 Minority, Women, and Small Business Enterprises
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

**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

Opportunity Showcase in the City

FY2022 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.
Winners of Crowns of Enterprise

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 Amanda 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 that 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. Kristen spends her day covering stories and sharing her enthusiasm about restaurants, arts events, money-saving advice, community events, and more.

**Living 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, repair, or maintenance for their heating or cooling system.

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GET INVOLVED
MWSB@mecnc.gov
Nominations open at the beginning of each year.

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Minority Business Enterprise of the Year
Small Business Enterprise of the Year
Woman Business Enterprise of the Year
Prime Contractor of the Year
Diversity Advocate of the Year
Media Personality of the Year
Living Star of the Year

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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.

### FY2022 MWSBE Spend:

$193,352,747

### Certified Vendors

1,456

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.

### FY2022 Vendor Ethnicity

- African American: 58
- Hispanic / Latino: 446
- Caucasian: 792
- Asian American: 142
- Native American: 18

### Certified Vendors

1053 in FY2019

+38% Vendor Increase

**Charlotte Business INClusion Annual Report**

[FY2022 | The Power of Perseverance]
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.

CITY of CHARLOTTE

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.

- **PRIME SPEND INCREASE OVER FY2019**: $40,474,517
  - **FY2019**: $72,939,006
  - **FY2022**: $113,413,523
  - **55%**

- **SUBCONTRACTOR SPEND INCREASE OVER FY2019**: $19,609,638
  - **FY2019**: $60,329,587
  - **FY2022**: $79,939,225
  - **32%**

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.

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

Charlotte Business INClusion Annual Report

FY2022 | The Power of Perseverance
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.

$193+ MILLION SPENT

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

<table>
<thead>
<tr>
<th>Certification</th>
<th>MBE</th>
<th>$51,827,858</th>
<th>SBE</th>
<th>$86,967,980</th>
<th>WBE</th>
<th>$54,556,909</th>
</tr>
</thead>
</table>

Total Spend: Certification & Work Category

<table>
<thead>
<tr>
<th>Work Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architecture &amp; Engineering</td>
<td>$3,519,615</td>
</tr>
<tr>
<td>Construction</td>
<td>$26,004,017</td>
</tr>
<tr>
<td>Goods &amp; Supplies</td>
<td>$30,802,437</td>
</tr>
<tr>
<td>Other Services</td>
<td>$19,690,019</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$1,125,231</td>
</tr>
</tbody>
</table>

+111% INCREASE SINCE FY2019

65% SPEND BY WORK CATEGORY

5 WORK CATEGORIES

ARCHITECTURE & ENGINEERING

CONSTRUCTION

GOODS & SUPPLIES

OTHER SERVICES

PROFESSIONAL SERVICES

Charlotte Business INClusion Annual Report
FY2022 | The Power of Perseverance

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

MWSBE Spend by Department

- **MBE**
  - 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:
    - $18,049,377 MBE
    - $62,462,272 WBE
    - $25,901,479 SBE

Top Percentage Spend with MBE

- **AVIATION**: 95% of total MWSBE spend
- **STRATEGY & BUDGET**: 71% of total MWSBE spend
- **CHARLOTTE WATER**: 91% of total MWSBE spend

Top Percentage Spend with WBE

- **AVIATION**: 87% of total MWSBE spend
- **CHARLOTTE WATER**: 87% of total MWSBE spend

Charlotte Business Inclusion Annual Report

FY2022 | The Power of Perseverance
Vendors over $1 MILLION!

**MWSBE Spend by Certification**

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Certification Status</th>
<th>Spend Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>SANDERS UTILITY CONSTRUCTION CO, INC.</td>
<td>MBE</td>
<td>$38,834,814</td>
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<tr>
<td>NASSIRI DEVELOPMENT, LLC.</td>
<td>WBE</td>
<td>$4,429,999</td>
</tr>
<tr>
<td>ELITE TOUCH CLEANING SERVICES, INC.</td>
<td>MBE</td>
<td>$1,645,440</td>
</tr>
<tr>
<td>NEIGHBORING CONCEPTS, PLLC.</td>
<td>WBE</td>
<td>$1,145,084</td>
</tr>
<tr>
<td>SH INTERNATIONAL CORP.</td>
<td>MBC</td>
<td>$8,789,602</td>
</tr>
<tr>
<td>BESCO ELECTRIC CORPORATION</td>
<td>WBE</td>
<td>$3,911,420</td>
</tr>
<tr>
<td>THE JOHNSON GROUP</td>
<td>MBC</td>
<td>$1,607,889</td>
</tr>
<tr>
<td>GREENWATER DEVELOPMENT, INC.</td>
<td>WBE</td>
<td>$1,126,779</td>
</tr>
<tr>
<td>EAST COAST CONSTRUCTION SERVICES, LLC.</td>
<td>MBC</td>
<td>$8,497,535</td>
</tr>
<tr>
<td>WHITE TE ADVERTISING, LLC.</td>
<td>WBE</td>
<td>$3,043,956</td>
</tr>
<tr>
<td>EAGLE WOOD, INC.</td>
<td>MBC</td>
<td>$1,501,803</td>
</tr>
<tr>
<td>GP SUPPLY COMPANY, LLC.</td>
<td>WBE</td>
<td>$1,070,446</td>
</tr>
<tr>
<td>FULLER &amp; CO CONSTRUCTION, LLC.</td>
<td>MBC</td>
<td>$8,128,840</td>
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<tr>
<td>TRULL CONTRACTING, LLC.</td>
<td>WBE</td>
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</tr>
<tr>
<td>GOC, INC.</td>
<td>MBC</td>
<td>$1,423,936</td>
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<tr>
<td>CES GROUP ENGINEERS, LLP.</td>
<td>WBE</td>
<td>$2,642,534</td>
</tr>
<tr>
<td>R&amp;J LEEPER CONSTRUCTION, LLC.</td>
<td>MBC</td>
<td>$1,386,056</td>
</tr>
<tr>
<td>ARMSTRONG GLEN PC</td>
<td>MBC</td>
<td>$1,070,316</td>
</tr>
<tr>
<td>NJ INTERIORS CONTRACTING, LLC.</td>
<td>MBC</td>
<td>$1,264,076</td>
</tr>
<tr>
<td>ELITE TOUCH CLEANING SERVICES, INC.</td>
<td>MBC</td>
<td>$2,242,534</td>
</tr>
<tr>
<td>GAVEL &amp; DORN ENGINEERING, PLLC.</td>
<td>WBE</td>
<td>$2,131,867</td>
</tr>
<tr>
<td>HAMPTON ENVIRONMENTAL &amp; CONSTRUCTION, LLC.</td>
<td>MBC</td>
<td>$1,269,427</td>
</tr>
<tr>
<td>ARMSTRONG GLEN PC</td>
<td>MBC</td>
<td>$1,049,310</td>
</tr>
<tr>
<td>DALLAS 1 CONSTRUCTION, LLC.</td>
<td>MBC</td>
<td>$4,984,076</td>
</tr>
<tr>
<td>CES GROUP ENGINEERS, LLP.</td>
<td>WBE</td>
<td>$2,018,105</td>
</tr>
<tr>
<td>NC INTERIORS CONTRACTING, LLC.</td>
<td>MBC</td>
<td>$1,264,076</td>
</tr>
<tr>
<td>GDC, INC.</td>
<td>WBE</td>
<td>$1,851,426</td>
</tr>
<tr>
<td>ROYAL INSULATION SERVICES, INC.</td>
<td>MBC</td>
<td>$1,225,040</td>
</tr>
<tr>
<td>A-1 QUALITY INSULATING SERVICE</td>
<td>MBC</td>
<td>$1,044,800</td>
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<tr>
<td>GDC, INC.</td>
<td>WBE</td>
<td>$1,515,440</td>
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<tr>
<td>RRC CONCRETE, INC.</td>
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<td>MBC</td>
<td>$1,225,040</td>
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</tbody>
</table>

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.

$3.9+M
HISPANIC/LATINO

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

$4.9+M
AFRICAN AMERICAN

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

A-1 Quality Insulating Service

$1+M
NATIVE AMERICAN

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

Steven Coker, Charlotte Business INClusion Officer | Michele Torres, Charlotte Business INClusion Manager | Arturo Reynoso, Compliance Officer | Sonia Bows, Compliance Officer

Nyema Mathis, Program Specialist Lead | Kimberly Tibbs, Certification Specialist Lead | NoTasha Smith, Small Business Program Specialist | Venesia Draughn, Administrative Officer

MWBE registration requirements:
- MWSBEs 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

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 homes)
- Significant business presence in the Charlotte Combined Statistical Area “CSA”.
- Provide a commercially useful function to the City
- 1/4 SBA size standard

704.336.4137
carlottenc.gov
600 E TRADE ST SUITE 300
CHARLOTTE, NC 28202

Charlotte Business INClusion Annual Report
FY2022 | The Power of Perseverance