program's accomplishments throughout the past fiscal year.

A handwritten signature in black ink that reads "Marcus D. Jones". The signature is stylized and fluid.

Marcus D. Jones  
*City Manager*  
*Charlotte, North Carolina*

# Pushing the Limits

*Advancing economic opportunity for City certified firms.*

- The Charlotte Business INclusion program seeks to enhance competition and participation of small, minority, and women-owned firms in city contracting and to promote economic growth and opportunities in the City of Charlotte.
- The program actively champions for inclusion and seeks to enhance equity in contracting and does not discriminate.



**15.40%**

Increase in Citywide Spend  
2020 - 2021

In the heart of a global pandemic, the City of Charlotte prepared with an intentional strategy to keep its doors open, not only conducting business as usual but also increasing the overall spend on certified vendors.



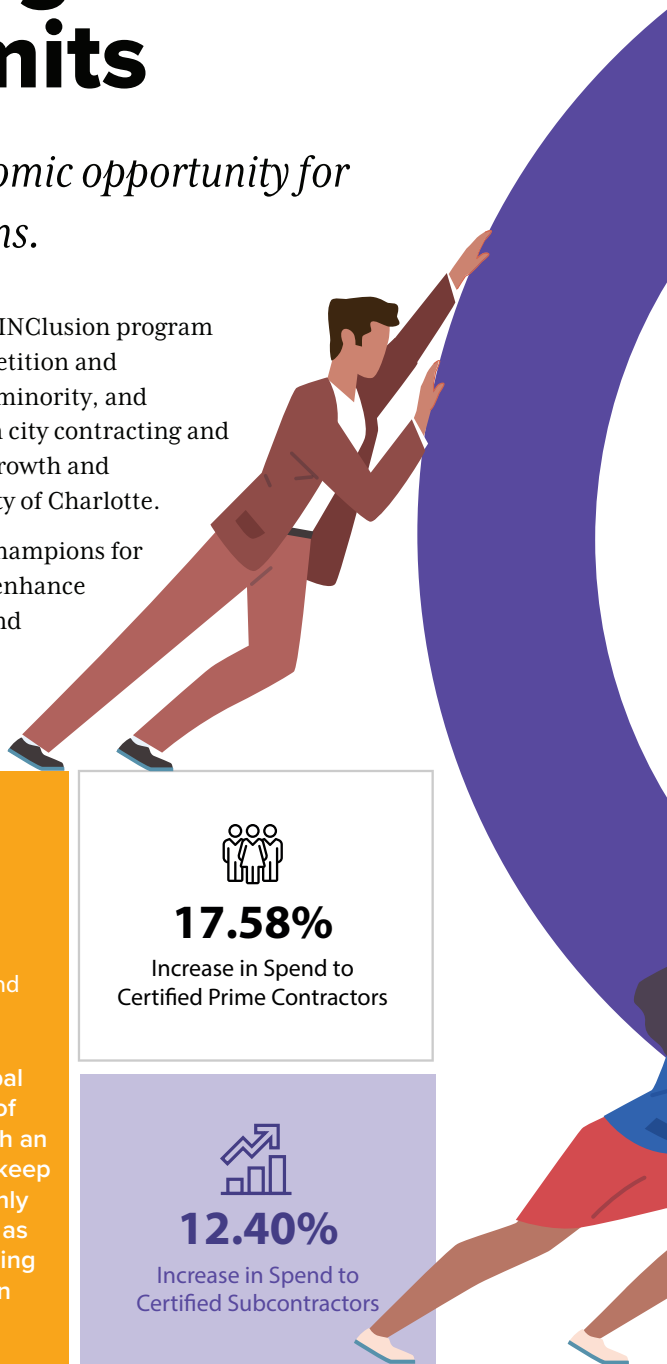
**17.58%**

Increase in Spend to  
Certified Prime Contractors



**12.40%**

Increase in Spend to  
Certified Subcontractors







## FY2021 MWSBE Spend:

# \$188,816,194

- CBI Program has 1,400 MWSBE certified vendors
- Of the 193 new vendors in FY21, 170 were minority business enterprises
- Total Spend for women-owned businesses increased by 33.74%

■ PRIME SPEND

**\$111,196,569**

■ SUBCONTRACTOR SPEND

**\$77,619,625**

## Greetings,

I am pleased to present the Charlotte Business INclusion (CBI) Fiscal Year 2021 Annual Report. CBI is a program within the Department of General Services that plays the lead role in ensuring the city meets its goals for equity and inclusion of minority, women, and small business enterprises (MWSBE) through its contracting opportunities.



The City of Charlotte spends millions of dollars annually on contracts for goods and services. By increasing the participation of MWSBEs in the contracting process, CBI is creating economic opportunity and promoting wealth equity. We are dedicated to administering a program for the City of Charlotte that will progress us towards our goal of becoming a national model.

In 2021, the COVID-19 pandemic continued to present challenges for both our organization and the businesses we partner with. Despite these headwinds, during the past fiscal year we are proud to have again increased the number of MWSBE businesses certified to compete for city contracts, as well as the amount of money the city spends with these businesses.

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 equal opportunities for success in our great city.

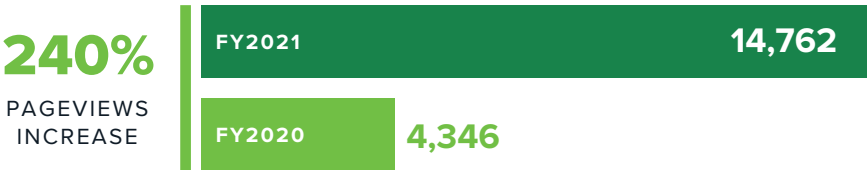
A handwritten signature in black ink, appearing to read 'Steven Coker'.

Steven Coker,  
*Charlotte Business INclusion*  
*Program Manager*

# Contracting Opportunities

## *With the City*

EarlyBird, the City of Charlotte’s Business Opportunities Pipeline, saw significant growth since its launch in FY19. This interactive tool features a comprehensive list of opportunities for enterprises to find and follow future procurement projects. With this site, the accessibility of government contracts to business owners in the city greatly increased.



**PAGE ENGAGEMENT METRICS:**  
Pages per session increased by 11% (2.85 to 3.17)  
Avg. session duration increased by 31% (2:09 to 2:48)



**GET INVOLVED**  
EarlyBird@charlottenc.gov | Follow @EarlyBirdCLT on Facebook and Twitter.



In May 2021, the City of Charlotte and Mecklenburg County hosted the 11th Annual Crowns of Enterprise Awards. These honors recognize MWSBEs that have shown exemplary services, leadership, and sound business strategies, leaving positive impacts on the community.



Erika Troutman, *Small Business Enterprise of the Year*

Erika Troutman is the owner of 1202 Beatties Ford LLC, an organization whose mission it is to dismantle the systemic oppression by its root, built on a foundation of trust spanning many industries.



Lorie Spratley, *Minority Business Enterprise of the Year*

For more than 27 years, R. J. Leeper Construction has completed construction projects totaling more than \$700 million in our core markets of commercial, education, health care and multi-family construction.



Jennifer Moxley, *Woman Business Enterprise of the Year*

Jennifer Moxley, CEO and Social Entrepreneur of Sunshine Media Network is a Storymaker. Her company uplifts and amplifies women and minority entrepreneurs and experts.



Tamera Green, *Prime Contractor of the Year*

A respected industry veteran Tamera Green founded VIRIDIAN Marketing in 2012. Green is recognized for her key role in bringing the Carolina Panthers NFL franchise to Charlotte, in addition to her expertise in NASCAR partnership marketing.



Lissette Velez, *Diversity Advocate of the Year*

Lissette Velez, Executive Director of the Hispanic Contractors Association of the Carolinas (HCAC), is also the CEO and owner of Velez Strategies, a bilingual consulting firm specializing in diversity and inclusion.



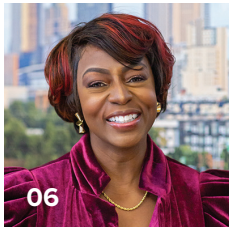
WFAE 90.7, *Media Outlet of the Year*

WFAE is a multimedia news organization with more than 320,000 monthly listeners and 200,000 monthly readers. WFAE offers an award-winning mix of local, national and international news and entertainment.



#### GET INVOLVED

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



# Accelerate. Motivate. Propel.

AMP Up! Charlotte is a program designed to prepare minority business owners 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, minority business owners receive targeted training, as well as business development and mentoring services to propel their enterprise forward.



## CLASS OF 2021

1. JULIO BARRIGA, AGUA SOURCE LLC | 2. VERITA LINDO, ANNEES ALL THINGS SENIOR | 3. SAKIB KADAK, AXIOM PATH INC. | 4. MARVIN TYLER, BENET ELECTRICAL | 5. MIGUEL AVILA, DAILY VIEW POOLS, LLC | 6. TIFFANI SIMS, DIVERSITY TALENT SCOUTS | 7. DAVID HANDS, HANDS LAW OFFICE, PLLC | 8. ZULEHKAH CLARK, HARPERS HERBALS | 9. DAMIAN JOHNSON, MANDEVILLE INGLESIDE, LLC | 10. CECILE WHITE, MR. REFURBISHER INC. | 11. JASON STOKES, PLECCO TECHNOLOGIES, INC. | 12. LAKASHANNA CORPENING, PURE PRISTINE CLEANING LLC | 13. ERIC HALILI III, REBRAND MEDIA | 14. RAYMOND JORDAN, SPIKES OUT TREE CARE | 15. NATHANIAL FORD, SUBURBAN SANITATION | 16. TICORA DAVIS, THE CREATOR'S LAW FIRM



## GET INVOLVED

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

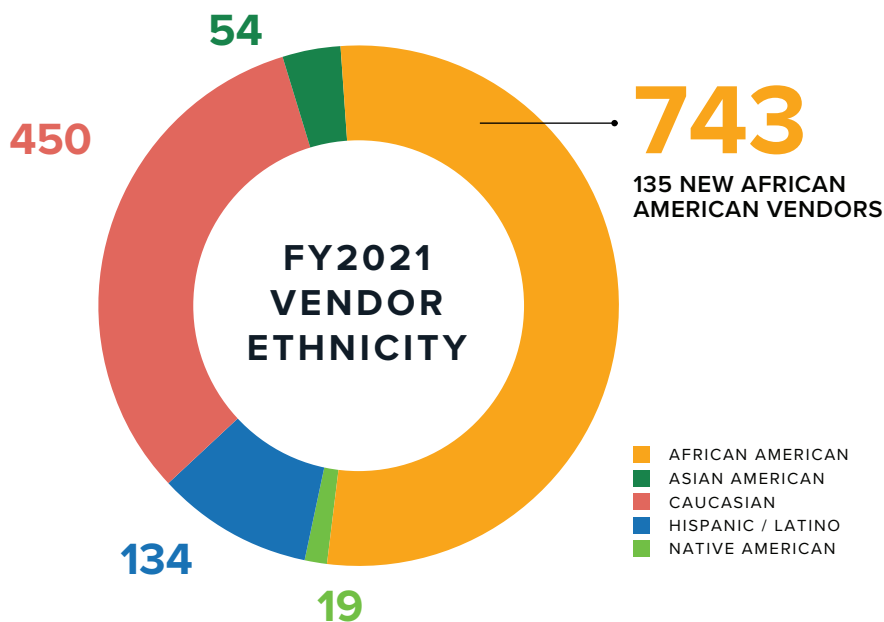


1,400

# City Certified MWSBEs

*Working Together for Fair Opportunities*

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 FY2021 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.







## BERNARD IRBY, INC.

Calvin Stevens

Calvin@bernardirby.com

704.810.1801

**Bernard Irby Electric was certified in 2018 and by 2021 the vendor reached the \$1 million club!**

Targeted outreach played a part in this success, as well as identifying scopes of work for MWSBE participation.

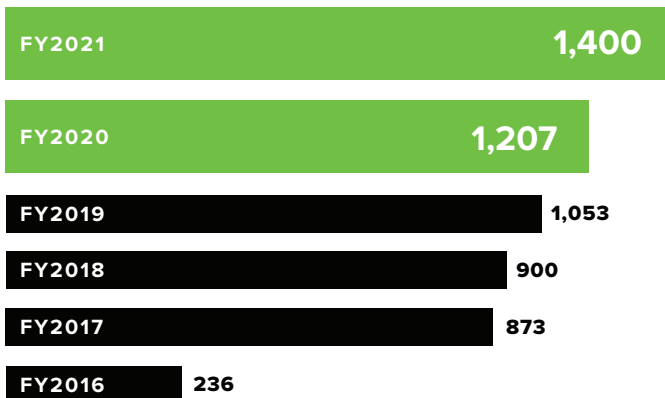
## Vendor Certification

The city welcomed 193 new MWSBE vendors in FY2021 which is a 16% increase over FY2020. 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.

### CERTIFIED VENDORS BY FISCAL YEAR

**193** NEW MWSBE  
VENDORS

**+16%**  
VENDOR  
INCREASE



# Total Spend: Prime & Subcontractors

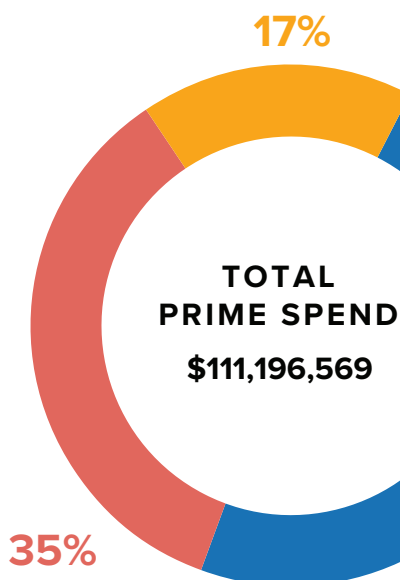
*With City Certified MWSBEs*

## TOTAL SPEND TOWARDS

## Prime Contractors

Annual spend towards prime MWSBE contractors **grew by 17.5%, over \$16.6 million, in FY2021**. The following data represents the distribution of spend based on City of Charlotte vendor certification type, highlighting an increase in both women-owned and minority-owned business spend.

■ MBE ■ WBE ■ SBE



**↑ 17.5%**

**\$16,626,327**  
PRIME SPEND INCREASE  
OVER FY2020

**FY2021**

**\$111,196,569**

**FY2020**

**\$94,570,242**



## EMPLOYMENT PRACTICES COUNSEL, INC.

Lynn Leary  
Lleary@epcounsel.com  
980.207.1137

A letter/print service contract for Charlotte Water was split into two RFP's so that one contract could be listed as a targeted market to attract an MWSBE firm. EPC is a certified SBE & MBE.

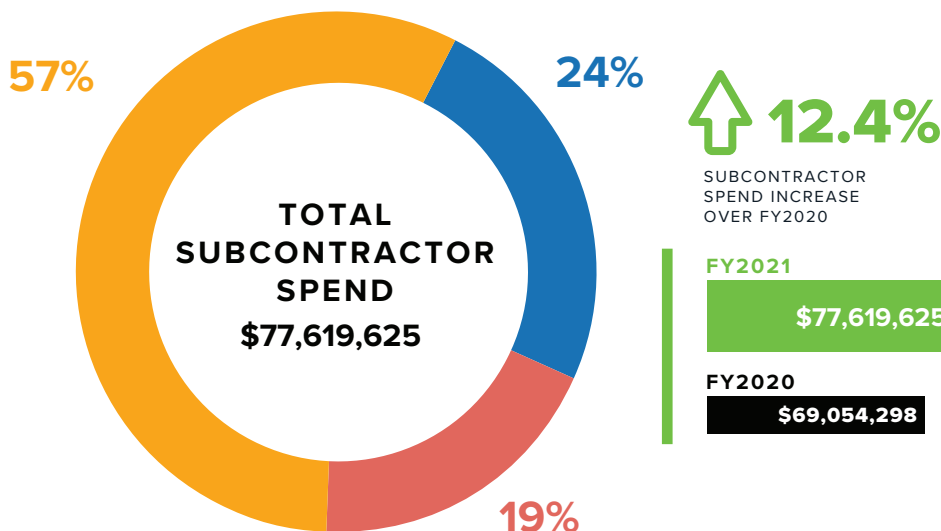
The vendor was awarded as a Prime and the contract award amount was \$298,200.

## TOTAL SPEND TOWARDS

# Subcontractors

Subcontracted MWSBEs pushed **spend growth upwards of 12% in FY2021 over FY2020**. With a dollar increase of **over \$8.5 million in FY2021**, this group of enterprises has continued to see CBI's strategies translate into more money and more opportunities.

■ MBE ■ WBE ■ SBE



# Total Spend: Work Category

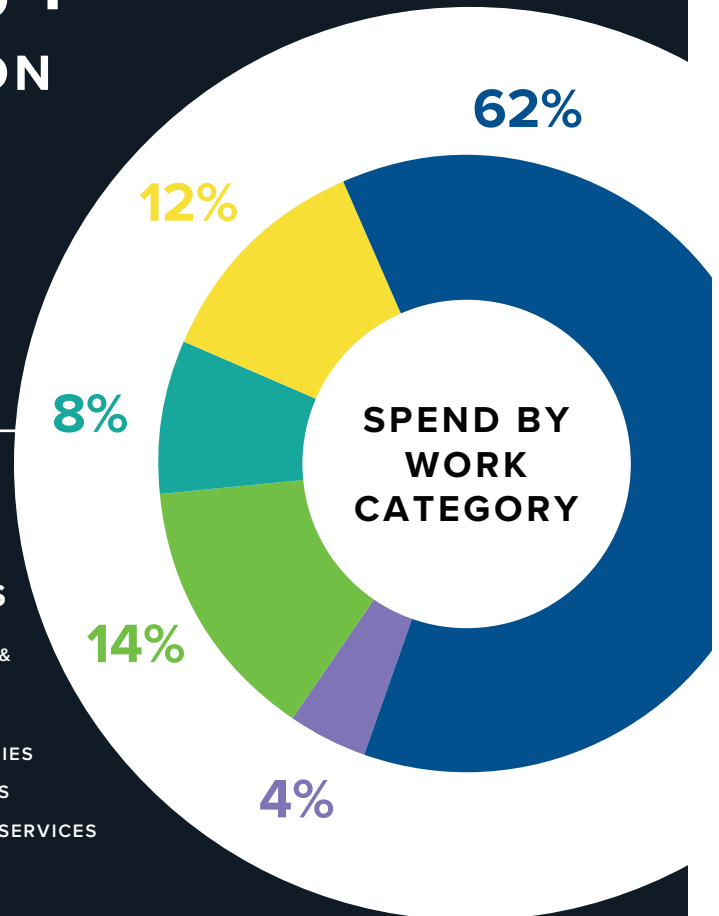
*With City Certified MWSBEs*

In FY2021, significant triumphs were made in the work category spend. In the thick of the COVID-19 pandemic, the city proudly pushed out money to continue growing the Construction industry by 7%. Most significantly, the spend on Hispanic/Latino Professional Services category increased greatly by 574%.

**\$188+**  
**MILLION**  
**SPENT**

## 5 WORK CATEGORIES

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



## TOTAL SPEND BY CERTIFICATION

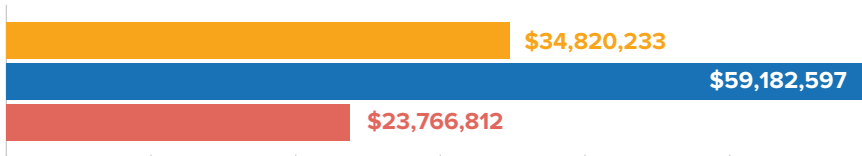


*The tables below highlight the city's total MWSBE spend by work category.*

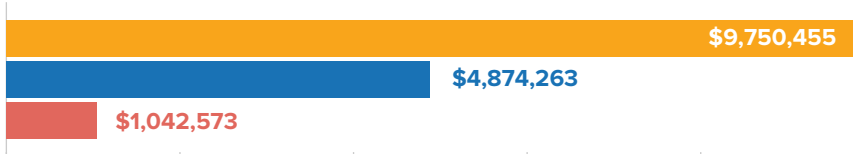
### ARCHITECTURE & ENGINEERING



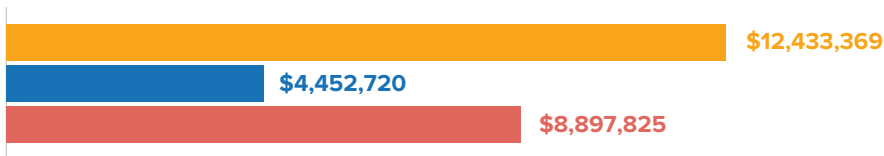
### CONSTRUCTION



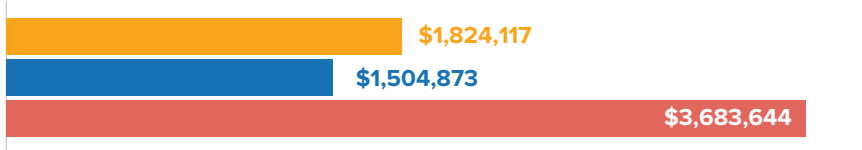
### GOODS & SUPPLIES



### OTHER SERVICES



### PROFESSIONAL SERVICES



# Total Spend: Certification & Ethnicity

*With City Certified MWSBEs*

\$47,602,626

\$298,570

\$1,972,359

\$1,089,097

\$2,305,881

**SBE** \$53,268,533

These tables represent the total spend towards MWSBE prime and subcontractors in FY2021 by certification type and ethnicity. **Notably, there was an increase in spend of African American vendors by over 29%, totaling over \$7.7 million.**

AFRICAN AMERICAN  
ASIAN AMERICAN  
CAUCASIAN  
HISPANIC / LATINO  
NATIVE AMERICAN

\$3,634,054

\$9,791,817

\$18,745,226

\$31,138,286

\$72,238,278

**MBE** \$63,309,383

**WBE** \$72,238,278





## GENESIS CONSTRUCTION THE CAROLINAS

Jefferson Ovalle

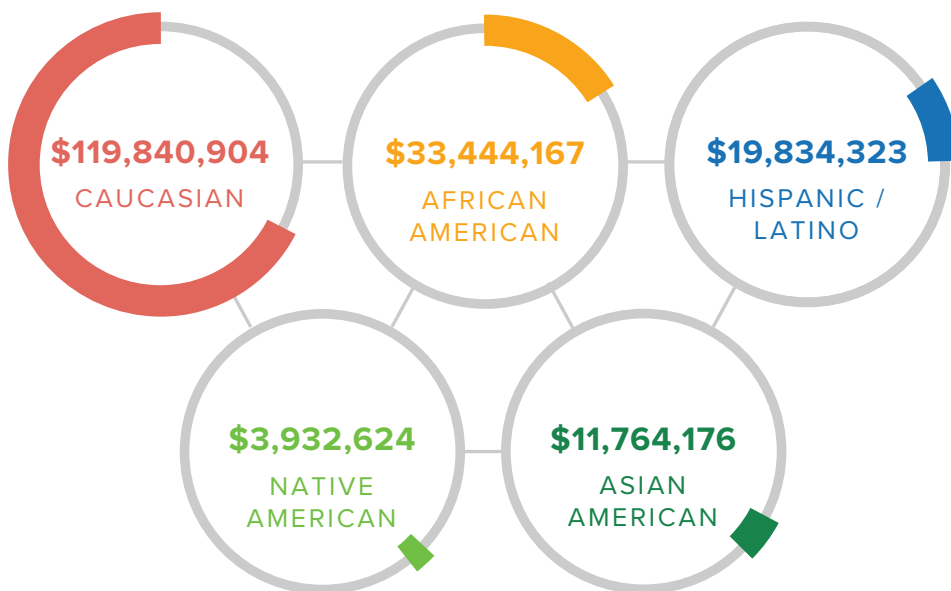
Jefferson.ovalle@gmail.com

704.400.9838

**Genesis Construction of the Carolinas is a small minority business that was targeted at the Prime level.**

This vendor was awarded and completed the parking deck construction project. Genesis was awarded a contract in its 1st year of certification and subcontracted Facilitator One LLC (a certified SBE & MBE) to complete project management services.

This year's data is consistent with CBI's strategies of creating more diverse economic opportunity.



# Vendors over \$1 MILLION!

## MWSBE Spend by Certification

In FY2021, the city spent more than \$1million with 29 certified MWSBEs highlighted in the table below.

WBE	<b>\$42,310,000</b> SANDERS UTILITY CONSTRUCTION CO, INC.	SBE	<b>\$2,920,000</b> AXIOM FOUNDATIONS
MBE	<b>\$7,530,000</b> SHI INTERNATIONAL CORP	WBE	<b>\$2,820,000</b> AMP UTILITY DISTRIBUTION SERVICES, LLC.
SBE	<b>\$5,960,000</b> DALLAS 1 CONSTRUCTION LLC	SBE	<b>\$2,510,000</b> FULLER & CO CONSTRUCTION, LLC.
MBE	<b>\$4,090,000</b> SUPERIOR MENCHANICAL SYSTEMS, INC.	WBE	<b>\$2,160,000</b> EAST COAST CONSTRUCTION SERVICES, LLC.
MBE	<b>\$3,660,000</b> CAROLINA STRUCTURAL WELDING & STEEL ERECTION, INC.	MBE	<b>\$1,950,000</b> A-1 QUALITY INSULATING SERVICE
WBE	<b>\$3,310,000</b> NASSIRI DEVELOPMENT, LLC.	MBE	<b>\$1,870,000</b> CITI, LLC.
MBE	<b>\$3,120,000</b> BESCO ELECTRIC CORPORATION	SBE	<b>\$1,630,000</b> GAVEL & DORN ENGINEERING PLLC



# ↑ 17%

## increase

COMPARED TO FY20.



WBE

**\$1,580,000**

ON TIME CONSTRUCTION, INC.

MBE

**\$1,280,000**

RRC CONCRETE, INC.

SBE

**\$1,270,000**

DOT CONSTRUCTION, INC.

WBE

**\$1,520,000**

SMART ELECTRICAL  
COMPANY, INC.

MBE

**\$1,200,000**

EXPRESS LOGISTICS  
SERVICES, INC.

MBE

**\$1,410,000**

RJ LEEPER  
CONSTRUCTION, LLC.

MBE

**\$1,190,000**

BERNARD IRBY, INC.

WBE

**\$1,330,000**

THE JOHNSON GROUP

SBE

**\$1,110,000**

C DESIGN, INC.

WBE

**\$1,320,000**

EAGLE WOOD, INC.

WBE

**\$1,100,000**

MV MOMENTUM  
CONSTRUCTION, LLC.

MBE

**\$1,320,000**

PROFESSIONAL POLICE  
SERVICES

SBE

**\$1,060,000**

DE BROWN CONSTRUCTION, INC.

MBE

**\$1,290,000**

ROUNDTREE COMPANIES, LLC.

SBE

**\$1,010,000**

ARMSTRONG MECHANICAL  
SERVICES, INC.

# CHARLOTTE BUSINESS INCLUSION

Connecting MWSBEs  
with opportunities

## 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.

Cleveland

## CBI Staff Members



**Steven Coker**, *Charlotte Business INclusion Program Manager* | **Shaunne Thomas**, *Charlotte Business INclusion Assistant Program Manager* | **Arturo Reynoso**, *Compliance Officer* | **Sonia Bows**, *Compliance Officer*



**Nyema Mathis**, *Small Business Program Specialist* | **Kimberly Tibbs**, *Small Business Program Specialist* | **NaTasha Smith**, *Small Business Program Specialist* | **Venesia Draughn**, *Administrative Assistant*

Iredell

Rowan

Lincoln

Cabarrus

Stanly

Gaston

Mecklenburg

York

Union

Anson

Chester

Lancaster

Charlotte Combined  
Statistical Area (CSA)

## MWBE registration requirements:

- MWBEs must be certified with the State of North Carolina's Historically Underutilized Business (HUB) Office
- MWBEs with a significant business presence in the Charlotte Combined Statistical Area "CSA" will need to register in the City's vendor database and complete a Relevant Market Area Certification Form

## SBE certification requirements:

- Qualifying person(s) must own 51% of the business enterprise
- Personal net worth not to exceed \$750,000 (*Excludes business ownership, retirement accounts, and eligible equity in residential home*)
- Significant business presence in the Charlotte Combined Statistical Area "CSA."
- Provide a commercially useful function to the City
- 1/4 SBA size standards

## Significant Business Presence:

### ELIGIBILITY CRITERIA

- Is the business enterprise headquartered or has an office in the Charlotte CSA
- Number of full-time employees in the CSA
- Location of managerial or decision-making personnel
- Lease agreement
- Post office box, mail drop, or message center
- Previous work or contracts performed in the Charlotte CSA
- Percentage of income or revenue derived from Charlotte CSA

## MWSBE Certification Benefits

- Certified firms are listed in City's vendor database
- Increased visibility and notification of City contracting and subcontracting opportunities
- Free workshops, seminars, and networking events
- Access to working capital loan



## One-Stop Shop

704.336.4137

charlottebusinessinclusion@charlottenc.gov  
600 EAST 4<sup>TH</sup> STREET • 3<sup>RD</sup> FLOOR  
CHARLOTTE, NC 28202



View this report online:

CHARLOTTE**BUSINESS**INCLUSION.COM



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



600 EAST TRADE STREET • 3<sup>RD</sup> FLOOR  
CHARLOTTE, NC 28202

