CHARLOTTE IN 2012 CONVENTION HOST COMMITTEE EXCEEDS DIVERSE CONTRACTING GOAL

The Charlotte in 2012 Convention Host Committee today announced that it exceeded the one-third diverse contracting goal established earlier this year – achieving an unprecedented 47 percent utilization of diverse vendors.

Charlotte Mayor Anthony Foxx, Co-chair of the Host Committee stated, "Our unprecedented effort to include diverse businesses in meaningful work shattered any previous convention records. This event certainly sets a new bar and a best practice not only for large-scale events in Charlotte but also similar activities elsewhere around the United States."

In March, 2012, the Host Committee along with the Democratic National Convention Committee announced a diversity contracting policy to increase the participation of diverse businesses. The policy stated that at least one third of aggregate dollars would be spent with minority owned businesses, women owned businesses, disabled owned business, LGBT owned businesses and veteran owned businesses.

In order to accomplish the goal, dedicated staff was hired to administer a procurement planning process designed to:
1. Identify prospective businesses via an online vendor directory
2. Engage participation via strategic sourcing and online request for proposals
3. Conduct targeted outreach with diverse businesses and trade industry associations
4. Capture and monitor subcontracted dollars from prime vendors
5. Measure and track diverse expenditures.

Aggregate dollars was calculated based on data provided by New American City and Committee for Charlotte cumulative expenditures less non-discretionary expenses such as payroll, taxes, fees, reimbursements, and insurance. Subcontracted dollars with diverse firms in large categories such as (but not limited to) construction, production, and transportation were also included.

Further analysis shows:

- Minority vendor utilization comprised 22 percent of the discretionary total, including 19% with African-American-owned companies.
- Women-owned vendors comprised 24 percent of the total and LGBT firms made up 3 percent.
- Local businesses accounted for 31 percent of utilization.

Dr. Dan Murrey, Host Committee CEO, stated "The Committee was dedicated to diversity and inclusion from the day Charlotte won the bid to host the Convention. I am proud that we surpassed the goal and took major steps to further strengthen our community's commitment to shared prosperity for all."

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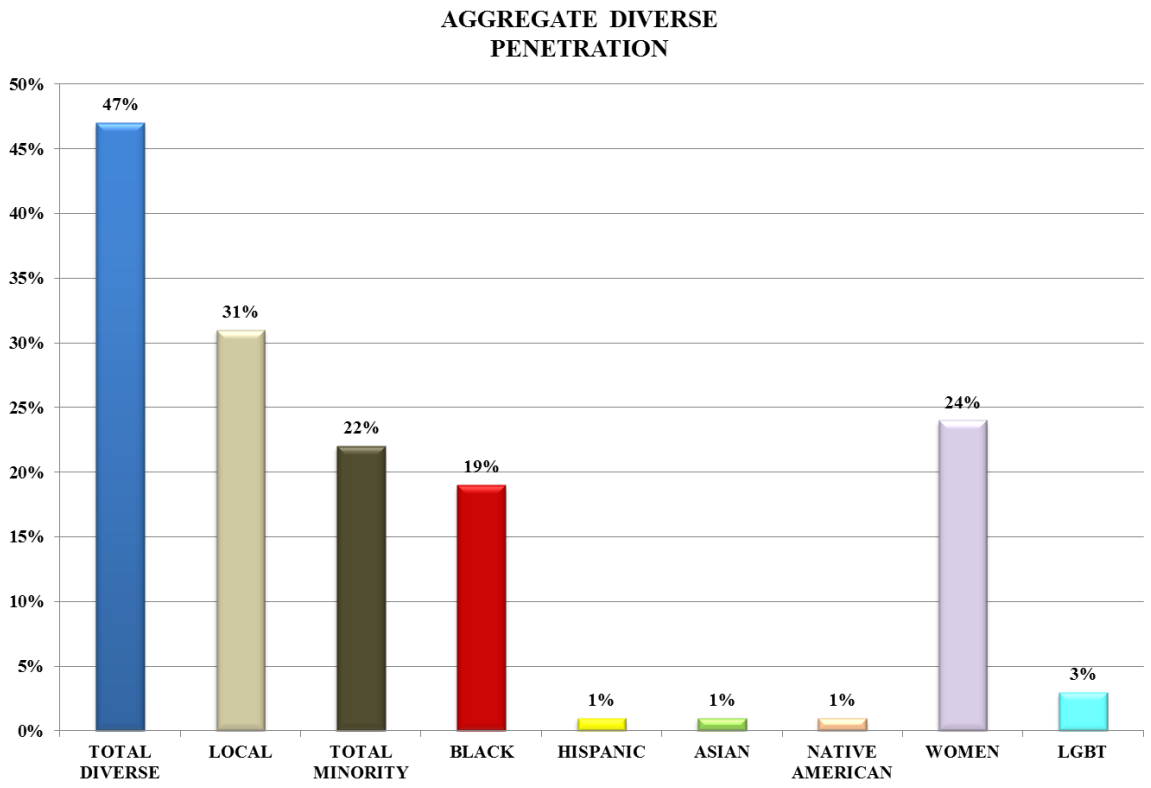
Charlotte in 2012 Convention Host Committee

Aggregate Diverse Spend Report

The Charlotte in 2012 Convention Host Committee ("Host Committee") announced that they have exceeded their diversity contracting goal by achieving an unprecedented 47%. In March 2012, the Host Committee along with the Democratic National Convention Committee ("DNCC") adopted a diversity contracting policy which states at least one third of aggregate dollars will be spent with minority owned businesses, women owned businesses, disabled owned business, LGBT owned businesses, and veteran owned businesses for it contracts and projects.



Procurement Planning Process

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Local Firms

The Charlotte in 2012 Convention Host Committee, for the purposes of the 2012 Democratic National Convention, defined "local firm" as any business residing in North or South Carolina. On September 30, 2012, there were 4592 registered firms in the vendor directory. Based on the same supplier registration data, there were 3323 North Carolina firms and 270 South Carolina firms registered, representing a total of 3593, or 78% local firms. A total of $12,829,146, or 31%, was spent with these businesses in categories such as (but not limited to) construction, apparel, office supplies, catering, signage, floral, photography, and janitoral services.

Minority-Owned Firms

According to the U.S. Census Survey of Business Owners (2007), there were an estimated 5.8 million minority-owned businesses, representing 21% of all firms. Minority-owned firms accounted for 1770 vendor directory supplier registrations, representing 39% of the database. A total of $8,875,097, or 22% was spent with these firms in categories such as (but not limited to) construction, production, transportation, apparel, office supplies, catering, signage, floral, photography, and janitorial services.

Non-Minority firms accounted for an estimated 20 million businesses according to the 2007 Survey of Business Owners (SBO). There were 2131 white-owned (regardless of gender) businesses registered in the vendor directory, representing 46%. Spend data was not calculated for these businesses (regardless of gender) for the purposes of this report.

Nationally, African American owned firms represent 7% of all businesses (SBO, 2007), while they represented 33% of the vendor directory supplier database. A total of $7,690,336, or 19%, was spent with these businesses in categories such as (but not limited to) technology, construction, transportation, operations, marketing, office supplies, and catering.

Hispanic-owned firms account for an estimated 2.2 million, or 8% of all businesses in the U.S (SBO,2007). These firms represented 5% of vendor directory supplier registrations, and 1% of diverse expenditures, or $570,124. In the construction subcontracting category, some pre-qualified Hispanic-owned firms elected not to bid due to size and scale of bid packages. Hispanic-owned firms also accounted for expenditures in categories such as (but not limited to) production catering, photography, and merchandise.

Asian-owned firms represent 6%, or 1.5 million businesses in the U.S. (SBO, 2007), while the vendor directory recorded 3%, or 151 registered businesses. Expenditures with Asian-owned firms totaled $409,964, or 1% of aggregate spend. Several major contracts, including volunteer apparel, signage, and printing, accounted for a large portion of spend with these businesses.

Native American-owned business ownership totaled less than 1% of all U.S. firms in 2007 (SBO). However, they represented close to 2% of registered businesses in the vendor directory. Payments made to a self-certified and locally-owned Native American transportation services firm contributed to a portion of the $592,764, or 1% spend with these firms.

Women-Owned Firms

The 2007 U.S. Census Survey of Business Owners reports that there were an estimated 7.8 million woman-owned firms (regardless of ethnicity), representing 28% of all businesses in the country. Woman-owned firms accounted for 2032 of all supplier registrations in the vendor directory, or 44%. A total of $9,750,418 was spent with woman-owned businesses (regardless of ethnicity), representing 24% of aggregate spend. Categories such as (but not limited to) construction, production subcontracts, event planning and subcontracts, and catering accounted for a large portion of this spend.

Veteran / Disabled Veteran-Owned Firms

In 2007, veterans owned 2.4 million businesses in the United States (SBO,2007). These veteran-owned firms accounted for 9% of all firms. There were a total of 339 veteran and service disabled veteran-owned registered businesses in the vendor directorty, representing a combined 7% of all registered suppliers (regardless of gender or ethnicity). Combined purchases with these firms totaled $209,823.

Lesbian Gay Bisexual & Transgender (LGBT) Owned Firms

Self-certifying LGBT-owned firms accounted for 3% of diverse spend, $1,063,689. Categories such as (but not limited to) production and marketing also included LGBT vendors.

The combination of rich, cultural and economic diversity of the region, targeted outreach, vendor education, and efficient metrics resulted in ground-breaking success of the most open and inclusive “People’s Convention” in convention history. Charlotte will, for years to come, have a sustainable model to deploy a proven supplier diversity initiative for any major event that comes to the city.

CHARLOTTE

January 29, 2013

The Honorable Pat McCrory
Governor
Office of the Governor
20301 Mail Service Center
Raleigh, NC 27699-0301

The Honorable Phil Berger
President Pro Tempore
North Carolina Senate
16 W. Jones Street, Room 2008
Raleigh, NC 27601-2808

The Honorable Thom Tillis
Speaker of the House
North Carolina House of Representatives
16 W. Jones Street, Room 2304
Raleigh, NC 27601-1096

Gentlemen:

On January 28, 2013, the Charlotte City Council agreed to send this expression of support for the work of the North Carolina Clean Water Management Trust Fund and our appreciation to you and the General Assembly for the appropriations made to the Fund in furtherance of clean water in our State. Since 1996, the General Assembly has appropriated nearly $1 billion to the Fund to award in competitive grants to address water pollution issues. To date the Fund has awarded grants for 1,500 projects to state agencies, local governments and conservation non-profits which match the State funds thereby leveraging the State appropriations. By working together, the General Assembly, the Fund and the grant recipients have been able to achieve great things for the citizens of our region and the State.

In the river basin from which we draw our drinking water, the Catawba River, the Fund has supported a substantial number of projects that enhance water quality. These projects include land acquisition for watershed protection, upgrades to wastewater treatment plants to ensure adherence to clean water standards, restoration of streams in urban areas, and planning for future water supply needs. The result has been a cleaner water supply that can support ever increasing levels of population and economic activity.

In Mecklenburg County, the Fund has worked in partnership on numerous projects with the County, City of Charlotte, Town of Pineville, state agencies, and several conservation non-profits. One project that the Fund has played an important role is the development of the Little Sugar Creek Greenway, a 15 mile stretch which meanders through the city from North Charlotte to the South Carolina line. It connects Freedom Park and smaller parks, residential areas, Central Piedmont Community College, Carolinas Medical Center and a burgeoning mixed-use retail and dining complex. The centerpiece of the Greenway in Uptown Charlotte opened in 2012, extending from East 7th Street to Morehead Street. This portion of the trail winds through plazas, event areas, fountains, and natural areas providing spaces for a myriad of celebrations and special events. The Little Sugar Creek Greenway has served to enhance the economic competiveness of our City while offering terrific recreational opportunities for our citizens

Thank you for your commitment to improving our natural resources and for your service to the State of North Carolina.

Sincerely,

Anthony R. Foxx
Mayor

Cc: Chair, Clean Water Management Trust Fund
City Council