CITY of CHARLOTTE

Charlotte Business INClusion Annual Report



Minority,Women, and Small Business Enterprises





Building Bridges to Prosperity

I am happy to present the Fiscal Year 2023 Annual Report for the Office of Charlotte Business Inclusion, a testament to our relentless commitment to fostering diversity, equity and inclusion in our city's business landscape. This report signifies the remarkable strides we have made in empowering Minority, Women and Small Business Enterprises (MWSBE) and propelling economic opportunities for all.

With a theme of "Building Bridges to Prosperity," this year's report symbolizes our collective resolve to bridge gaps, foster collaboration and drive sustainable growth within our community. The City of Charlotte's dedication to promoting equity and resilience is stronger than ever and our commitment to fostering an inclusive and thriving business environment remains unwavering.

We have several achievements to celebrate this year, which are highlighted in this report. A few that stand out include:

- \$62,222,998 in FY 2023.

#01

FY2023 MWSBE Spend: \$197,065,455

• Our dedication to equitable procurement practices has resulted in significant increases in spend with MWSBEs. Minority Business Enterprise (MBE) spend alone surged by more than \$10 million last year, reaching

• Among MBE spend, African American vendors received the largest share, with \$31,895,598 allocated to support their businesses. Two vendors to highlight are both African American women-owned businesses, Roundtree Companies and Diamond Trucking. These businesses secured \$1.2 million and \$1.1 million in spend, respectively, showcasing the strength and resilience of African American women in our business community.

• We have also focused on expanding and enriching the pool of MWSBE vendors. In FY 2023 we proudly welcomed 80 new vendors into the CBI MWSBE Directory. The emergence of new certified MBE firms like DeannaMichel Inc. and EDT, PLLC underscores the vitality of entrepreneurship and innovation within our community.

I extend my heartfelt gratitude to the dedicated individuals and organizations who have contributed to the success of the Office of Charlotte Business Inclusion. Your unwavering support and collaboration are instrumental as we continue to chart a path toward shared prosperity and economic empowerment.

As we look to the future, we will maintain our steadfast commitment to fostering an inclusive and thriving business environment for all.

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

Charlotte Business INClusion Annual Report





Commitment to *Inclusive Excellence*

It is with a focus on tangible outcomes and strategic growth that I present the Office of Charlotte Business Inclusion's (CBI) Fiscal Year 2023 Annual Report. This year's narrative is one of substantial progress, marked by an increase in our certified Minority, Women, and Small Business Enterprises (MWSBEs), an uptick in city contracting spend with these firms, and strategic expansions that underscore our commitment to inclusive excellence.

This year through concerted outreach efforts, the number of CBI certified MWSBE vendors has grown significantly. This increase is not merely a number-it represents a wider array of opportunities for diverse businesses within our community. Correspondingly, we've witnessed an increase in spend with our certified MWSBE vendors, ensuring that city investments are creating a multiplier effect within our local economy.

We also celebrated the successful launch and implementation of the CBI's Contractor Development Program. This initiative stands as a cornerstone of our capacity-building efforts, providing the tools and resources necessary for MWSBEs to compete effectively and equitably in city contracting.

Adding to our dynamic team, we welcomed three new staff members to CBI, each contributing a wealth of knowledge and a deep commitment to our mission. Their contributions have already begun to resonate within the community we serve.

In an unprecedented expansion of our market area, we now embrace all 100 counties in North Carolina, enabling statewide certification for MWBEs. This expansion not only widens the pool of talent and resources but also enhances the competitive landscape of our city's procurement processes.

As we reflect on these milestones, we also set our sights on the future. The successes of FY2023 serve as a launchpad for ambitious goals ahead—solidifying Charlotte's reputation as a national leader in business inclusion.

I extend heartfelt thanks to every partner, business, and individual who has supported and engaged with CBI this year. Your contributions are integral to our success and the vibrancy of Charlotte's economic fabric. Together, let's forge ahead, with a continued commitment to equity, opportunity, and shared prosperity.

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Steven Coker. Charlotte Business INClusion Program Manager

#02

ADVISORY COMMITTEE





















- **1.** Ciara Lilly Chair LGBT+ CHAMBER
- 2. Carolina Shoffner Vice Chair **HISPANIC CONTRACTORS** ASSOCIATION (HCAC)
- 3. Gary Beal AT-LARGE PRIME CONSTRUCTION COMPANY
- 4. Jason Deans AT-LARGE PRIME CONSTRUCTION COMPANY
- 5. Kymberlyn Gardner AT-LARGE PRIME CONSTRUCTION COMPANY
- 6. Rebecca Laclaire METROLINA NATIVE AMERICAN ASSOCIATION (MNAA)
- 7. Pacino Mancillas LATIN AMERICAN CHAMBER OF COMMERCE (LACC)
- 8. Jerome Marez AT- LARGE PROFESSIONAL SERVICES COMPANY

FY2023 Building Bridges to Prosperity

- 9. Joaquin Soria AT-LARGE CHARLOTTE REGIONAL **BUSINESS ALLIANCE**
- **10. Rochelle Stewatt** "NATIONAL ASSOCIATION OF WOMEN **BUSINESS OWNERS (NAWBO)**"



Nominees of Crowns of Enterprise

Nominations are in, and the judging has begun for the 13th annual Crowns of Enterprise Awards. The Crowns of Enterprise Awards recognize and honor MWSBEs in the Charlotte-Mecklenburg region that demonstrate exemplary leadership and sound business strategies.

ABOUT CROWNS OF ENTERPRISE

Nominations open at the beginning of each year. | MWSBE@mecknc.gov

Learn More >

Small Business Enterprise (SBE):

• Presented to a City of Charlotte certified Small Business Enterprise that, among other attributes, has driven economic development in the Charlotte -Mecklenburg region.

Minority Business Enterprise (MBE):

• Presented to a minority-owned business certified by the State of North Carolina that has demonstrated sound business strategies while driving economic development in the Charlotte - Mecklenburg region.

Woman Business Enterprise (WBE):

• Presented to a woman-owned business certified by the State of North Carolina that has demonstrated sound business strategies while driving economic development in the Charlotte - Mecklenburg region.

Prime Contractor:

• Presented to a Prime Contractor that demonstrates exemplary leadership while embracing and engaging in diversity initiatives and efforts.

Diversity Advocate:

• Presented to an individual or organization who champions diversity and inclusion best practices, ideas and strategies to increase the overall participation of MWSBE opportunities in the Charlotte - Mecklenburg region.

Media Personality/Media Outlet:

• Presented to a media personality or media outlet for providing outstanding community engagement and exemplary coverage in support of the minority, women, and small business community.

MBE

A1 Glass & Aluminum, LLC. American Tech Electric Company **Behavioral Health** Intervention Center, LLC. Catawba Janitorial Service, LLC. DiverseCity Services, LLC. Elite Touch Cleaning Services, INC. Faciliator One, LLC. G & R Enterprises, INC. Guby, LLC. HR Unequivocally, LLC. JuaJua Cleaning, LLC. Just Her Rideshare, INC. Links Realty Group, INC. My Little Helper & Co, LLC. PMG Worldwide, INC. Rapid Strategy, INC. Sip City Market and Bottle Stratagon, INC. SunSouth Carolinas, INC. Tastebuds Popcorn Concord Taylor Interiors, INC. The Brown Sugar Collab Corp TuMi's Space WC Construction Company, LLC.

SBE

25/27 Cleaning Services, LLC. All Things Professional Cleaning, LLC. Facilitator One, LLC. HAVEN Creative Agency, LLC. Life for the Hopeless Foundation Martires Distribution, INC. Mr. Charles Chicken and Fish PRESA Construction, LLC. Skyeline Construction Solar Cellz USA, LLC. The Melanted Words, LLC. Mcsassy, LLC. Transcendent Accents, LLC. United Painting Services, INC.

WBE

Abundant Living Consulting Corporation, LLC. Ace Hardware - Cahill of Carolina, INC. Bohemian Stylehouse, LLC. Caramel Complexions and Spa, LLC. Center Line Locating, LLC. Links Realty Group, INC. E2 Optics, LLC. Facilitator One Gortin Group, LLC. H&S Therapeutic Services, LLC. Harmony Health, PLLC. HAVEN Creative Agency, LLC. HM Properties Investments, LLC. Luscious Mother, LLC. Mariah's Taco Spot Mecklenburg Paint Company, INC. **Reliable Restoration** Royal Coating, LLC. Dottie Rose Consulting, LLC. McSassy, LLC.

PRIME

Customized Construction, LLC. Edifice, LLC. Marand Builders, INC.

MEDIA PERSONALITY/OUTLET

Francene Morris GlennOaks Media, LLC. The KP Kollective Pride Communications, INC. The Charlotte Ledger Ohavia Phillips

DIVERSITY ADVOCATE

Carolina's 1st Choice Agency, LLC. Chiquitha Lloyd DiverseCity Services, LLC. Donja Williams Lain Consulting, LLC. Super Global Mart, LLC. The Wonder Group, LLC.

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CITY of **CHARLOTTE**

Contractor Development Program

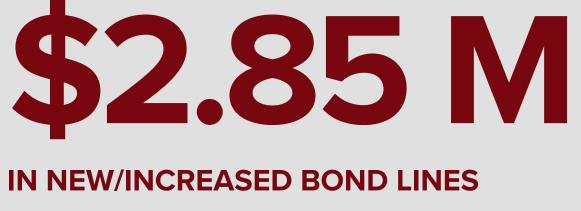
Since its inception in July 2023, the *Contractor Development Program (CDP)* under the City of Charlotte Business Inclusion (CBI) initiative has achieved significant milestones in empowering CBI-certified MWSBEs. Our focused efforts on technical assistance, development services, and bonding capacity enhancement have yielded strong results, fostering a thriving environment for MWSBE contractors.

TO APPLY

Click Here

FOR INFORMATION Click Here

CDP's four pillars:



Our commitment to developing a robust and diverse contractor base is unwavering, and we look forward to building on these successes in the years to come.





Highlights of the CDP's impact through February 2024

These accomplishments reflect the CDP's essential role in not only supporting but actively contributing to the economic growth and inclusivity of Charlotte's business landscape.

- **Engagement and Growth:** The program proudly registered 92 participants, indicating strong interest and engagement from the MWSBE community.
- **Comprehensive Support:** A total of 1,770 technical assistance services were provided, alongside 825 contractor development services, ensuring our contractors are well-equipped to tackle the industry's challenges.
- **Financial Empowerment:** Our contractors have experienced a significant increase in their bonding capacity, obtaining or increasing a total bond line value of \$2.85 million through the CDP.
- **Bidding Opportunities:** Notably, one contractor leveraged CDP services to secure a \$250,000 bid bond, enabling them to pursue a project that would have been otherwise inaccessible. This demonstrates the CDP's critical role in unlocking new opportunities for our participants.
- **Education and Training:** The 5-week Bidding and Estimating Training Academy graduated 37 contractors, further enhancing their competitiveness and skills. Additionally, 16 training sessions covered vital topics for business success.

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Unveiling the Impact

CITY of **CHARLOTTE** *Economic Impact Analysis*

We're finalizing a groundbreaking Economic Impact Study that will quantify the economic benefits of the Charlotte Business Inclusion program. The study, conducted by Thompson Consulting and Analytics, LLC, will specifically focus on how the program leverages city contracting with Minority and Women-Owned Small Businesses (MWSBEs) to increase job creation and boost local tax revenue.

This comprehensive analysis will assess the program's effectiveness in creating jobs, stimulating economic activity, and generating tax revenue, among other key economic indicators. The study's findings will be released next month and will offer a compelling narrative of the CBI program's significant contributions to Charlotte's economic landscape. Discover how the CBI program is creating jobs, stimulating economic activity, and strengthening Charlotte's tax base.

Thompson Consulting and Analytics LLC

484.574.3561 · rthompson@tcaanalytics.com 8511 Davis Lake Parkway Ste C6-211 Charlotte NC 28269



CITY of CHARLOTTE #05

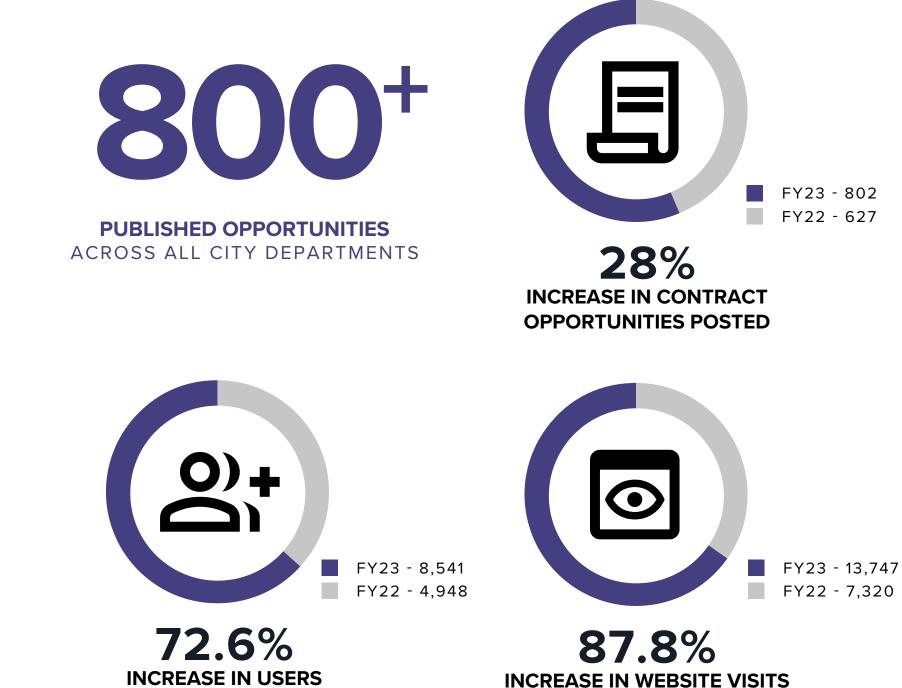


GET INVOLVED

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

Opportunity Showcase in the City

EarlyBird serves as the City of Charlotte Business Opportunities Pipeline with a comprehensive listing of Active and In Development contracting opportunities across all City of Charlotte departments. 2023 saw an overall increase across website visits, users, an contract opportunities posted.



FY2023 Building Bridges to Prosperity



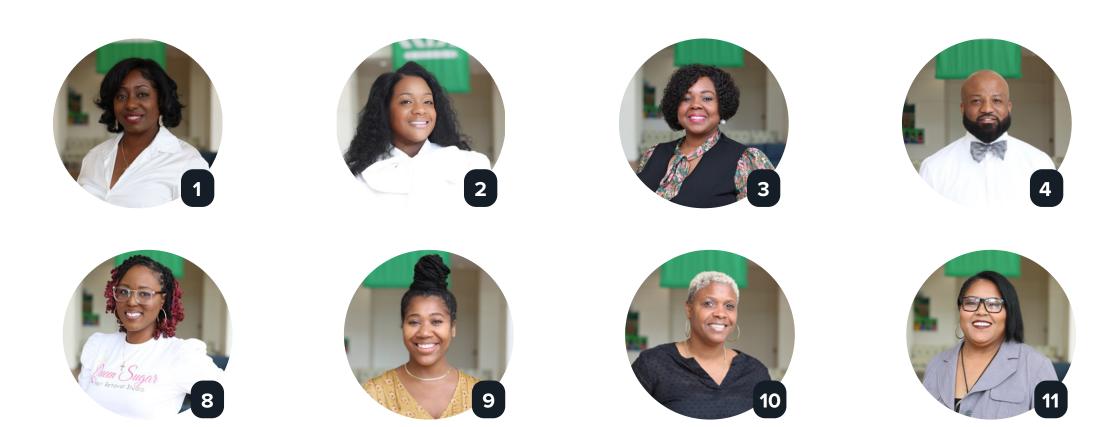


GET INVOLVED

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

Accelerate. Motivate. Propel.

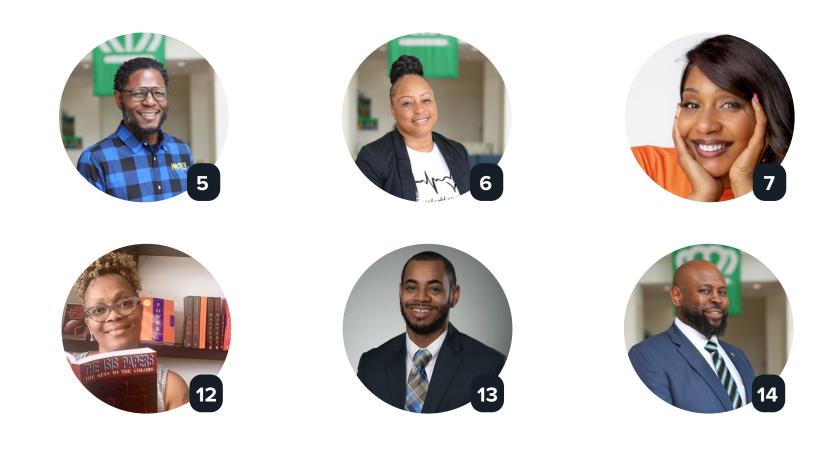
AMPUp! Charlotte is a program designed to prepare minority business owners for growth and expansion to increase business revenue, create jobs, and positively impact the community. As a participant in the sevenmonth, bi-weekly course, minority business owners receive targeted training, as well as business development and mentoring services to propel their enterprise forward.



COHORT 6 | OCTOBER 2022 - APRIL 2023

- 1. ANGELA BERRY PURE BODY SALON & SUITES, INC.
- 2. CHRISONDRA DAVIS BUFF BEAUTY ACADEMY
- **3. DAMITA RHODIE** BLESSED MANIFESTED HORIZONS, LLC.
- 4. DAVID POWELL NO GREASE MOSAIC BARBERSHOP
- 5. ERIC NDELO MACFLY FRESH APPAREL
- 6. JENNIFER DOWNING CHAMBERS EMPIRE TRANSPORTATION
- **KATINA FOSTER**PURE LUXURY BEAUTY STUDIO
- 8. KHIANA MORTON QUEEN SUGAR HAIR REMOVAL, LLC.

- 9. KIMBERLY WILKINSON MEMBERS ONLY TASTING ROOM & SOCIAL
- **10. MICHELLE GRIER** MAKK SERVICES UNLIMITES, INC.
- **11. REGINA HINSON** MS. GINAS IN HOME CHILDCARE
- **12. SONYAH SPENCER** URBAN READER BOOKSTORE
- **13. WILLIAM STEVEN ALLEN** THE ALLEN REAL ESTATE GROUP
- 14. WILLIE RAMEY IVRAMEY MARKETING ANDMANAGEMENT GROUP, INC.

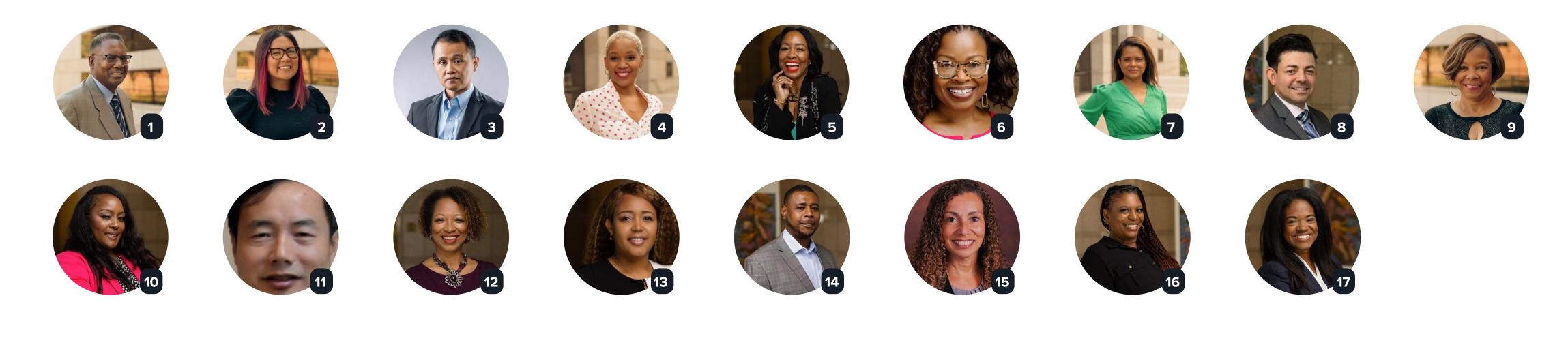






COHORT 7 | MAY 2023 - NOVEMBER 2023

- 1. ANTHONY LOVE DAVID LOVE ASSOCIATES, INC.
- 2. BERNADETTE JOY MAULION BERNADETTE JOY, LLC.
- **3. BRYAN TAN** U REALTY
- 4. CANDICE JOHNSON CJ WAX STUDIO
- 5. DR. SYRINE REESE-GAINES BRAINY HR SOLUTIONS, LLLP.
- 6. EBONY STUBBS RAE IMAGES



- 7. JENNY CHAMBON PRECISE TRANSLATING, LLC.
- 8. JOHN CASTANO AVID PAINTING & REMODELING
- 9. KATRINA SMITH MATHNASIUM
- 10. KENYA SMITHTO THE MAX TRANSPORTATION ANDLOGISTICS, INC.
- **11. KEVIN ZHANG**EDGE SECURITY PRODUCTS

- **12. KIMBERLY WEAVER** CROWN JEWEL FINANCIAL SERVICES
- **13. LUISA PINO** PINO CPA, PLLC.
- 14. MANUEL CORDRAYCATERING BY CORDRE
- **15. MARGUERITA BLAKER** MARGUERITA BLAKER & ASSOCIATES, PLLC.
- **16. MELESSA LAWSON** MY LITTLE HELPER & CO
- **17. ROBYN HICKS-GUINN** HICKS GUINN LAW, PLLC.



\$1M+ Vendor *Highlights*



\$3.3+M hispanic/latino

Elite Touch Cleaning Services represents the highest hispanic male spend.





DE Walker Construction Co represents the highest MWSBE Prime spend in the \$1 Million Dollar Club as an African American.

#08 CITY of CHARLOTTE



\$2.8+M ASIAN AMERICAN

DOT Construction represents the highest spend increase of an Asian American SBE vendor.



\$1.1+M native american

Buffkin Trucking Inc represents the highest MBE spend of a Native American firm in the \$1 Million Dollar Club.







#09



\$110,656,282

Total Spend towards

Prime Contractors

While MWSBE spend towards Prime Contractors did not grow overall, spend towards MBE certified vendors increased by 32%. Charlotte remains committed to allocating more resources to minority-owned, women-owned, and small businesses as a whole.

\$86,409,173

Total Spend towards

Subcontractors

Subcontractors saw a spend increase of more than 8% since FY22. Most significantly, spend on strictly MBE subcontractors grew by 13% since FY22, from \$34 million to nearly \$39 million.

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MWSBEs City Certified

1,536

CERTIFIED VENDORS

CBI seeks to enhance competition and participation of Minority, Women, and Small Businesses in city contracting and to promote economic growth and development in the City of Charlotte.

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



425

145

AFRICAN AMERICAN ASIAN AMERICAN CAUCASIAN HISPANIC / LATINO NATIVE AMERICAN

884



FY2023 VENDOR ETHNICITY 80 Newly certified MWSBE vendors

With African American certified vendors constituting 57.5% of our certified pool, we continue to prioritize diversity and inclusion in our certification process.

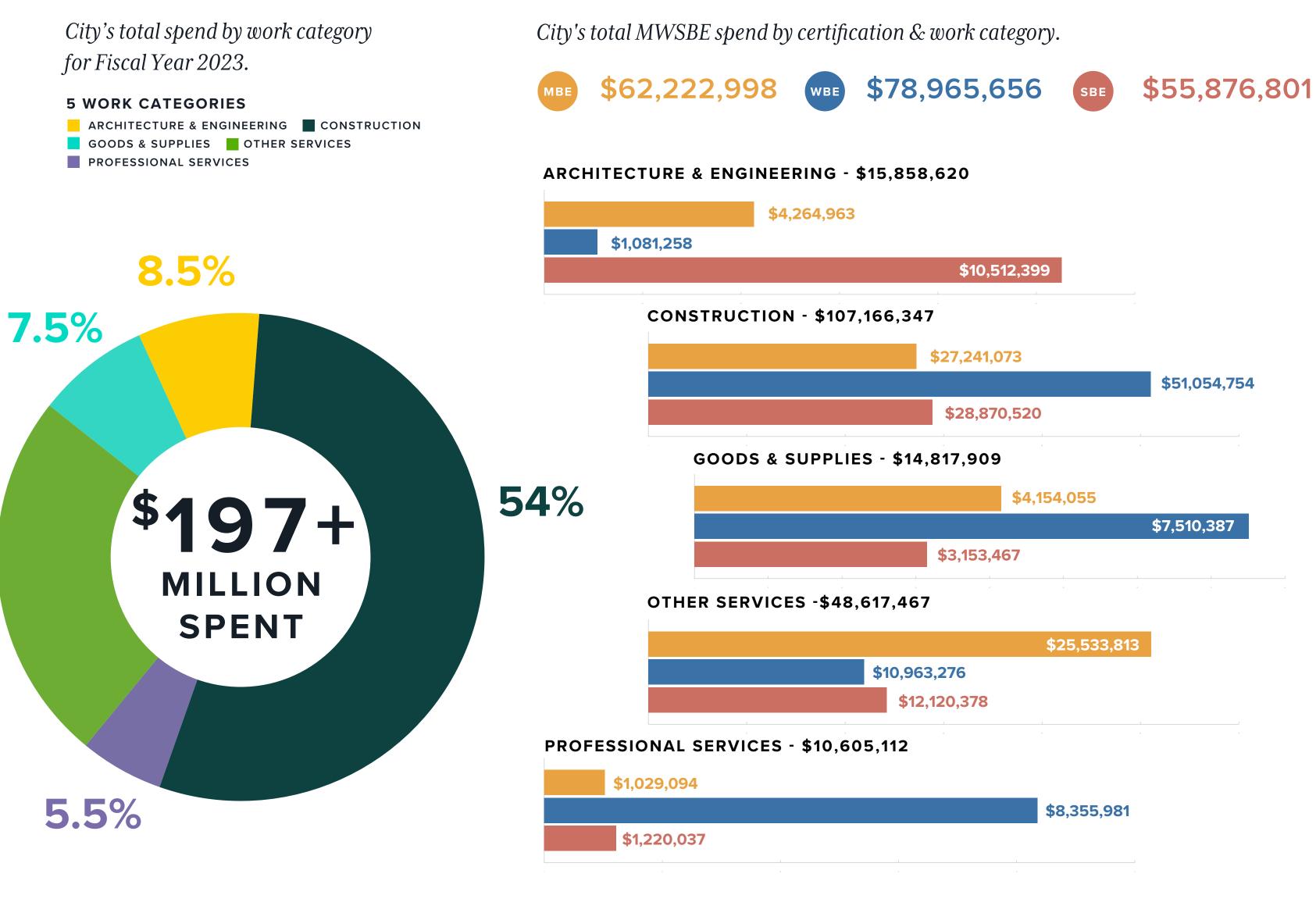
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Total Spend: Certification & Work Category

With City Certified MWSBEs

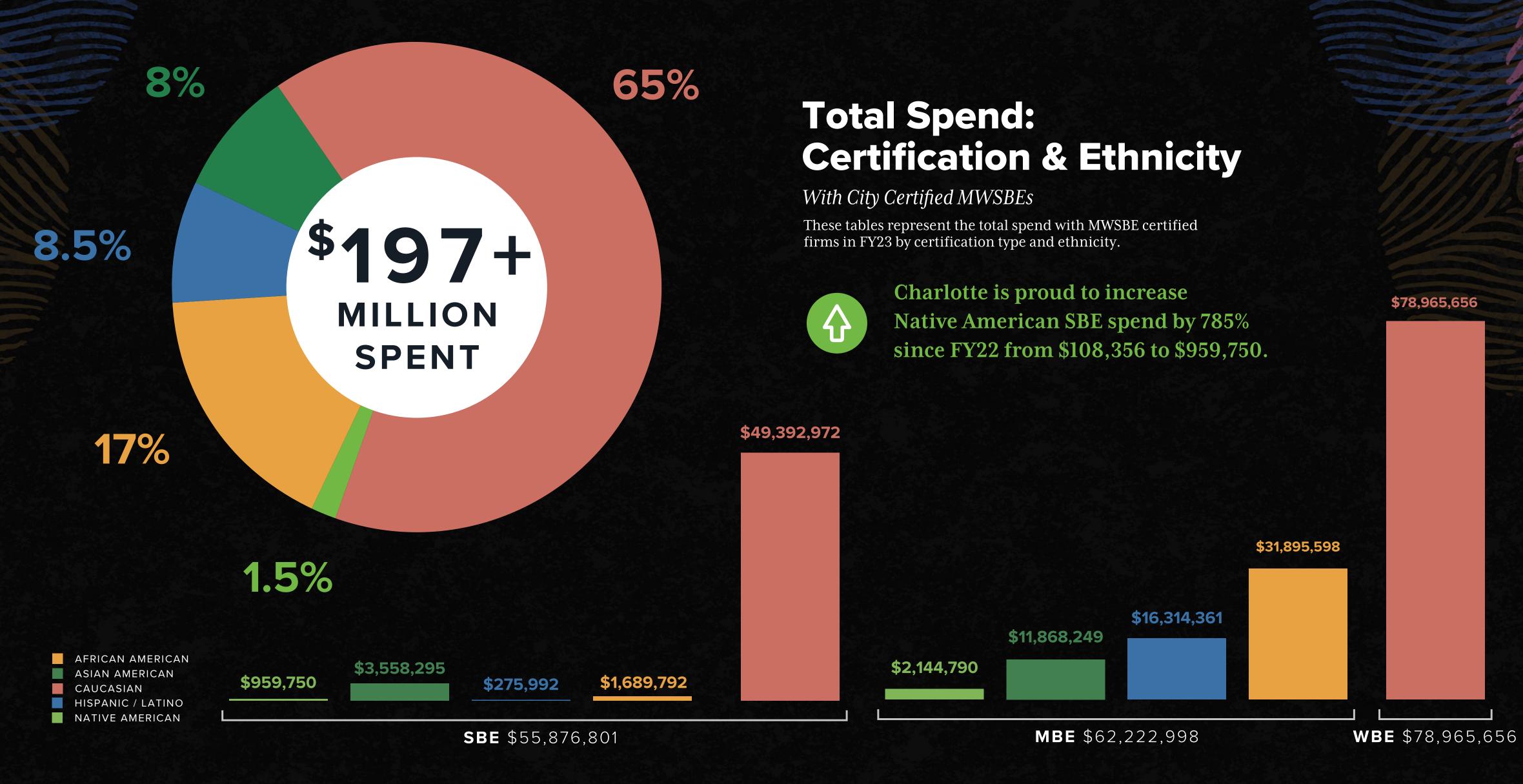


24.5%

CITY of **CHARLOTTE** #11

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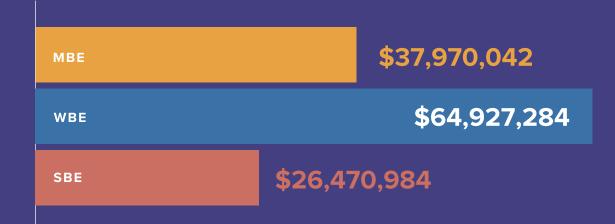


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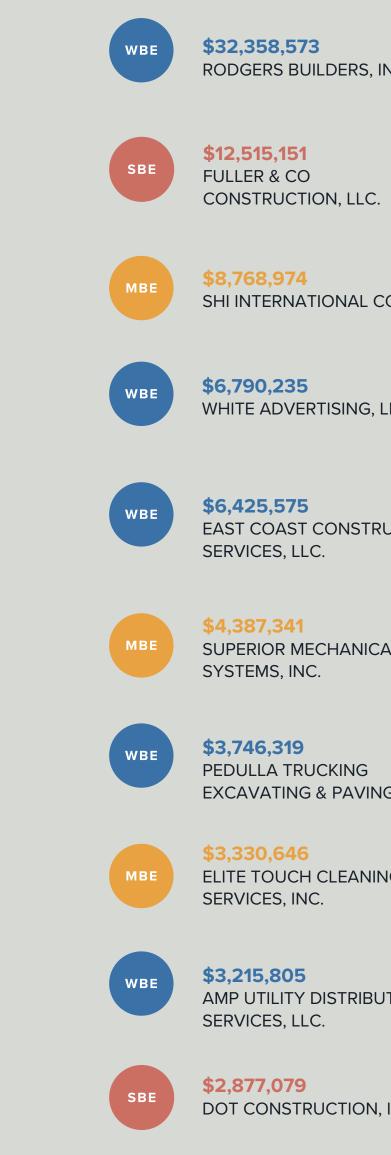


Vendors over \$1 MILLION!

MWSBE Spend by Certification



In FY2023, the city spent more than \$1 million with 37 certified MWSBEs.



INC.	WBE	\$2,747,943 TRULL CONTRACTING, LLC.	МВЕ	\$1,766,060 GP SUPPLY COMPANY, LLC.	МВЕ	\$1,179,912 BUFFKIN TRUCKING, INC.
2.	SBE	\$2,714,811 GAVEL & DORN ENGINEERING, PLLC.	SBE	\$1,752,308 JIM BOB'S GRADING & PAVING, INC.	WBE	\$1,178,962 NANCE CONSTRUCTION, LL
CORP	WBE	\$2,478,177 SUNSHINE CLEANING SYSTEM, LLC.	WBE	\$1,706,281 THE JOHNSON GROUP	МВЕ	\$1,147,427 CITI, INC.
, LLC.	мве	\$2,469,277 GDC, INC.	МВЕ	\$1,612,405 RJ LEEPER CONSTRUCTION, LLC.	МВЕ	\$1,133,053 DIAMOND TRUCKING OF NC, INC.
RUCTION	MBE	\$2,433,190 BESCO ELECTRIC CORPORATION	МВЕ	\$1,484,094 FLORES DRYWALL CO, LLC.	WBE	\$1,016,450 O R COLAN ASSOCIATES, L
CAL	МВЕ	\$2,337,230 DE WALKER CONSTRUCTION CO	WBE	\$1,385,502 SUNSTATE SECURITY, LLC.	SBE	\$1,013,915 HINDE ENGINEERING, INC.
NG, INC.	WBE	\$1,877,431 EAGLE WOOD, INC.	МВЕ	\$1,269,183 ROUNDTREE COMPANIES	МВЕ	\$1,005,372 SUN KING TRUCKING, LLC.
ING	МВЕ	\$1,848,794 CAROLINA STRUCTURAL WELDING & STEEL	SBE	\$1,259,140 ARMSTRONG MECHANICAL SERVICES, INC.		
UTION	SBE	\$1,836,425 HERIC SOLUTIONS, LLC.	SBE	\$1,251,685 GREENWATER DEVELOPMENT, INC.		
N, INC.	MBE	\$1,797,084 RRC CONCRETE, INC.	SBE	\$1,250,371 HAMPTON ENVIRONMENTAL & CONSTRUCTION, LLC.		

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FY2023 Building Bridges to Prosperity

LLC.

LLC.



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.

CBI Staff Members



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



Nyema Mathis, Program Specialist Lead | Kimberly Tibbs, Certification Specialist Lead | NaTasha Smith, Small Business Program Specialist | Julius Edwards, Outreach & Engagement Coordinator | Venesia Draughn, Administrative Officer

Vendor Guide

Capacity Building Assistance

The Charlotte Business INClusion (CBI) Program promotes diversity, inclusion and local business opportunities within the city's contracting and procurement process for Minority, Women, and Small Business Enterprises (MWSBEs) in the Charlotte region.

REQUIREMENTS

MWBE registration:

• MWBEs must have a business presence in the State of North Carolina and/or a business presence in York, SC

SBE certification:

- 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

Significant Business Presence: ELIGIBILITY CRITERIA

- 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

#14





ADVANCE YOUR BUSINESS TUITION \bigcirc ASSISTANCE PROGRAM

The city provides certified vendors with up to \$300 of sponsorship towards classes taken at the Small Business Center at Central Piedmont

PROFESSIONAL ASSOCIATION SPONSORSHIP

 \bigcirc

 (\checkmark)

 (\checkmark)

 \bigcirc

Venesia Draughn, Administrative Officer cbi@charlottenc.gov | 704.336.2710

Venesia Draughn, Administrative Officer

cbi@charlottenc.gov | 704.336.2710

The city offers certified businesses with \$100 toward the first-year membership for (7) local associations and chambers. This sponsorship is provided to facilitate networking with like-minded business individuals to build business relationships and promote joint ventures.

PROCUREMENT TECHNICAL ASSISTANCE CENTER (PTAC)

Jacquie Spearman jspearml@uncc.edu | www.nc-ptac.org | 704.687.0443

Available through the state and offer free resources to discuss local, state, and federal contracts and assist with the bidding process.

CENTRAL PIEDMONT CLASSES BY THE SMALL BUSINESS CENTER

THE CITY OF CHARLOTTE

SPONSORED AMP UP PROGRAM

Laurie Allen sbc@cpcc.edu | 704.330.6736

Held at Central Piedmont Community College (CPCC).

Anika Ellis anika.ellis@charlottenc.gov | 704.336.1277

an intense seven-month program, powered by Interise's award-winning StreetWise 'MBA' TM curriculum. AMPUp! provided the business owners practical business education, a supportive business network, and access to experts and resources in finance, contracting opportunities, human resources, and marketing.

Combined Statistical Area (CSA)

FY2023 Building Bridges to Prosperity

