



*Charlotte Business INClusion Annual Report*  
**FY2022** / *The Power of Perseverance*

 CITY *of* CHARLOTTE

# Minority, Women, and Small Business Enterprises

# The Power of Perseverance

I am pleased to present the FY2022 Annual Report for Office of Charlotte Business Inclusion, which reflects the city’s commitment to diversity, equity, and inclusion in our community and how we do business. This report showcases the remarkable accomplishments and progress we have made in providing equitable opportunities and resources to our certified Minority, Women, and Small Business Enterprises.

The theme of this year’s CBI Annual Report is *“The Power of Perseverance,”* highlighting how CBI helped our organization and our community successfully navigated the challenges of the Covid-19 pandemic and positioned us for success today.

I am proud to announce the successful completion of the 2022 Disparity Study, which has provided invaluable insights and contributions that will guide our future initiatives in building a level playing field for all businesses.

In FY2022, the CBI Program continued to progress, including:

- Increasing our overall spend with Certified MWSBE to over \$193 million
- Growing our CBI directory of Certified MWSBE vendors to 1,453 – a 38% increase from 2019
- 300% increase in the number of contract opportunities posted in our EarlyBird forecasting site
- 21% increase in the number of Certified MWSBE Vendors added to our “Million Dollar Club”
- The funding of the CBI Contractor Development Program (construction bonding initiative)

These achievements are not possible without the collective efforts of the entire organization including the Charlotte Business Inclusion team, CBI departmental liaisons, the Charlotte Business Inclusion Advisory Committee, City of Charlotte Senior Leadership, City Council support and our valued MWSBE vendors.

As we look ahead, we will continue to build upon our achievements and strive for even greater progress.

Thank you for your ongoing support and partnership in shaping a vibrant and inclusive business community in the City of Charlotte.



Marcus D. Jones  
City Manager  
Charlotte, North Carolina

FY2019 MWSBE Spend:  
**\$133,268,593**



**1,053**  
CERTIFIED VENDORS

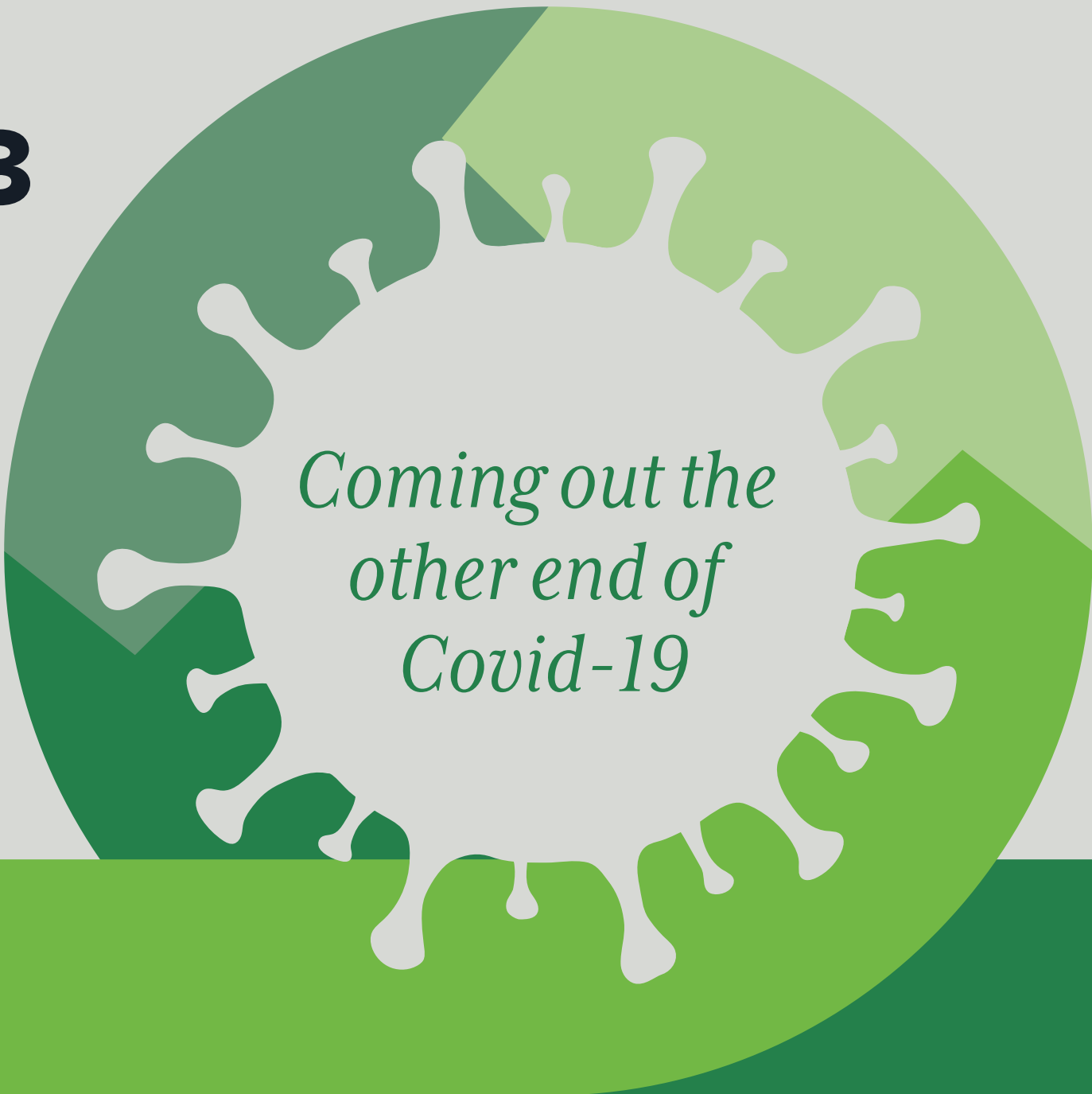
*FY 2019*

FY2022 MWSBE Spend:  
**\$193,352,747**



**1,456**  
CERTIFIED VENDORS

*FY 2022*



**400+ Newly certified MWSBE vendors since FY19**  
*Navigating a global pandemic, the City of Charlotte emerged on top in FY22. The Charlotte Business INClusion program not only kept its doors open through a difficult three years, but continued to increase spending with MWSBE certified firms since FY19.*



I am delighted to introduce the Charlotte Business INclusion (CBI) Fiscal Year 2022 Annual Report, which showcases our program's remarkable achievements. CBI, housed within the City Manager's Office, stands at the forefront of ensuring equity and inclusion for minority, women, and small business enterprises (MWSBE) in the city's contracting opportunities.

The City of Charlotte invests tens of millions of dollars each year in contracts for goods and services. Through our concerted efforts to increase MWSBE participation in the contracting process, CBI is actively creating economic opportunities and advancing wealth equity. Our unwavering commitment lies in developing a program that will position Charlotte as a national model for fostering inclusivity.

This report offers a high-level overview of the numerous successes achieved by our certified MWSBEs. We proudly present the financial milestones attained, the impact of our community outreach initiatives, key program accomplishments, and the effectiveness of our performance measures during Fiscal Year 2022. I am thrilled to share that once again, we have increased both the number of MWSBE businesses certified to compete for city contracts and the amount of money the City of Charlotte has invested in these enterprises.

Moving forward, our dedicated team will continue to work hand in hand with our impassioned elected officials, senior leadership, staff, policymakers, professional associations, and business owners. Together, we are cultivating an environment where MWSBE businesses can thrive and compete with unshakable confidence, knowing that they possess equal opportunities for success within our great city.

I extend my sincerest gratitude to every individual and entity that has contributed to the success of the CBI program. Your unwavering support and commitment to our shared values have been instrumental in driving positive change. Together, let us embrace the future with optimism and continue our journey toward a more inclusive and thriving city.

Steven Coker,  
Charlotte Business INclusion  
Program Manager



## ADVISORY COMMITTEE

**Vernetta Mitchell**  
CHAIRWOMAN, AT-LARGE

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

**Gary Beal**  
AT-LARGE PRIME CONSTRUCTION  
COMPANY

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

**Jamal Cook**  
AT-LARGE

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

**Kymberlyn Gardner**  
AT-LARGE PRIME CONSTRUCTION  
COMPANY

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

**Rebecca Laclaire**  
METROLINA NATIVE AMERICAN ASSOCI-  
ATION (MNAA)

**Stephanie Moore Hand**  
AT-LARGE PRIME CONSTRUCTION  
COMPANY

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

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

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

# Opportunity Showcase *in the City*

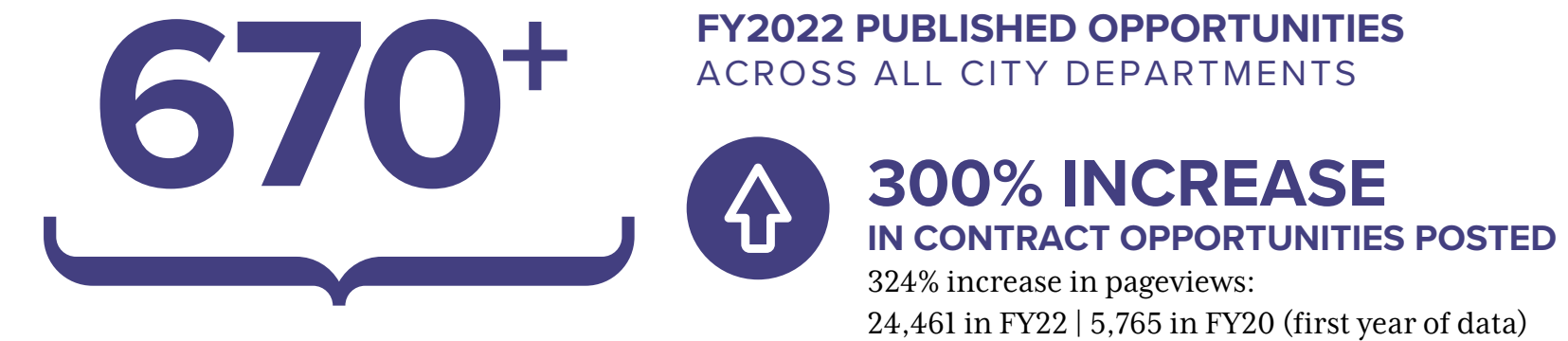
FY2019 saw the early stages of development on EarlyBird, the City of Charlotte's Business Opportunities Pipeline. Through commitment to this interactive resource tool through the start of the pandemic, EarlyBird officially launched in FY2020.

With the help of this site, Charlotte showcased transparency on where the city intends to spend its money, which allowed businesses to prepare accordingly during the pandemic.



### GET INVOLVED

earlybird.charlotteopenforbusiness.com  
EarlyBird@charlottenc.gov  
Follow @EarlyBirdCLT on Facebook and Twitter.





# Winners

## of Crowns of Enterprise

**GET INVOLVED**  
MWSBE@mecknc.gov  
Nominations open at the beginning  
of each year.

In May 2023, the City of Charlotte and Mecklenburg County hosted the 12th 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.

*Minority Business  
Enterprise of the Year*



**Francisco Alvarado | Marand Builders Inc.**  
With an entrepreneurial spirit, Francisco Alvarado launched Marand Builders Inc. in 1999 as a customer service company that happens to do construction that understands the customer's needs and provides custom solutions.

*Small Business  
Enterprise of the Year*



**Azania Herron | Zaja PR LLC.**  
Founded by Azania Herron, a PR professional with nearly 20 years of experience ranging from private to nonprofit and government sectors, Zaja PR provides strategic public relations services that make a positive impact on communities.

*Woman Business  
Enterprise of the Year*



**Amanda Hibberts | Platinum Coating Pink Inc.**  
Operated and directed under Amander Hibberts, Platinum Coating Pink Inc serves a mission of advocating diversity and building pathways for historically marginalized trade partners specializing in commercial painting, protective coatings, and more.

*Prime Contractor  
of the Year*



**Yanira Castro | Humanity Communications Corp.**  
Yanira Castro (she/her/ella) founded Humanity Communications Collective to inspire people with stories of joy and justice. HCC has shared groundbreaking client stories on CBS This Morning, ABC News, 60 Minutes, O, The Oprah Magazine, and more.

*Diversity Advocate  
of the Year*



**Bryan Delaney | EO Accelerator**  
EO Accelerator President, Bryan Delaney, runs the Accelerator program to support the efforts of early-stage entrepreneurs. Through the program, participants adopt innovative tools and resources and find the key their business has been missing.

*Media Personality  
of the Year*



**Kristen Miranda | WBTV**  
Kristen Miranda is the Managing Editor of Lifestyle Content at WBTV and co-host of QC Morning and QC@3. She shares news of restaurant openings, arts projects, money-saving advice, community events, and more to help you live that best life.

*Rising Star  
of the Year*



**Obed Guzman | Alma HVAC Inc**  
Alma HVAC's business owner, Obed Guzman, has a strong commitment to quality and prides the company on community service and its strong relationships with customers looking for installation, repairs, or maintenance for their heating or cooling system.







# MWSBEs City Certified

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. Since FY2019 we saw tremendous progress in this area, such as the growth of Hispanic/Latino vendors of more than 70% and African American firms over more than 50%.

*The success of our MWSBEs is essential to providing jobs, promoting economic growth, diversifying our economy, and reaching our goals as a city.*



CERTIFIED VENDORS



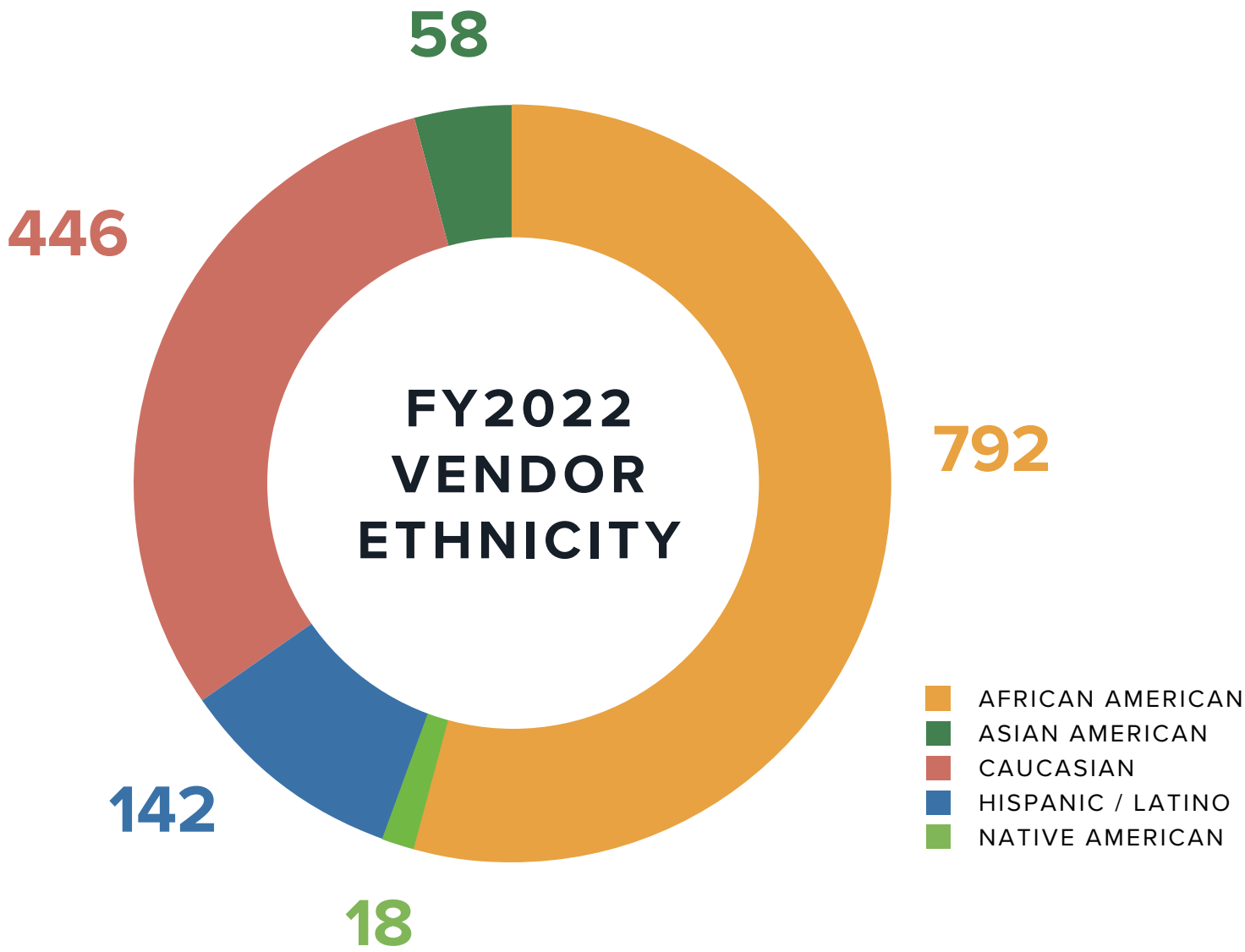
**+38%**

VENDOR INCREASE

## Vendor Certification

The city welcomed a net total of 56 new MWSBE vendors in FY2022, a total increase of 38.67% new vendors since FY19

**1053** CERTIFIED VENDORS IN FY2019



FY2022 MWSBE Spend:

**\$193,352,747**





Humanity Communications Corp. | 2023 Prime Contractor of the Year | Crowns of Enterprise Awards.

## CITY of CHARLOTTE *Financial Partners*

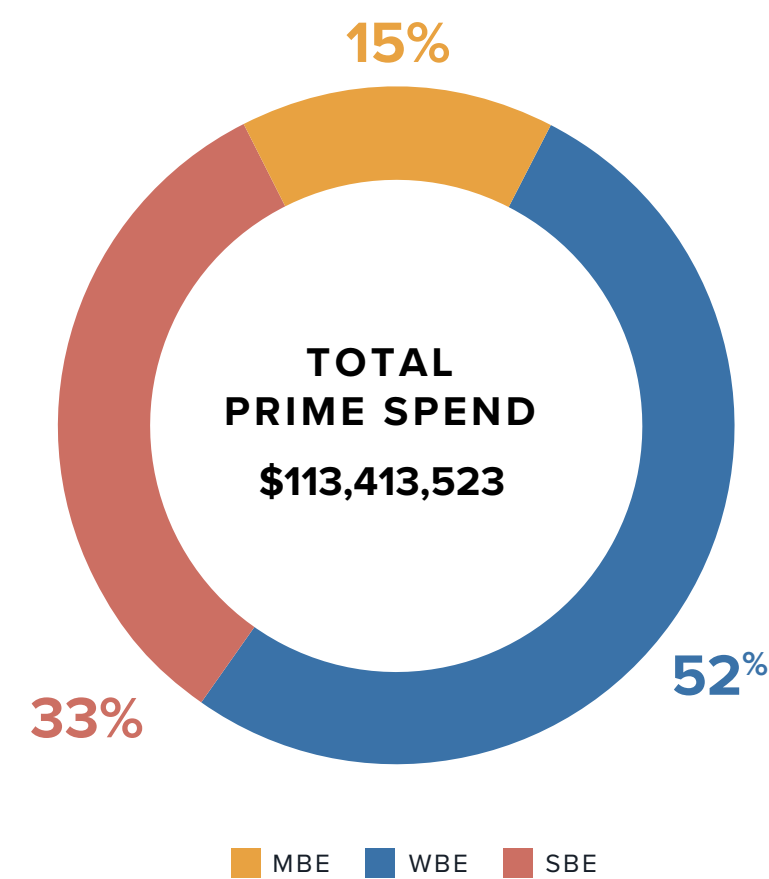
Financial Partners are agencies with which the City of Charlotte contracts on an annual basis to provide specific services.

These partnerships extend the City's capacity to address strategic priorities and concerns of the community, such as workforce and business development, safe communities, well-managed government, great neighborhoods, transportation, and the environment.



**\$72,000+**  
*Total Spend in FY22*

*Partner with the highest MWSBE utilization of 48.51%, exceeding their 12% goal.*



Total Spend towards

## Prime Contractors

In efforts to minimize the financial strain of Covid-19 on many MWSBE vendors, Charlotte exhausted resources to more than double Prime Contractor spend from FY2019 to FY2022.



**\$40,474,517**

PRIME SPEND INCREASE  
OVER FY2019

FY2022

**\$113,413,523**

FY2019

**\$72,939,006**

Total Spend towards

## Subcontractors

Subcontractors saw their own spend increase by 32% since FY2019. Most significantly, spend on strictly WBE subcontractors grew by 238% since FY19, from \$8 million to nearly \$28 million.



**\$19,609,638**

SUBCONTRACTOR SPEND  
INCREASE OVER FY2019

FY2022

**\$79,939,225**

FY2019

**\$60,329,587**

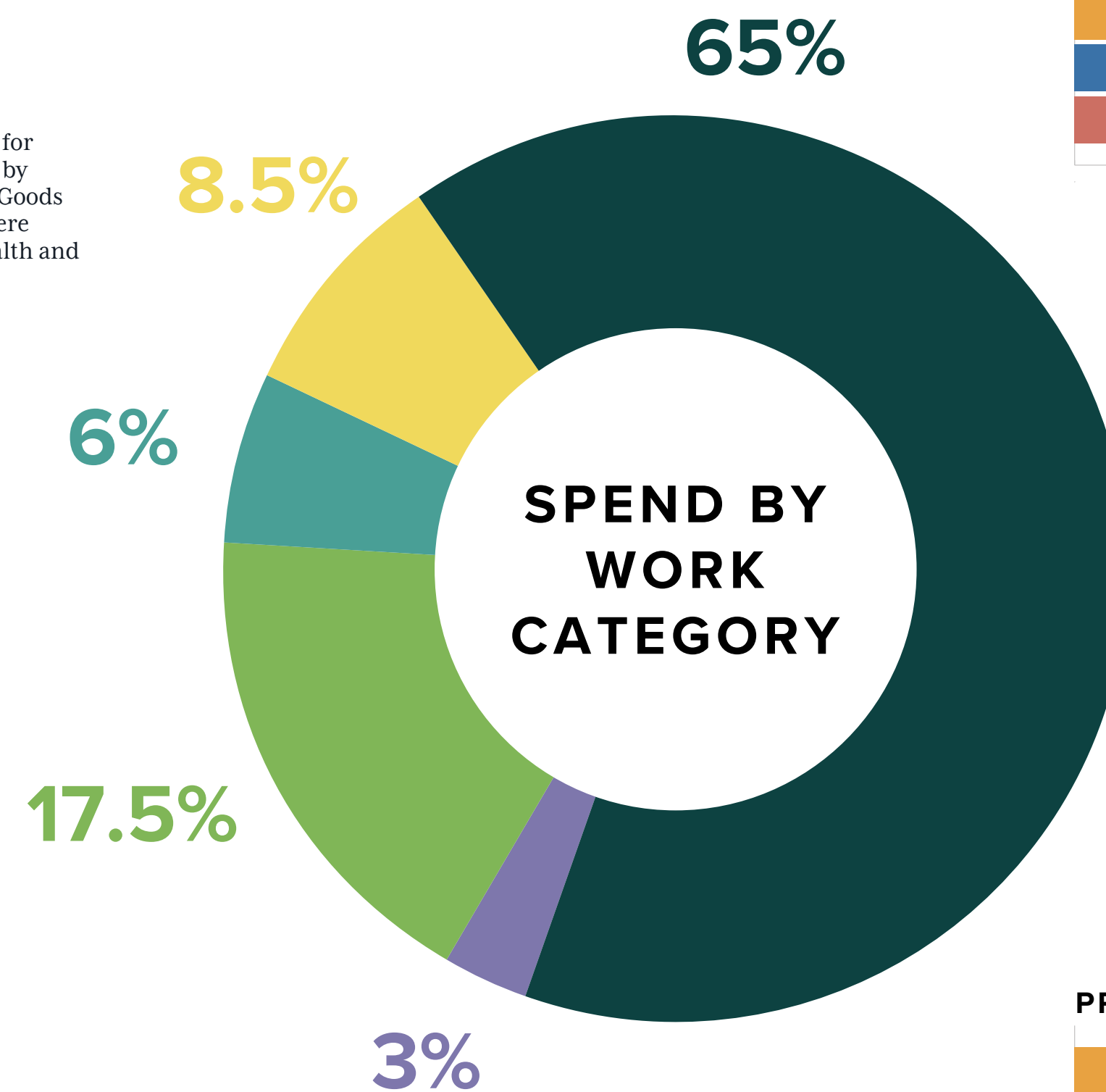


# \$193+ MILLION SPENT

## Total Spend: Certification & Work Category

With City Certified MWSBEs

The tables to the right reflect the city's total spend by work category for Fiscal Year 2022. The tables to the right reflect the city's total spend by work category for Fiscal Year 2022. Most significantly, the spend of Goods & Supplies saw an increase of +111% since FY2019, during a time where priorities shifted and supplies such as household essentials and health and wellness products were in high demand.



### 5 WORK CATEGORIES

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

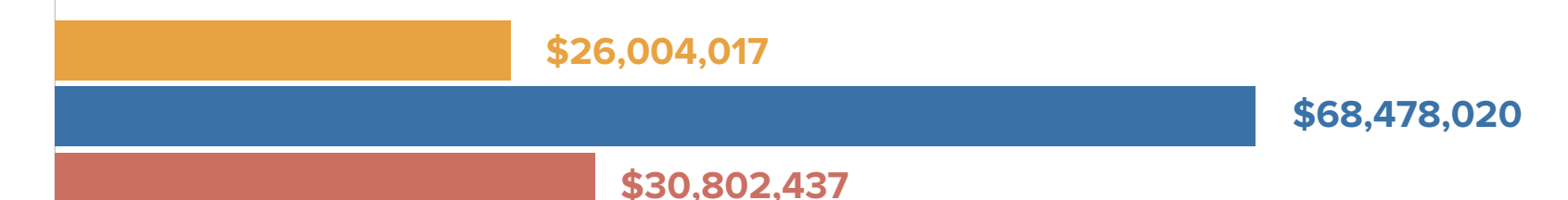
City's total MWSBE spend by certification & work category.

MBE **\$51,827,858**
WBE **\$86,967,980**
SBE **\$54,556,909**

### ARCHITECTURE & ENGINEERING

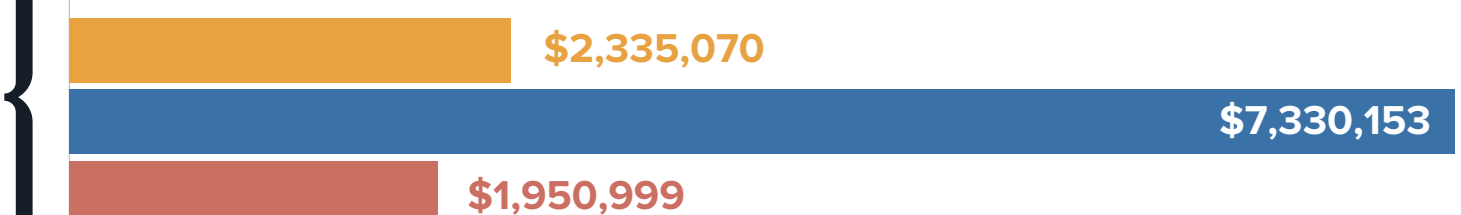


### CONSTRUCTION



### GOODS & SUPPLIES

**+111%**  
INCREASE  
SINCE FY2019



### OTHER SERVICES



### PROFESSIONAL SERVICES







### GET INVOLVED

EconomicDevelopment@charlottenc.gov  
Applications open at the beginning of each calendar 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 2022

- |  |  |
|--|--|
| 1. <b>CECILIA CARRION TOVAR</b><br>CC&P BUSINESS ESSENTIALS, LLC | 9. <b>LAKISHA HARRIS</b><br>HARRIS COUNSELING AND COACHING PLLC          |
| 2. <b>CHRISTOPHER PASTER</b><br>HANG & DELIVER TV'S              | 10. <b>MONICA MCKENNEY</b><br>AA BETTER CHOICE IN HOME AIDE SERVICES INC |
| 3. <b>DARYL COOPER</b><br>JIMMY PEARLS, LLC                      | 11. <b>RHONDA EVANS</b><br>RHONDA D. EVANS CONSULTING LLC                |
| 4. <b>ERICA STRONG</b><br>HOUSING YOU LLC                        | 12. <b>ROZ-KAREEM JACKSON</b><br>RA SIGNS INC.                           |
| 5. <b>HORACE BRYAN</b><br>BRYAN REALTORS                         | 13. <b>RUBY JONES</b><br>DA ACADEMY OF NC INC.                           |
| 6. <b>ISIS BEY</b><br>HARMONY HEALTH THERAPEUTIC SERVICES        | 14. <b>SAMUEL WATKINS</b><br>CHARLOTTE 1 FOODS                           |
| 7. <b>JHON SILVA</b><br>AMERICAN TRADE AGENCY INC.               | 15. <b>SHEENA PICKETT</b><br>ALPHAMALE NAIL CARE SERVICES                |
| 8. <b>KENNETH SNOW</b><br>THE SNOW LEGAL GROUP                   | 16. <b>TJ BROADNAX</b><br>CRA MEDIA                                      |



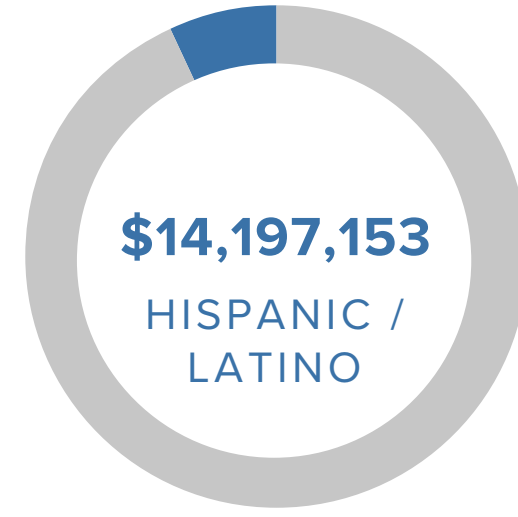
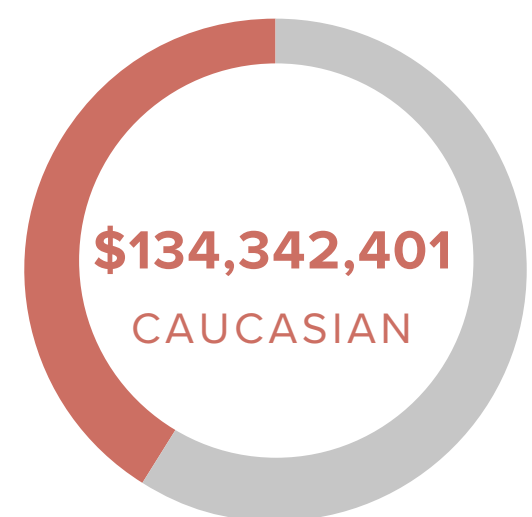
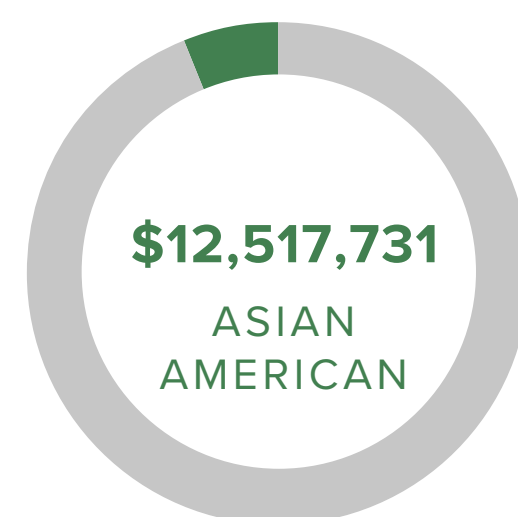
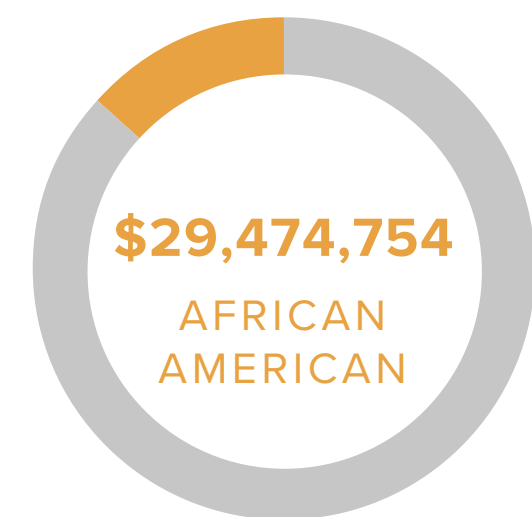
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**FY2022** | The Power of Perseverance



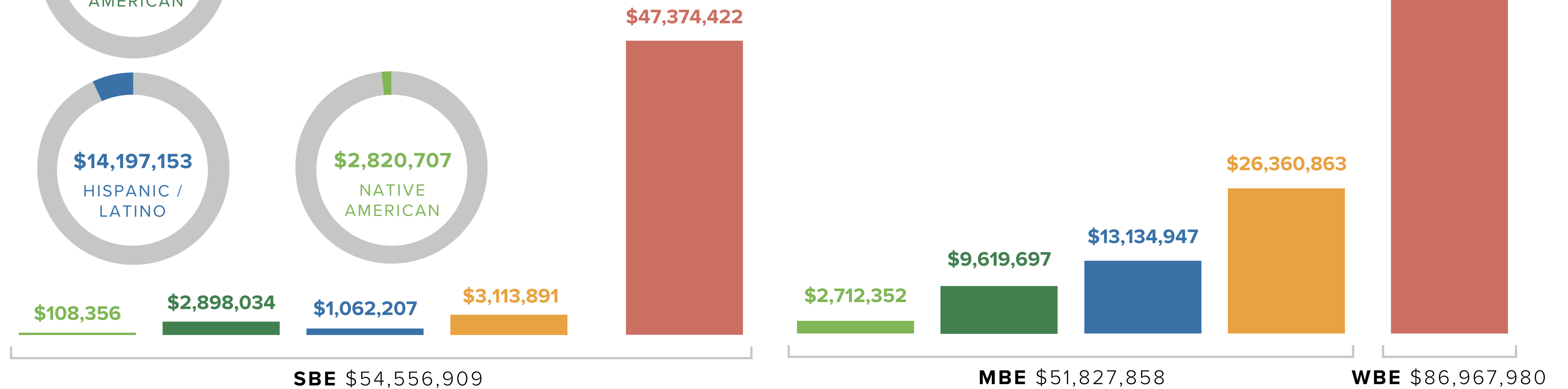
# Total Spend: Certification & Ethnicity

With City Certified MWSBEs

These tables represent the total spend with MWSBE certified firms in FY22 by certification type and ethnicity.



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

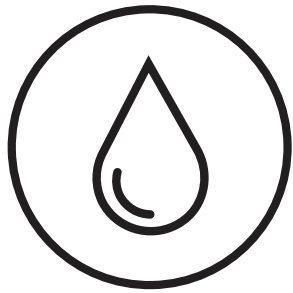




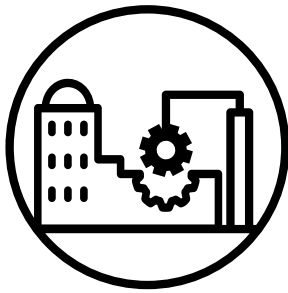
# Highest Spend by Department

The charts below showcase the departments with the highest spend within each MWSBE category.

The percentages beneath show the departments who have the highest percentage spend with the city departments.



CHARLOTTE WATER  
\$97,412,144



GENERAL SERVICES  
\$29,326,888



AVIATION  
\$25,362,114



STORM WATER SERVICES  
\$14,256,497



INNOVATION & TECHNOLOGY  
\$8,876,051



TRANSPORTATION  
\$5,793,960

COMBINED MWSBE SPEND BY CITY DEPARTMENT

## MWSBE Spend by Department



MBE



WBE



SBE



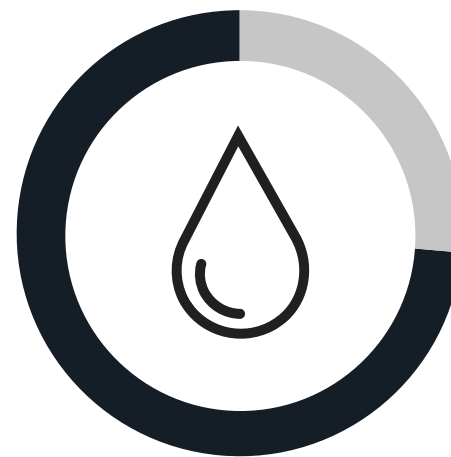
INNOVATION & TECHNOLOGY



AVIATION



STRATEGY & BUDGET



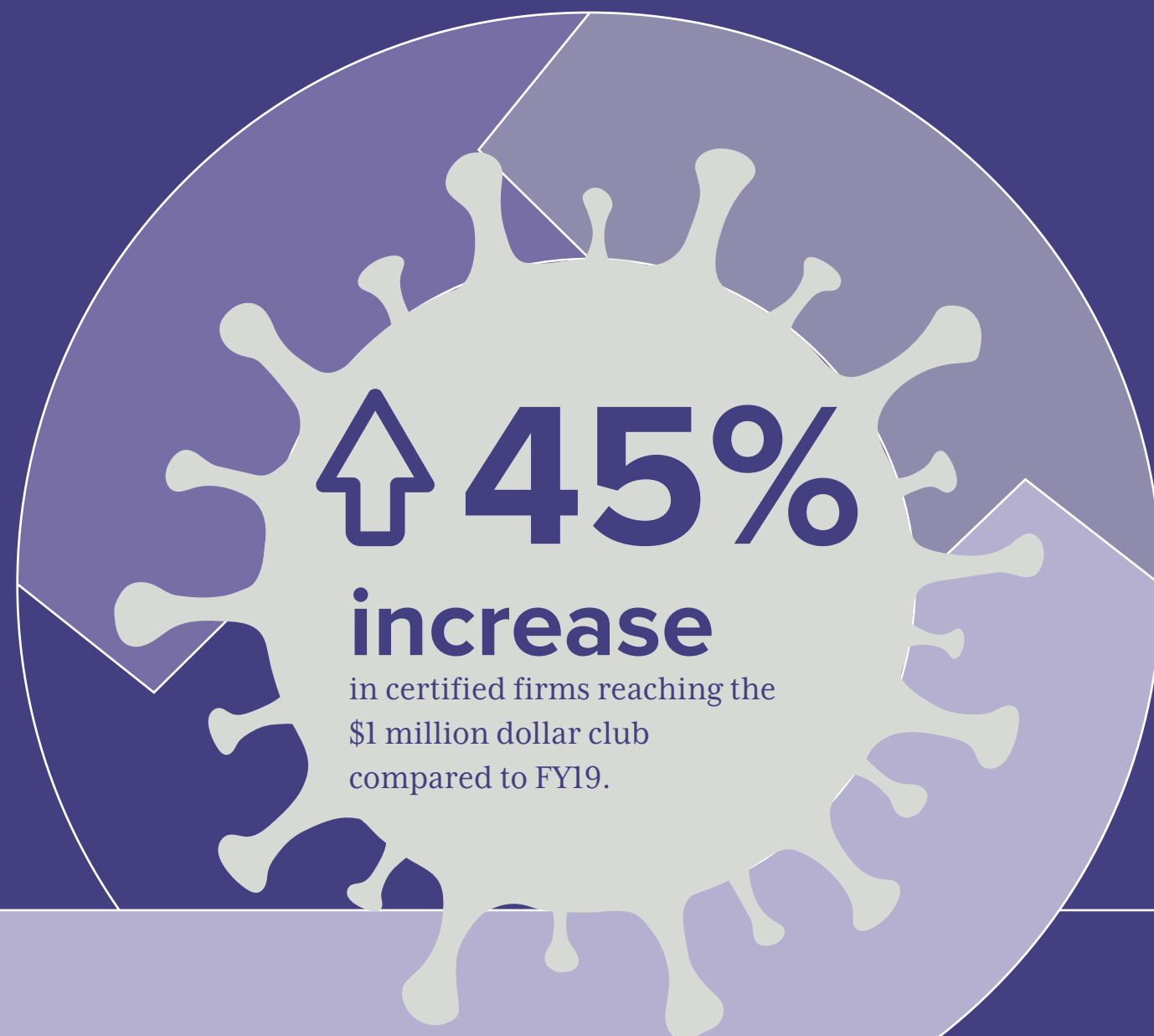
CHARLOTTE WATER

TOP PERCENTAGE SPEND WITH MBE

TOP PERCENTAGE SPEND WITH WBE



# Vendors over \$1 MILLION! *MWSBE Spend by Certification*



WBE \$38,834,814 SANDERS UTILITY CONSTRUCTION CO, INC.	WBE \$4,429,999 NASSIRI DEVELOPMENT, LLC.	MBE \$1,645,440 ELITE TOUCH CLEANING SERVICES, INC.	MBE \$1,145,084 NEIGHBORING CONCEPTS, PLLC.
MBE \$8,789,602 SHI INTERNATIONAL CORP	MBE \$3,911,420 BESCO ELECTRIC CORPORATION	WBE \$1,607,889 THE JOHNSON GROUP	SBE \$1,126,779 GREENWATER DEVELOPMENT, INC.
WBE \$8,497,535 EAST COAST CONSTRUCTION SERVICES, LLC.	WBE \$3,043,956 WHITE ADVERTISING, LLC.	WBE \$1,501,803 EAGLE WOOD, INC.	MBE \$1,070,446 GP SUPPLY COMPANY, LLC.
SBE \$8,128,840 FULLER & CO CONSTRUCTION, LLC.	WBE \$2,860,087 TRULL CONTRACTING, LLC.	MBE \$1,423,936 GDC, INC.	SBE \$1,070,316 PIEDMONT UNDERGROUND UTILITIES, INC.
WBE \$7,106,986 RODGERS BUILDERS, INC.	SBE \$2,242,534 GAVEL & DORN ENGINEERING, PLLC.	MBE \$1,386,056 RJ LEEPER CONSTRUCTION, LLC.	MBE \$1,052,972 A-1 QUALITY INSULATING SERVICE
WBE \$5,284,651 AMP UTILITY DISTRIBUTION SERVICES, LLC.	WBE \$2,131,867 CES GROUP ENGINEERS, LLP.	SBE \$1,269,427 HAMPTON ENVIRONMENTAL & CONSTRUCTION, LLC.	SBE \$1,049,310 ARMSTRONG GLEN PC
MBE \$4,984,076 SUPERIOR MECHANICAL SYSTEMS, INC.	MBE \$2,018,105 RRC CONCRETE, INC.	MBE \$1,264,076 NC INTERIORS CONTRACTING, LLC.	MBE \$1,044,800 ROUNDTREE COMPANIES
SBE \$4,543,759 DALLAS 1 CONSTRUCTION, LLC.	SBE \$1,851,426 DOT CONSTRUCTION, INC.	WBE \$1,225,040 ON TIME CONSTRUCTION, INC.	

*In FY2022, the city spent more than \$1 million with 31 certified MWSBEs highlighted in the table above.*



# \$1M+ Vendor Highlights

**\$8.7+M**  
**ASIAN AMERICAN**

*Woman-Owned. The highest MWSBE spend in the \$1 Million Dollar Club as an Asian American.*



**\$4.9+M**  
**AFRICAN AMERICAN**

*The highest MWSBE spend in the \$1 Million Dollar Club as an African American.*

**\$3.9+M**  
**HISPANIC/LATINO**

*Woman-Owned. The highest MWSBE spend in the \$1 Million Dollar Club as a Hispanic/Latino.*



*A-1 Quality  
Insulating  
Service*

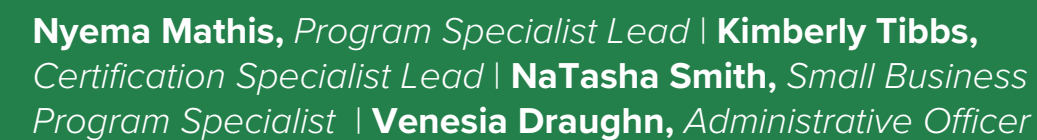
**\$1+M**  
**NATIVE AMERICAN**

*The highest MWSBE spend in the \$1 Million Dollar Club as a Native American vendor.*

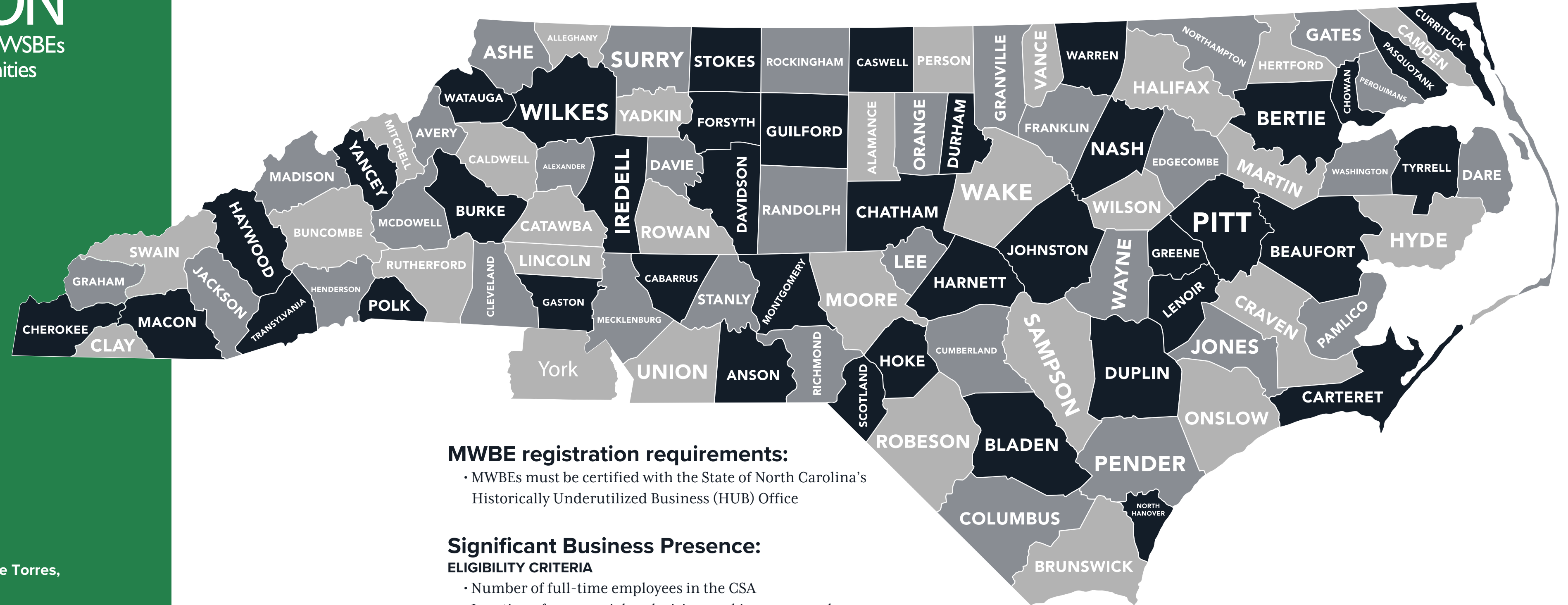


MWSBEs are major contributors to our state and local economies. The success of local MWSBEs is essential to providing jobs, promoting economic growth, diversifying our economy, and reaching our diversity, inclusion and equity goals as a city.

## CBI Staff Members



## Combined Statistical Area (CSA)



**MWBE registration requirements:**

- MWBEs must be certified with the State of North Carolina's Historically Underutilized Business (HUB) Office

**Significant Business Presence:**

- 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

## 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



charlottebusinessinclusion@charlottenc.gov  
600 E TRADE ST SUITE 300  
CHARLOTTE, NC 28202

**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 standard