



Minority/Women Business Enterprise Program

2019 ANNUAL REPORT

JANUARY 1 - DECEMBER 31, 2019



Background

The City of Greensboro continued its commitment to the economic inclusion, full and equitable utilization, and development of firms within the Greensboro relevant market. In furtherance of this commitment, City Council adopted an M/WBE Program Plan with aggressive goals aimed at increasing participation of minority- and women-owned businesses in contracts for goods and services procured by the City.

Tools used to facilitate the success of eligible minority- and women-owned businesses with City contracting included:

- Contract-specific subcontracting goals
- Networking events
- Best Value contracting
- One-on-one debriefing
- Certification screening and assistance
- Vendor rotation
- Mentor-protégé arrangements
- Small business loans
- Enhanced contract monitoring.

The purpose for this report is to measure the effectiveness of these tools in achieving the City's economic inclusion goals for 2019.

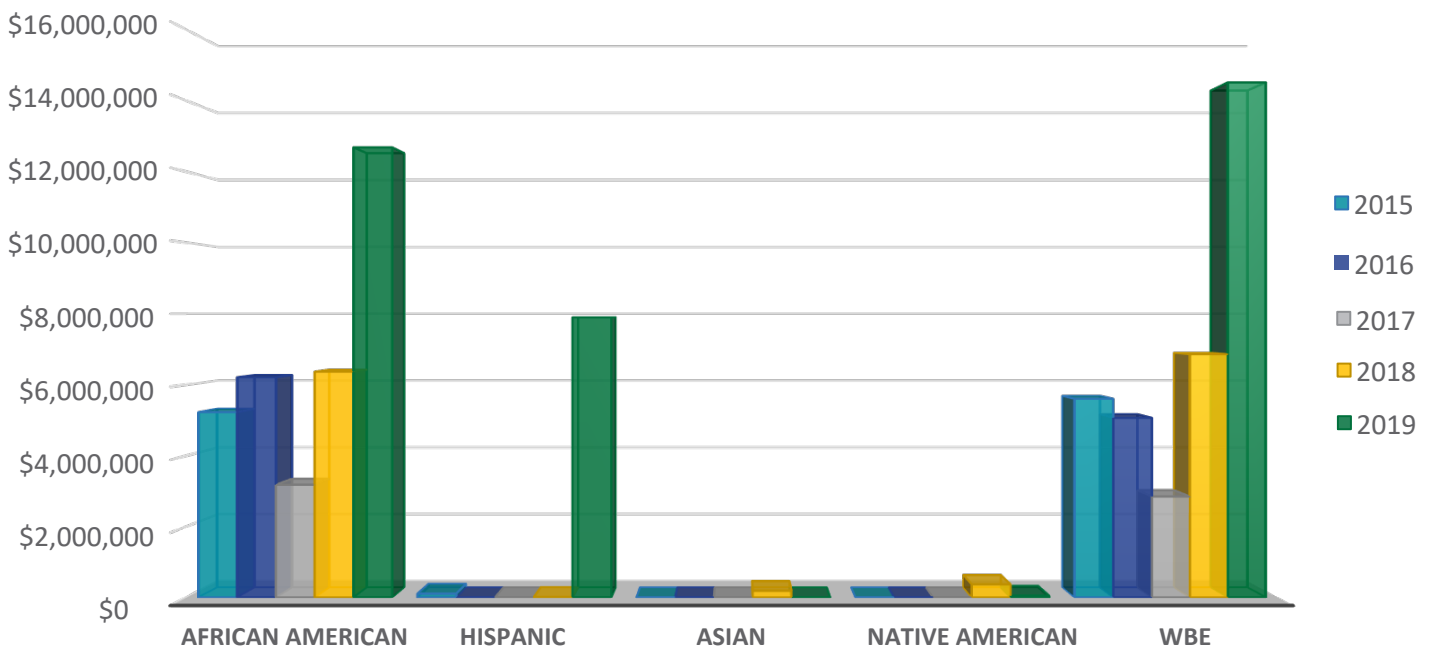
Scope of the Program

This M/WBE Program Plan applies to all contracts for the purchase of construction-related services, professional services, goods, real estate development, renovation, maintenance, or other services awarded by, or on behalf of, the City; including, but not limited to, every contract or other agreement between the City of Greensboro and any governmental agency, quasi-governmental agency, corporation, developer or contractor, under which the agency, corporation, developer or contractor receives any fiscal assistance from or through the City for the purpose of contracting with businesses to perform construction-related services, professional services, goods, real estate development, renovation, maintenance or other services.

Program Eligibility

Based on the results of the 2018 Disparity Study, only M/WBE firms found to be underutilized in the City's marketplace are eligible to participate in the City's M/WBE Program. To qualify, minority and woman business owners must certify that their business are at least fifty-one percent (51%) owned, managed and controlled by one or more minority group members or non-minority women and are headquartered or have a significant business presence for at least one year in the Greensboro relevant marketplace. The City currently accepts certifications from the state Department of Administration's Historically Underutilized Business Office (HUB) and NC Department of Transportation.

M/WBE Contract Award Summary | All Business Categories • 2015-2019



During this time period, the City awarded contracts totaling \$35,129,599 to minority and women owned business in the Greensboro market. Of the total contracts awarded, an estimated \$20,623,202 (58.71%) was awarded to MBE firms and \$14,506,396 (41.29%) to WBE firms.

Construction Services

Construction is defined as any construction or construction-related services including, but not limited to heavy construction, such as highway and street construction, general building contractors engaged primarily in the construction of buildings, light maintenance construction services such as installation, plumbing and renovation and other related services such as water-lining and maintenance, asbestos abatement, drainage, dredging, grading, hauling, paving, roofing and toxic waste clean-up.

Contracts awarded for construction services during this period totaled an estimated \$125 million. Of that amount, M/WBE firms were awarded approximately \$30.4 million (27.4%). MBE firms were awarded approximately \$16.7 million (13.3%) and WBE firms were awarded approximately \$17.7 million (14.1%).

CONTRACTS AWARDED

M/WBE
\$30.4 MILLION **27.4%**

WBE
\$17.7 MILLION **14.1%**

MBE
\$16.7 MILLION **13.3%**



— **10.1%** African American
— **3.2%** Hispanic
— **.02%** Native American

TOP PERFORMERS

| | | |
|----------|--|-------------|
| W | Muter Construction <i>General Contractor</i> | \$4,122,711 |
| W | MV Electric <i>Electrical</i> | \$3,889,270 |
| W | Atlantic Contracting <i>General Contractor</i> | \$3,061,566 |
| B | Bowden Electric <i>Electrical</i> | \$2,188,227 |
| B | WC Construction <i>General Contractor</i> | \$1,752,058 |
| B | Broadie <i>Masonry</i> | \$1,745,280 |
| H | Honducom <i>Concrete</i> | \$1,454,387 |
| B | All System Restored <i>Electrical</i> | \$1,052,575 |
| B | Avogt <i>General Contractor</i> | \$1,048,206 |
| H | Piedmont Performance <i>Plumbing</i> | \$773,426 |

W WBE **B** Black **H** Hispanic

Professional Services

Professional Services are those provided by a person or firm that require special licensing, educational degrees and/or unusually high specialized expertise, including, but not limited to engineering, architectural, accounting, advertising, surveying, legal, information technology, human resources and inspections services.

An estimated \$15.1 million was awarded for professional services contracts during 2019. Of that amount, M/WBE firms received approximately \$3.3 million (21.9%). MBE firms received approximately \$2.7 million (17.8%) and WBE firms received approximately \$626,000 (4.1%).

CONTRACTS AWARDED

M/WBE
\$3.3 MILLION **21.9%**

WBE
\$626,000 **4.1%**

MBE
\$2.7 MILLION **17.8%**

— **16.2%** African American
— **1.6%** Hispanic



TOP PERFORMERS

| | | | | | |
|-----------|--|-------------|-----------|--|-----------|
| B | Vines Architect <i>Architecture</i> | \$1,259,500 | B | JC Waller <i>Engineering /Survey</i> | \$170,352 |
| B | Critek Engineering <i>Engineering</i> | \$745,370 | B | Davenport Engineering <i>Engineering</i> | \$159,326 |
| WH | CH Engineering <i>Engineering</i> | \$340,798 | WH | Media Placement <i>Marketing</i> | \$80,000 |
| H | CITI <i>Controls and Instrumentation</i> | \$238,693 | WH | Simon Resources <i>Public Relations</i> | \$75,000 |

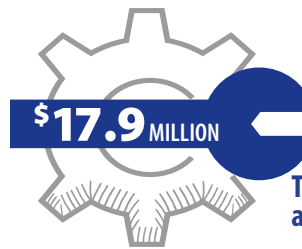
B Black **H** Hispanic **WH** White



Other Services

Other Services include contracts that are labor intensive and not professional or construction related, including, but not limited to, janitorial and maintenance services, printing services, graphic services, photographic services, landscaping, and automobile maintenance and repair.

An estimated \$17.9 million was awarded for other services contracts during 2019. M/WBE firms received approximately \$1.5 million (8.8%). MBE firms were awarded approximately \$1.4 million (8.1%); WBE firms were awarded approximately \$138,602 (.77%).



CONTRACTS AWARDED

Total contracts awarded

INCLUDES:

- janitorial and maintenance services
- printing services, graphics and photographic services
- landscaping
- automobile maintenance and repair

M/WBE
\$1.5 MILLION

8.8%

WBE
\$138,602

.77%

MBE
\$1.4 MILLION

8.1%

African American **7.8%**

Native American **.3%**

CONTRACTS AWARDED



INCLUDES:

- materials
- supplies

MBE
\$1,200 **.003%**

Goods

Contracts for Goods include purchases of equipment and consumable items purchased in bulk, or deliverable products including, but not limited to, automobiles and equipment, construction materials and supplies, equipment parts and supplies, fuels and lubricants, janitorial and cleaning supplies, technical supplies and uniforms.

Contracts awarded for Goods totaled approximately \$37 million during 2019. M/WBE firms received approximately \$1,206.80 (0.003%). MBE firms were awarded approximately \$1,206.80 (0.003%); WBE firms were awarded \$0.00 (0.00%).



ACTIVITIES SUMMARY

The following is a summary of activities that took place during the year:

HUB Certification Workshop
July 25

Building Relationships - Overview of Forecasted City Projects
August 29

Minority Enterprise Development Week
September 23-27

Intro to Bonding and Insurance Workshops
October 16

Information Technology Mixer
November 29

Business Development Opportunities

The M/WBE Office sponsored or participated in a number of business development activities during 2019. Outreach efforts sponsored by the City included education workshops, networking opportunities, forecasting of upcoming projects, advertising in minority newspapers, and one-on-one debriefing sessions. The office also provided training and support services to City contracting staff and non-M/WBE firms about the M/WBE Program Plan.

Data reflects City contracts with businesses certified by either NC Department of Administration or NC Department of Transportation. Learn more about certification at www.greensboro-nc.gov/Certification.





www.greensboro-nc.gov/mwbe

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