

# *CITY OF VIRGINIA BEACH MINORITY BUSINESS COUNCIL*

## *ANNUAL REPORT – FY 2009*



VIRGINIA BEACH  
**MBC**  
MINORITY BUSINESS COUNCIL

Success Through Diversity

# BACKGROUND

- Created in 1995 as an advisory body to City Council and City Manager
- Duties, powers and functions defined in Ordinance No 2310, 2-28-95:
  - Advise City Manager and City Council on policy and procedural issues
  - Institute, conduct, and engage in educational and training programs to promote the involvement of minority-owned businesses, small businesses, businesses owned by women and service disabled veteran owned businesses in the public procurement process
  - Serve as a forum for the discussion and development of the awareness of minority-owned businesses, small businesses, businesses owned by women service disabled veteran owned businesses of the procurement process
  - Provide City Council and City Manager with an annual written report of the Minority Business Council's activities on or before December thirty-first of each year
  - Adopt rules and procedures for the conduct of its affairs
  - Shall not provide advice or assistance in individual procurement solicitations, evaluations, awards, disputes or protests

# VISION

To be “the leading influence in connecting contractor resources with city opportunities.”

## PURPOSE

The MBC serves as an advisory agency to the City Manager and the City Council with respect to the City's procurement policies and procedures.

## MISSION

“Advance and facilitate an environment of business opportunities, focusing on increasing expenditures to minority, woman and **service disabled veteran**-owned businesses by the City of Virginia Beach as a means to further the City’s economic development and vitality.”

## M B C G O A L S

- “Identify and encourage city agencies and firms projecting the City’s image to fairly reflect Virginia Beach as a City of ethnic and racial diversity when carrying forward the City’s business.”
- “Help achieve and maintain the opportunity for improved minority business participation levels in the procurement process for goods and services and construction.”

# MBC COMMITTEES

- **Policy**-primarily focuses on development of legislation, ordinances, administrative directives and procedures; educating the MBC members; review processes and policies and make recommendations for action
- **Outreach**-primarily focuses on goals that measure programs and goals that provide education and information for SWaM and **service disabled veteran-owned businesses** and partners; it also includes programs that promote benefits of the MBC and procurement opportunities within the City
- **Data Collection and Analysis**-primarily focuses on goals that help develop (SWaM) business capabilities via collection, and analysis of minority, woman and **service disabled veteran-owned business** contract awards and expenditures with the City; and the establishment of maintenance of data and directories on minority, woman and service disabled veteran-owned businesses and business activities in the City and throughout the region
- **Minority Awareness/Media**-primarily creates forums for discussion and development of awareness of SWaM and **service disabled veteran-owned businesses** and the procurement process; also includes initiatives that develop and implement marketing and communication programs; and coordinate media communications and advertising; help to promote diversity within the business community while monitoring new and current businesses and economic development within the City

## S I G N I F I C A N T P O L I C I E S

- Council Resolution May 6, 2008 - 10% Goal for Minority Participation in City Contracts.
- AD 6.09 Woman and Minority-Owned Business Participation in City Procurements (September 2007).
- **Amendment to Ordinance adding Service Disabled Veteran- Owned Businesses (June 2009)**



## TEN PERCENT CITY COUNCIL RESOLUTION (COMPETITIVE EXPENDITURES REPORT)

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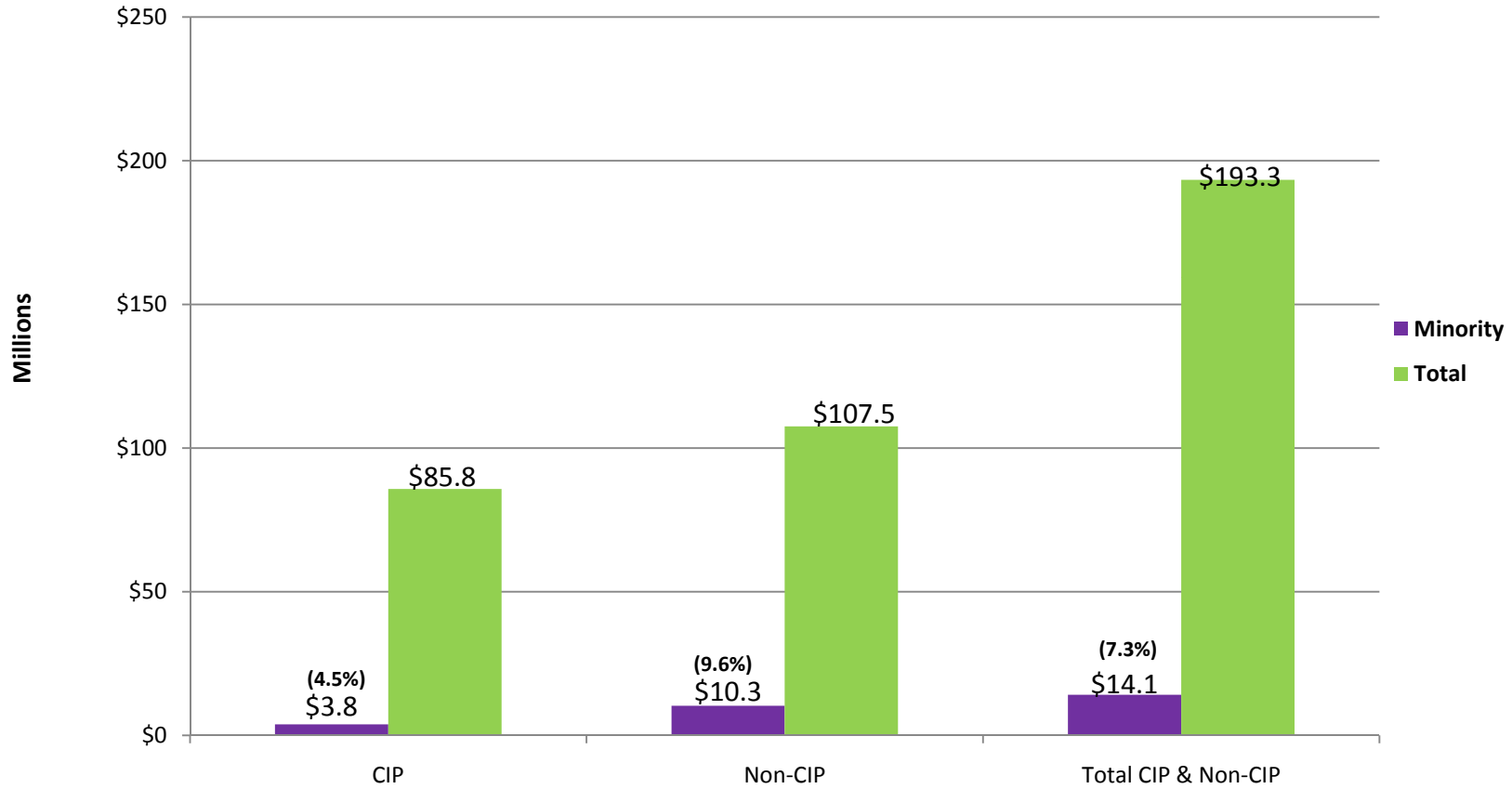
	FY09 (12 mos)	FY08 (12 mos)
TOTAL Expenditures	\$193,312,360	\$224,658,190
Minority Business Expenditures	\$ 14,131,798	\$12,203,211
% Amount of total expenditures	7.31%	5.43%

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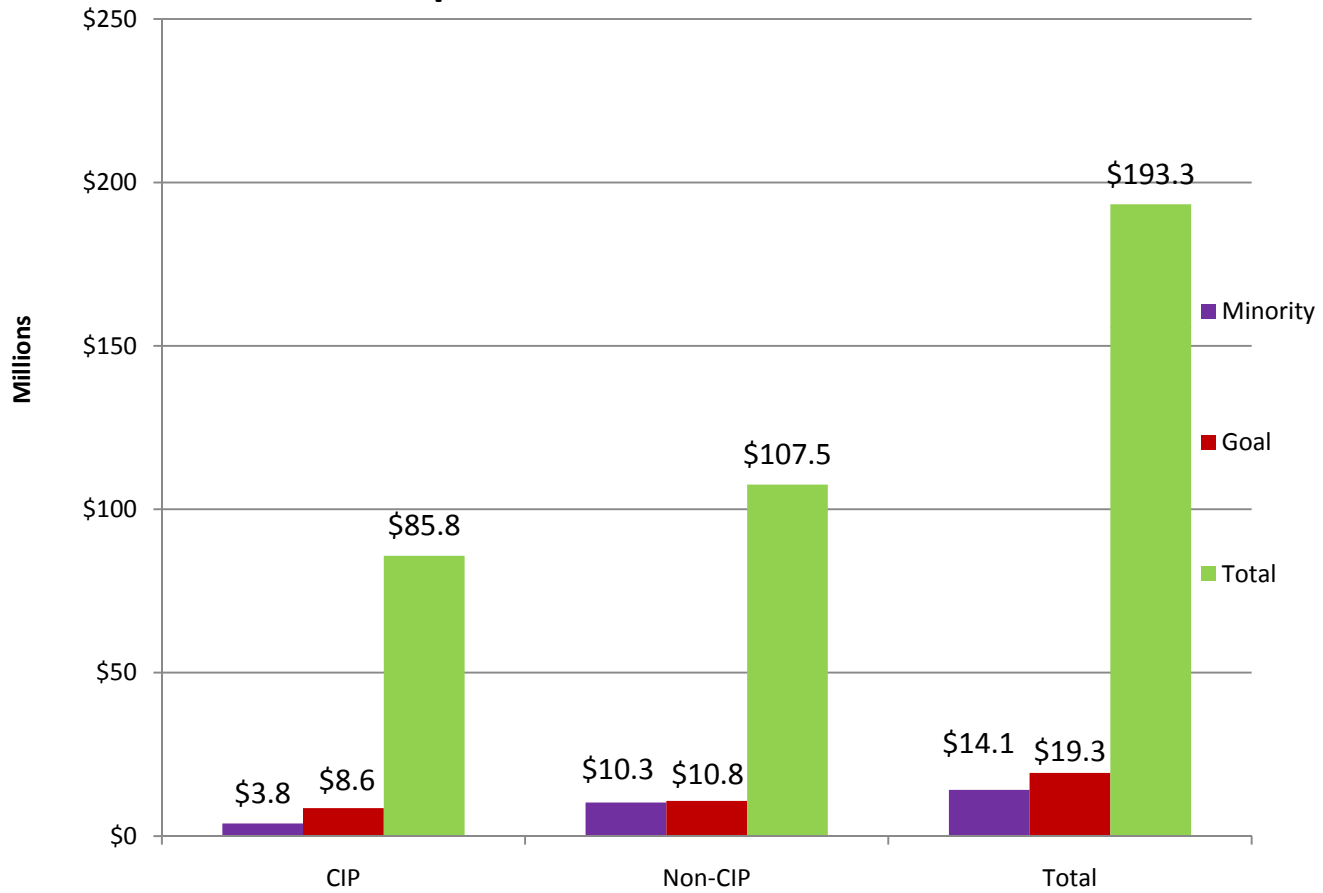
**Participation Resolution 10% of Expenditures to Minority Firms 12 Months  
FY09 July 1, 2008 through June 30, 2009**

	Total Expenditures	Minority Expenditures
CIP (Construction & A&E)	\$ 85,779,180	\$3,842,954 (4.5%)
NON-CIP (Goods & Services)	\$107,533,180	\$10,288,845 (9.6%)
<b>TOTAL</b>	<b>\$193,312,360</b>	<b>\$14,131,798 (7.3%)</b>

## Minority Expenditures Compared to Total Expenditures July 1, 2008 through June 30, 2009

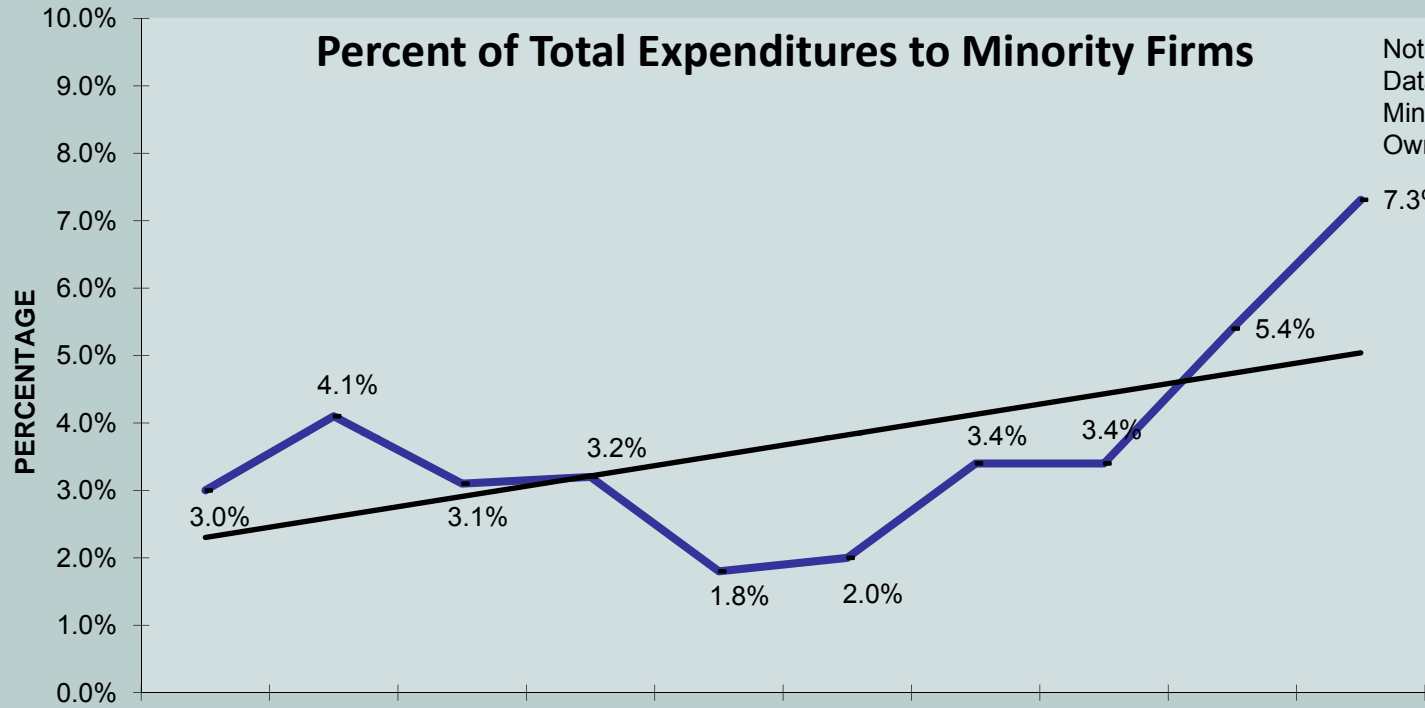


### Summary of Expenditures to Minority Vendors 12 Month Period July 1, 2008 to June 30, 2009 Compare to Resolution Goal of 10%



### Percent of Total Expenditures to Minority Firms

Note:  
Data Includes  
Minority Women-  
Owned Firms



	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09
<b>\$ Minority</b>	\$3.0 M	\$4.9 M	\$4.5 M	\$5.5 M	\$4.3 M	\$5.3 M	\$8.1 M	\$7.6 M	\$12.2 M	\$14.1 M
<b>Total \$</b>	\$99.5 M	\$119.8 M	\$142.9 M	\$171.5 M	\$239.2 M	\$265.4	\$238.7	\$224.3 M	\$224.7 M	\$193.3 M
<b># of Firms</b>	44	122	144	127	138	143	160	135	141	167

# PROGRESS

## In addition to policies implemented, it should be noted:

- Early involvement in the planning process by the Purchasing Division
- Greater use of semi-annual forecasts:
  - ✓ Noncommittal basis provides projected requirements
  - ✓ Enables development of business relationships prior to solicitations being issued
  - ✓ Used by targeted business community
  - ✓ Similar to federal
- Greater attention to selection of appropriate NIGP Codes ([www.vbgov.com/finance/purchasing](http://www.vbgov.com/finance/purchasing))
- Vendors training hosted by the purchasing division supports vendor training
- Increased Use of Available Search tools:
  - City External Web Site, Virginia Department of Minority Business Enterprise ([www.dmbv.virginia.gov](http://www.dmbv.virginia.gov))
  - Federal Central Contractor Registration ([www.ccr.gov](http://www.ccr.gov))
  - ThomasNet ([www.thomasnet.com](http://www.thomasnet.com))

# PROGRESS

- “Eleven (11) departments gave briefings, with their successes and challenges, to MBC.”
- Departments have demonstrated committed support of the program
- Departments have demonstrated active participation in MBC sponsored events during the entire year, including departmental presentations during MBC monthly meetings
- Departments are sensitive to prompt processing of invoices
- Departments are committed to a process of accountability for staff members involved in process –for example, reduction in amount of time to close out proposed subcontracting plans entered into the Woman Minority Business Participation Tracking Application (WMBPTA); compliance reviews reflect stronger documentation on efforts to locate woman, minority and service-disabled veterans for inclusion in solicitation process

# PROGRESS

**Department of Minority Business Enterprise (DMBE):** The Virginia Beach Department of Economic Development has partnered with the Virginia Department of Minority Business Enterprise to offer one-on-one counseling sessions with local business owners.



## **2009 Entrepreneurial Connection hosted by Virginia Beach Economic Development:**

- As part of its month long celebration of the City's African American History Month, Economic Development, in conjunction with the Virginia Beach Friends of the Library, US Small Business Administration, the City of Virginia Beach and the Virginia Beach Minority Business Council
- Designed to provide more awareness about procurement opportunities and business education for minority business owners

## PROGRESS

Virginia Minority Supplier Development Council (VMSSDC):  
The City of Virginia Beach hosted VMSSDC's Executive Board meeting which fostered continual partnership with the City's outreach efforts for targeted business communities.

# ATTENTION AREAS

1. Improve understanding of bidding process by targeted activity to:
  - ✓ Enable companies to submit bids or respond more adequately
  - ✓ Enable submission in greater number of competitive bids
  - ✓ Foster greater comfort with request for de-briefs
  - ✓ Promote an increase in request for historical data from interested contractors
2. Need timely payments to all subs by prime
3. Research Potential Strategic Partnerships
  - ✓ Road construction: paving, asphalt applications, road concrete
  - ✓ Architecture and Engineering (A&E)

# Minority Business Council Conference and Expo: "Equipping Yourself for Success"

The number of woman- and minority-owned businesses that participate in city procurements is on the rise – thanks to the work of the City Council and the Minority Business Council.

The Minority Business Council's 10th Annual Conference and Expo – a free conference that offers small, woman- and minority-owned firms information on doing business with the city – will be held Thursday, November 13, at 2 p.m. at the Virginia Beach Convention Center, 1000 19th St.

The Expo will be open from 6:15 to 7:30 p.m. and will feature booths staffed by government personnel providing information on goods and services they purchase. The Virginia Department of Minority Business Enterprise also will be

accepting applications for the SWaM Certification Program (Small, Woman- and Minority-Owned Businesses).

Pre-registration is requested. To register or for more information, please visit [www.regonline.com/mbcexpo2008](http://www.regonline.com/mbcexpo2008) or call 385-4438.

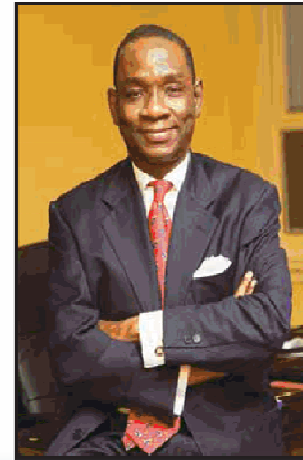
Speakers will include Robert Jenkins, president of Hampton Roads Ventures, a community development investment firm. The former U.S. Securities and Exchange Commission attorney works with Wall Street firms to raise private sector investment capital for community economic development projects in lower-income neighborhoods.

Break-out sessions will provide information on "Winning Business

Opportunities with the City of Virginia Beach" and "Building with the City of Virginia Beach," featuring a panel discussion on construction projects.

Developer and former NFL player Bruce Smith, Louisa Strayhorn of LSA Consulting, Doña Storey of Quality Technical Services Inc., and Tammy Owens of the city's Department of Economic Development will focus on

"Smart Tools for Small Business in Tough Economic Times."



Robert Jenkins, Keynote Speaker

**10th Annual Conference & Expo**  
"Equipping Yourself For Success"  
Thursday, Nov. 13, 2008  
2:00 pm - 7:30 pm

**Guest Speakers:**  
Robert A. Jenkins, Jr., President of Hampton Roads Ventures

**Special Appearance By:**  
Bruce Smith, Former Professional Football Player

**Workshops Include:**  
Winning Business Opportunities from The City of Virginia Beach  
Building With The City of Virginia Beach - Learn About Construction Projects  
Smart Business Tools During Tough Times

Pre-Register For This FREE Event At  
[www.regonline.com/mbcexpo2008](http://www.regonline.com/mbcexpo2008)

## MINORITY BIZ EVENT

Virginia Beach Minority Business Council's 10th Annual Conference and Expo - Nov. 13, at the Virginia Beach Convention Center. The event will be an opportunity for construction, vendors and suppliers to meet and network with city departments and other local, federal, state and municipal government agency purchasers. Attendees learn more about procurement policies and bidding techniques, and about requirements for providing goods and services. All are welcome. Registration begins 2 p.m. and the program begins at 3 p.m. Call 757-265-4438 for more information about the Minority Business Council, that

# TESTIMONIALS

Contractor	Description	Total Dollars
JAVA Construction (MBE)	Playground picnic tables and benches; PA athletic complex site furnishings	\$8,906; \$46,672
Shaw Building Corporation (WBE)	Fire Station Renovations; Recreation Centers Bowling Alley Conversions	\$483,427; \$263,743
Pipeline Industrial (MBE)	Seatack Community Center Brick Repairs	\$86,500
Anesnah Design & Marketing (MBE)	Provide document publication design services for Virginia Beach Comprehensive Plan	\$2,293.50

## BUSINESS RECOGNITION

- Recognized Four Businesses at the 2008 Annual MBC Conference and Expo (313 attended):
  - ✓ **Minority-Owned Business of the Year-*Sun Bay Contracting, Inc***
  - ✓ **Woman-Owned Business of the Year-*Coastal Threads, Inc.***
  - ✓ **Small Business of the Year-*Tidewater Graphics & Signs***
  - ✓ **Diversity Champion of the Year-*Corporate Express***
- Recognized **Exceptional Achievements** for Various City Staffers and Departments for their Advocacy, Outreach and Awareness

# GOALS FOR FUTURE EFFORTS

Goals	Milestones
Amend MOU with DMBE for on-site coordination, strategic development and certification of service-disabled veteran-owned businesses	Fall 09
Improve access to Procurement Opportunities	Strengthen Forecasts of Procurement Opportunities; post bi-annual updates on Web site Fall 09
Continue Departmental Training Monitoring and Reporting under AD and 10% City Resolution	On-Going- Training Conducted on a Quarterly Basis; Specialized Training Scheduled for Depts with Unique Requirements and Exemptions ; Provide Annual Report to MBC and City Council
Revisions to Applicable Existing Administrative Directives(PW/PU) for Construction and Architecture & Engineering	Fall 09
Partnership with School Board	VBPS Liaison Working with MBC to Develop Applicable Policies for Consistent Data Collection and Reporting of School' Expenditures -Fall 09

# GOALS FOR FUTURE EFFORTS

<b>Goals</b>	<b>Milestones</b>
Host Regional Small Business Summit	Scheduled for November 5, 2009, @ Westin Hotel Town Center
Continue analysis of Bid Responses for “No Bids” and “No Responses”	Continue Analyzing and Reporting
Continue Promotion of Involvement and Awareness as measured by the “HITS” on MBC Web Site	2007-5,838 hits 2008-7,224 hits 2009-2,933 hits
Research Available Options for Vendor Assistance with Bonding Requirements	FY 2010
To Advance and Facilitate an Environment of Business Opportunities, including MBC Industry Hour	Hosted Quarterly by Construction, Architecture & Engineering



# GOALS FOR FUTURE EFFORTS

## Goals

## Milestones

Education Series (Spring 2010)

Conduct one Evening per Week for 4 Weeks Hosted by Department of Economic Development

Continue Targeted Training:

- ✓ Small Purchase Training
- ✓ Vendors training for construction and A&E
- ✓ Vendors training for goods and services
- ✓ Post Video of applicable workshops on web site

On-going Quarterly; Vendors Training for Construction and A&E Vendors Implemented May 2009 ; Continue Vendors Training for Goods and Services

Focus on Encouraging Primes to Utilize More SWaMs/DBEs/SDV

Make Better Use of WMPP to Connect Resources with Opportunities and Better Monitoring of Plans

Continue Research and Identification of Targeted/Pre-Qualified Vendors

On-going

# MBC Associates

- **Teresa Carrington**
- **Amma Anyane-Ntow Guerrier**
- **J. Samantha Hartley**
- **Curtis Hopkins**
- **Joanne McElroy-Hall**
- **Sheila Johnson**
- **Donna Merritt**
- **Calherbe Monel**
- **Tonya Perkins**
- **Byron Williams, Sr**



Success Through Diversity

# MINORITY BUSINESS COUNCIL

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## **City Council Liaisons**

Ron A. Villanueva

Bob Dyer

*Special appreciation to  
former MBC Member,  
Luis Rivera, for Nine Years  
of Dedicated Service.*



VIRGINIA BEACH  
**MBC**  
MINORITY BUSINESS COUNCIL

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## **Members**

Delceno Miles – Chair

Linda Bright– Vice Chair

Michael Chinn – Financial  
Counselor

Ferdinand Perez– Secretarial  
Officer

Carla Bailey

Wanda Cooper

John Hawley

Derek Redmond

Prescott Sherrod

Edwin Tirona

John Williams

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