

Minority Business Commission Report September 2, 2021

A primary Minority Business Program goal is to increase the number and scale of Charlottesville minority-owned businesses, women-owned businesses and other certified businesses in Thomas Jefferson Planning District Ten. The Program outreach initiatives are ongoing.

Outreach to Vendors:

Pre-bid/ Pre-Proposal Meetings

The Minority Business Procurement Coordinator participated in several pre-bid and pre-proposal meetings for City projects instructing potential bidders and offerors on the City’s supplier diversity program and how to search for certified businesses.

Solicitation Notifications via Civic Plus

Sent out targeted emails in June 2020 to vendors in the City’s database informing them of the opportunity to subscribe to sign up to receive a text message or email when current bid and other contract opportunities become available. Vendors are also encouraged to sign up for the notifications during the pre-bid/ pre-proposal meetings.

Category Title	Status	Subscriber Count	Bid Count
Unpublished Categories			
There are no unpublished categories			
Published Categories			
EMERGENCY PROCUREMENT POSTINGS	Active	233	2
GOVERNMENT TO GOVERNMENT CONTRACTS	Active	169	0
INVITATION FOR BIDS	Active	387	44
REQUEST FOR INFORMATION	Active	44	1
REQUEST FOR PROPOSALS	Active	405	20
REQUEST FOR QUALIFICATIONS	Active	59	1
REQUEST FOR QUOTES	Active	347	60
REQUEST FOR STATEMENTS OF INTEREST	Active	19	1
SOLE SOURCE POSTINGS	Active	217	11

Educational Opportunities for City Employees:

Minority Business Program Class to be held in September.

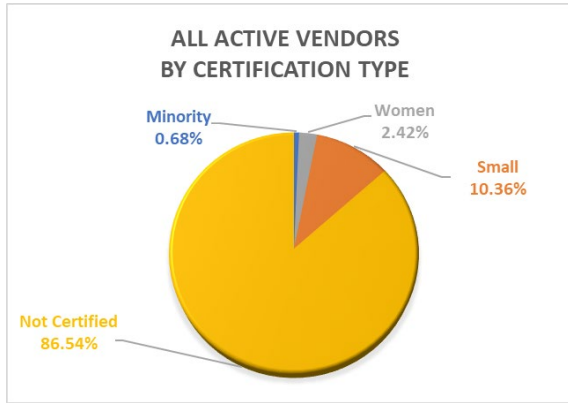
Class Description: The class will discuss the City's commitment and policies that result in providing procurement opportunities to all responsible businesses and to utilizing the Department of Small Business and Supplier Diversity (SBSD) certified businesses to the greatest extent feasible. In addition, the class will review the Minority Business Program in the context of the wider US Small Business Landscape and the importance of spending funds supporting diverse businesses. Attendees will take away resources and tools to find diverse businesses that comply with the City's Procurement guidelines under the Small Purchase Program.

Statistical Information:

Legend:
Minority (M)
Small, Minority (SM)
Small, Minority, Micro (SMO)
Small, Women, Minority DBE (SWaM DBE)
Small, Women, Minority WBE (SWaM WBE)
Small (S)
Small, Micro (SO)
Small, Women (SW)
Small, Women DBE (SW DBE)
Small, Women, Micro (SWO)
Small, Women, Micro WBE (SWO WBE)
Women (W)

Note. SWaM is the Virginia Department of Small Business and Supplier Diversity (SBSD) designation for a Small, Women and Minority owned business. DBE is the Federal designation for Disadvantaged Business Enterprises. WBE is the Federal designation for Women Business Enterprises.

All Active Purchasing Vendors:



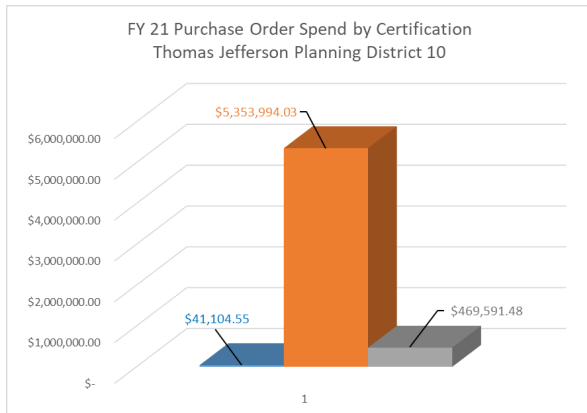
Certification Type	Count	Percentage
Minority	7	0.68%
Women	25	2.42%
Small	107	10.36%
Not Certified	894	86.54%
Total	1033	100.00%

Total Purchase Order Spend:



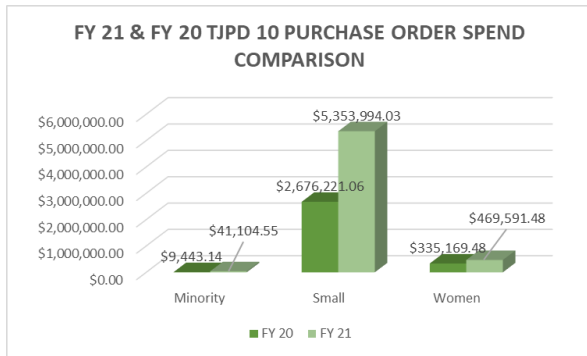
Certification Type	Amount	Percentage
Minority	\$ 1,000,119.86	1.59%
Small	\$ 8,852,699.00	14.12%
Women	\$ 7,489,151.52	11.94%
Not Certified	\$ 45,374,423.09	72.35%
Total	\$ 62,716,393.47	100%

Thomas Jefferson Planning District 10 Purchase Order Spend:



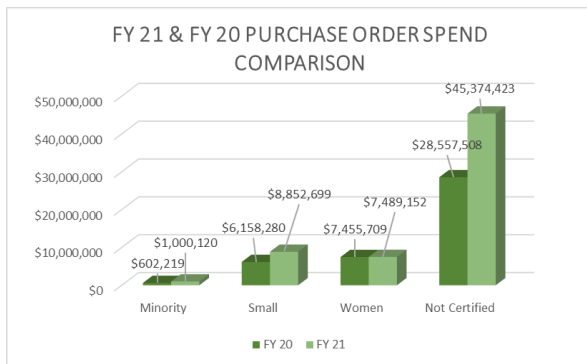
Certification Type	Amount	Percentage
Minority	\$ 41,104.55	0.70%
Small	\$5,353,994.03	91.29%
Women	\$ 469,591.48	8.01%
Total	\$5,864,690.06	100%

Percent Change FY20 & FY21:



FY 21 & FY 20 TJPD 10 Purchase Order Spend Comparison			
	FY 20	FY 21	% Difference
Minority	\$9,443.14	\$41,104.55	335.28%
Small	\$2,676,221.06	\$5,353,994.03	100.06%
Women	\$335,169.48	\$469,591.48	40.11%
Total	\$3,020,833.68	\$5,864,690.06	94.14%

Percent Change All FY20 & FY21:



FY 21 & FY 20 Purchasing Order Spend Comparison			
	FY 20	FY 21	% Difference
Minority	\$602,218.76	\$1,000,119.86	66.07%
Small	\$6,158,280.24	\$8,852,699.00	43.75%
Women	\$7,455,709.32	\$7,489,151.52	0.45%
Not Certified	\$28,557,508.16	\$45,374,423.09	58.89%
Total	\$42,773,716.48	\$62,716,393.47	46.62%

Note. No credit card spend is included in the statistical information presented.

Memo

TO: Chip Boyles, City Manager
FROM: Chris Engel, Director of Economic Development
DATE: 8/31/2021
SUBJECT: Building Resiliency Among Charlottesville Entrepreneurs (BRACE) Update

In an effort to help support the Recovery Roadmap plan, the Charlottesville Economic Development Authority included funding for another round of grant assistance through the Building Resiliency Among Charlottesville Entrepreneurs and Advancing Charlottesville Entrepreneurs programs. Additional funds to support the Roadmap and the BRACE grant, a direct business grant program to be administered by the OED, are expected from the American Rescue Plan (ARP). The following is a recap of the results.

BRACE 2.0 Grant

The grant funds were intended to help small businesses that have adapted their business operations to offset the difficulties incurred as a result of the COVID-19 pandemic. The Building Resiliency Among Charlottesville Entrepreneurs Grant program included the following:



- Grants of \$2,500 for businesses with less than 50 full-time employees
- Funds may be used for adaptive resiliency efforts
- Online application process from Monday, July 12th at 9:00am – Thursday, July 29th at 5:00pm
- Grant funds issued seven to ten business days from grant award notification
- A “How to Apply for the BRACE 2.0 Webinar” was held on Thursday July 8th at 3:30pm

All City-based, small businesses were eligible to apply for grant funds. Preference was given to industries that have been recognized as being the most impacted by COVID-19 including hospitality and entertainment, retail trade and employment, restaurant and food services, and administrative support services; and prioritize businesses owned by individuals who are socially disadvantaged (i.e., those who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as members of a group).

Results

The program received 69 qualified applications totaling over \$175,000 in requests between July 12th and July 29th. After a thorough review, 31 grants were awarded to small businesses and organizations that fell within the above-mentioned preferences.

Highlights include:

- All grant recipients during this round of funding were awarded \$2,500 grants
- 70% of recipients identified as business owners who are socially disadvantaged (i.e., those who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as members of a group)
- 68% of recipients identified as minority-owned city business owners
 - Of the minority-owned recipients:
 - 72% reported being Black or African American
 - 11% reported being Asian or Asian American
 - 17% reported being another race or Multiple ethnicity
- 68% of businesses are partially or fully woman-owned

A full list of BRACE 2.0 grant recipients can be found below.

List of BRACE 2.0 Recipients (as stated on their application):

Angel's Afghan Cuisine
Angelics Kitchen
Auntie Anne's
Balkan Bistro LLC
Bread and Roses of Episcopal Church
Carters Family Daycare
Cavalier Barbers LLC
Cocoa & Spice
Cutting Edge Salon
Cville Escape Room
JBD EVENT CATERING AND SOULFOOD LLC.
Jean Theory
ReDeux LLC DBA Rethreads
Katie's Twice Baked
Lifeview Marketing
M. Stonegate, Inc. T/A Java Java Cafe
Mixed Beauty Bar
Moe's Original BBQ
MSW STYLE LLC
OMG Cleaning Team

Relax Cville, LLC
ROW Services LLC
Royalty Eats
Snap Fitness 24/7 Charlottesville
Style and Beyond hair studio
The Pie Chest
UpScale Security LLC
Vita Nova