

Information Item

Date: June 15, 2021

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager
Ken Millett, Director of Business Inclusion and Advancement

Subject:

Minority and Woman-Owned Business Enterprise Annual Report for Fiscal Year 2019-2020 and Disparity Study Implementation Plan

Strategic Focus Area: Economic Vitality and Diversity

Strategic Objective: No

Strategic Plan Action Item: No

Key Work Item: No



Staff regularly updates the Mayor and City Council on the activity of the Minority and Woman-Owned Business Enterprise (M/WBE) Program with the Office of Business Inclusion and Advancement. The attached annual report provides an overview of program successes for the 2019-2020 fiscal year.

The meeting of the Community Development/Housing/General Government Committee includes a presentation by M/WBE staff on highlights from the annual report, as well as an implementation plan for the recommendations from the disparity study.

Highlights include:

- Overall City procurement activity totaled \$190.6 million. Of this amount, \$18.6 million was spent with minority and women-owned firms: \$8 million with minority-owned businesses and \$10.6 million with women-owned businesses.
- 118 M/WBE vendors were added to the City of Winston-Salem Vendor Listing database which is used to solicit bids from M/WBE businesses.
- Staff transitioned M/WBE programming into a virtual meeting format in order to maintain outreach via workshops and seminars.

The implementation plan addresses recommendations from the disparity study consultant, including:

- Establishing aspirational goals based on relative M/WBE availability.
- Verifying vendor location within a narrowly tailored to address specific disparities.
- Mandating the use of Upcoming Purchase Opportunity Form for goods and services estimated to cost between \$1,000 and \$20,000.
- Assigning an M/WBE liaison from each department with purchasing authority.