



# FY 2013 Annual Report

City of Greenville, NC

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## Executive Summary

On the whole, spend in all categories of work (i.e.: construction, services, supplies and materials) decreased in fiscal year 2013. This overall decrease in spend is the result of up and down spend in each category. Though services spend held steady with a less than half-million difference (6.5%) between fiscal years 2012 and 2013, supplies and materials spend increased by approximately 13% or \$1M. This increase is likely due to expense budgets returning to “normal” levels after management’s mandate to curb spending in fiscal year 2012. This increase, however, is still short of fiscal year 2010 spend, which was approximately \$11M. Construction spend saw the most significant change with an approximate 31% decrease in spend from fiscal year 2012 to 2013. In 2012, there was a push to complete a backlog of construction projects likely contributing to the higher rate of spend in that fiscal year.

Though overall spend in the construction category of work decreased, the City was able to meet or exceed its MBE (10%) and WBE (6%) participation goals. MBE participation for 2013 was 19% and WBE participation was 6% in the construction category. The more MBE primes able to win contracts, the greater the MBE participation as demonstrated in the 2013 percentage. With fewer WBE primes, most WBE participation is obtained through subcontracting dollars, hence the lower levels of participation. MWBE participation in the services and supplies and materials categories is improved.<sup>1</sup> MBE goals (4%) and WBE goals (4%) for the services category are above less than 1% for the first time since reporting these categories in 2010. MBE participation for this category was 3% and WBE participation was approximately 2%. Most participation is concentrated in the general services contracts with increasing numbers in the professional services. Supplies and materials purchases also showed improvement in participation.<sup>1</sup> MBE showed the greatest improvement, meeting the goal of 2%. WBE participation still lags behind at less than 1% with a goal of 2%.

The MWBE Program continues its push to increase the number of new, certified minority and women owned firms doing business with the City of Greenville. In 2013, 43% of the certified MWBE firms providing a product or service to the City were new firms. Several programming opportunities including annual networking and recognition events have encouraged and facilitated the utilization of MWBE vendors. At these events, City buyers are able to build relationships with firms willing to do business while MWBE firms are educated on how to effectively market themselves to a governmental agency. These marketing efforts include most strongly becoming certified as a minority and/or women-owned firm by the State of NC. Though some firms are still reluctant to take this very important step in doing business with government, many have and are reaping the benefits of more bidding opportunities by virtue of identification. Resulting herein is the fiscal year **2012-2013 Annual Report**—an overview of the previous years’ activities and utilization outcomes for the City of Greenville.

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<sup>1</sup> As there is no legal requirement to have a 3<sup>rd</sup> party verification of the ownership status of services and supplies and materials firms to count towards participation, this report includes all firms known to be MWBE to give a more accurate representation of participation. Construction participation continues to represent only certified firms in agreement with NC GS 143-128.2.

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# MWBE Program Overview

## Our Policy

The Minority and Women-owned Business Enterprise (MWBE) Program is a joint venture established by the City of Greenville and Greenville Utilities Commission to provide minorities and women equal opportunity for participating in all aspects of the City's and Utilities' contracting and procurement programs, including but not limited to, construction projects, supplies and materials purchases, and professional and personal service contracts. The program is housed in the Purchasing Division of the Department of Financial Services of the City of Greenville.

## Goals

The MWBE Program has voluntary goals in each category of work: construction, purchasing, and professional and personal services.

## Definition of MWBE (Minority and Women Business Enterprise)

A MWBE is one that is at least fifty-one (51) percent owned and controlled by ethnic minorities, women, disabled, or disadvantaged. An MBE/WBE is bona fide only if the MWBE ownership interests are real and continuing and not created solely to meet the MBE/WBE requirement. In addition, the MBE/WBE must perform satisfactory work or services or provide supplies under the contract and not act as a mere conduit.

## City of Greenville/GUC Goals

|   | CITY |     | GUC  |      |
|---|------|-----|------|------|
|   | MBE  | WBE | MBE  | WBE  |
| <b>Construction</b>                         | 10%  | 6%  | 7%   | 4%   |
| <b>Professional &amp; Personal Services</b> | 4%   | 4%  | 2%   | 2%   |
| <b>Supplies &amp; Materials</b>             | 2%   | 2%  | 1.5% | 1.5% |

## Participation Results FY 2013

As of June 30, 2013, the City of Greenville expensed a total of **\$25.1M** in procurement and contracting. This number includes all eligible dollars (transactions such as salary and travel were excluded). This number is down 12.3% or \$3.5M from the 2012 fiscal year due, primarily, to the decrease in construction dollars spent. Other categories of work saw up and down change but remained relatively flat, on average. Participation for MBE and WBE's combined totaled **\$2,992,709.56** or **11.91%** of total eligible dollars. This number is down \$201,546.62, which is not unusual considering the reduction in overall spend. However, it is worthy to note that though the dollar spend is down, the proportion of actual spend is slightly up. Below, find an explanation of goals attainment by category of work.

### Construction

Goals for participation are based upon three categories of work: Construction, Professional and Personal Services, and Supplies and Materials. **The goals for construction are 10% Minority and 6% women-owned.** Total dollars spent for construction (including subcontracted dollars) equaled \$9,318,775.76 with \$1,826,973.64 spent with minority firms and \$543,284.25 spent with women-owned firms in 2013. The City of Greenville exceeded its goal for MBE participation in construction with a goal attainment of **19.61%**. The total number of dollars spent on construction decreased by approximately 31% or \$4M from 2012, which is more in line with 2011 construction costs. This decrease in spend is likely due to the pent up demand for construction slowing after the boon of 2012. Though overall costs were down, the dollar amount spent with MBE's remained around \$2M with the percentage actually increasing due to the overall spend decreasing. MBE firms winning prime contracts for public works and new Housing Division projects can account for the consistency in revenue to MBE firms. The City also met its goal for WBE participation at **5.83%**. This percentage is down from 2012 numbers but consistent with spend in 2011. The end of a substantial City construction project awarded to a WBE prime can likely account for the return to 2011 numbers.

### Professional and Personal Services

The goals for Professional and Personal Services include those contracts pertaining to architectural and engineering services as well as janitorial and lawn maintenance amongst a host of other service contracts. **The goals for services equal 4% minority and 4% women-owned.** In fiscal year 2013, the total dollars spent on services equaled \$6,047,846.58. This number is less than .5 million difference from what was spent in fiscal year 2012. Due to the inclusion of all firms known to be minority or woman-owned, utilization numbers approached goal for the first time since 2010. The City achieved **3.05%** (\$184,502.07) spend with MBE firms and **2.36%** (\$142,432.53) spend with WBE firms. The City had significant MBE spend in the general services categories including lawn maintenance, janitorial services, and the addition of a new MBE bus washing vendor. However, the utilization of a MBE consulting service accounted for a large percentage of the new spend. WBE spend also saw significant increases due to the usage of WBE consulting firms, a staffing firm, and lawn maintenance company.

For the last two years, City goals attainment has remained at less than one percent, which did not represent the true state of participation in the services category. Unlike the construction category where there is a greater incentive (due to state legislation) for MWBE firms to become certified, the services category does not present

an incentive for the utilization of certified firms. Certified firms are more likely to be solicited due to identification, which is a key part of equal opportunity. Nevertheless, firms, with so many competing priorities, forego becoming certified without the promise of some advantage. As statute does not require nor does the local policy preclude counting only certified firms, this report provides a more representative view of goals attainment.

## Supplies and Materials

The goals for Supplies and Materials include the purchase of apparatus, supplies, materials, and equipment (ASME). **The goals for Supplies and Materials equal 2% minority and 2% women-owned.** The total dollars spent equaled \$9,755,636.40 with \$219,294.02 spent with minority firms and \$76,223.06 spent with women-owned firms. Total ASME spend increased approximately \$1M from 2012 though still \$1M shy of 2010 spend. The City exceeded the MBE goal with an attainment of **2.25%** in the MBE category. Exceeding MBE goal is a great accomplishment as supplies and materials is one of the toughest categories to increase participation. Nevertheless, due to the inclusion of all known firms regardless of certification (allowable by statute) and aggressive outreach efforts, the City has met and exceeded its goal. MBE spend saw dramatic increases mainly due to continued use of a MBE asphalt supplier, a vehicle replacement fund purchase from a MBE supplier, and a new MBE fuel supplier – the direct result of aggressive outreach efforts within and outside of the Greenville market. Though still below goal, at **.78%** goal attainment, the WBE spend more than doubled due to the inclusion of known WBE firms without regard to certification.

## MWBE Hall of Fame

Certified Minority and Women-Owned Firms  
Doing Business with the City of Greenville

Air Mania

Arrow Exterminators

Brickworks

Brydge and Lee

Burney & Burney Construction

Butler Power & Lighting

Capital Air Filters

Carolina Earth Movers

Clean Touch Pressure Washing

Copymatic/United Cerebral Palsy

Corum Signs

Custom Overhead Doors

Forms and Supply

Garris Grading & Paving

Greater Diversity News

H2O Technologies

Hine Sitework

J&D Paint and Drywall

KV Contractors  
Lanier Construction  
L.R. Griffin & Associates  
Modular Solutions  
Moffat Pipe  
New Era Technologies  
New East Recycling & Container  
NWN Corporation  
PGProduction  
Progressive Business Solutions  
Triangle Concrete & Contract  
Unshakable Builders  
Ward Consulting  
Watson Electrical Construction Co.  
Waybaytay Holdings  
Wetherill Engineering  
Williams Fire Sprinkler Co.

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## Engage. Inform. Empower. Outreach Activities 2013

The MWBE Office performs a variety of functions to fulfill its mission of providing equal opportunity. One of its primary functions is to prepare a steady pipeline of MWBE firms who are ready and willing to do business with the City while maintaining positive relationships with firms currently involved in public contracting. Collectively, these efforts, known as 'Outreach,' introduce government contracting as a viable business option and provide pathways to contracting opportunities. Education is a vital part of this engagement. Business owners are informed on the processes associated with doing business with government and an array of other small business helps to better prepare them when opportunities arise.

During the year, the MWBE Coordinator reaches out to diverse networks via outreach events, conferences, and workshops throughout the state. The Program also hosts two signature events each year as a welcome mat to engage with our local market. As awareness of diversity and its significant economic value has increased, the MWBE Coordinator has also stepped into the role of diversity advisor, sitting on various boards and committees to provide the diverse business perspective. In conjunction with this role, the Coordinator has served as presenter and instructor, teaching on MWBE principles and best practices.

Following is a synopsis of the services delivered as a part of MWBE outreach.

### MED Week 2012: September 24-28

For the third year in a row, the City of Greenville celebrated Minority Enterprise Development (MED) Week--a national celebration replicated on the state and local levels to honor the economic contributions of our MWBE community. During the week of September 24-28, the City of Greenville held its



### Minority Enterprise Development (MED) Week Celebration 2012

September 24<sup>th</sup> – 28<sup>th</sup>

*You Are Invited!*

#### Highlights

Kick-Off Reception  
September 24

“Follow Me” Tuesday –  
A Social Media Event  
September 25

MWBE Information Session:  
Doing Business with the City  
September 26

Celebration & Awards Luncheon  
September 27

“The Diversity Marketplace”  
September 28

celebration, including a Kick-Off Reception with business owners and community leaders, a social media campaign, and the annual How to Do Business with Government workshop. The week was anchored by the Celebration & Awards luncheon held at the St. James UM Church. At the luncheon, each business owner received a token of appreciation and one special winner, Angela Garris of Garris Grading & Paving, was given the MWBE Excellence Award for her delivery of excellent service to the Greenville Community. The keynote for the event was Dr. Rick Niswander of East Carolina University who spoke to the substantial economic impact of diverse firms on our local economy.

MED Week ended with a grand finale - a second run of our Diversity Marketplace initiative. An online coupon booklet comprised of discounts from participating MWBE firms, the Marketplace was an opportunity to promote our growing MWBE community. Patrons had the opportunity to utilize promotions for discounts of up to 20%, beginning in September through the busy holiday season, ending December 31<sup>st</sup>.

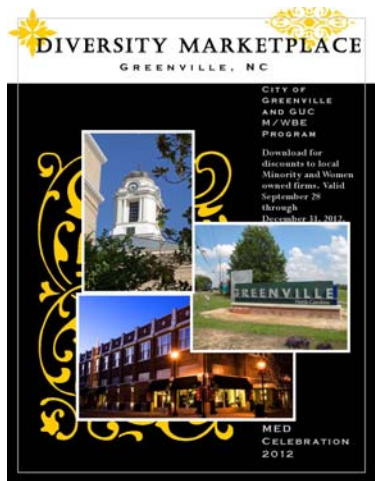


Anna Belousova(l) of East Carolina Publishing and Lakeisha Ross(r) of InLineAdz network at Kick-Off Reception



Keynote, Dr. Rick Niswander, Vice Chancellor for Administration and Finance, East Carolina University

## The Diversity Marketplace



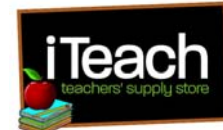
# Participating Firms



Cards for a Cause Fundraisers



**PROJECT NASHA**



**WEDDING POINTE**  
 Invitations, Favors & Accessories



**THE CLOSET CONSIGNMENT BOUTIQUE**

## 2012 Sponsors



## Small Business Lunch & Learn - What Every Business Owner Needs to Know About Taxes & Workers Comp October 22, 2012

With the number of helps and incentives for small business owners available through constantly changing laws, it is imperative that owners stay up to date and take advantage. The City of Greenville/GUC MWBE Program in conjunction with the NC Institute of Minority Economic Development (NCIMED) presented a tax workshop to cover some of the latest changes in tax law. Attendees were able to hear firsthand about the Work Opportunity Tax Credit for employers who hire employees from targeted groups such as veterans or underserved youth. They also learned the ins and outs of sales and use taxation, new small business deductions, and obligations under new workers compensation insurance regulations.



### PRESENTERS

- ▲ NC DEPARTMENT OF REVENUE  
*Jeremy Coble,  
Revenue Office of Outreach & Education*
- ▲ NC DEPARTMENT OF COMMERCE  
*Virginia Terrell,  
Work Opportunity Tax Credit Coordinator  
Division of Workforce Solutions*
- ▲ NC INDUSTRIAL COMMISSION  
*Melanie Goodwin  
Deputy Commissioner*

**SAVE THE DATE** **Protect your Business** **STOP** **Avoid the Mishaps !!!**

*What every Business Owner needs to know about Taxes and Workers' Compensation Insurance*

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**Did you know....**

- The State of North Carolina can "wake your fees and penalties" if you are a small business owner that has overdue taxes?
- You can receive a Federal Work Opportunity Tax Credit for hiring individuals from certain targeted groups?
- North Carolina law requires that all businesses with three or more employees obtain workers' compensation insurance or qualify as self-insured employers

**SEMINAR SERIES THROUGHOUT NORTH CAROLINA**

*Cost: \$10.00 | Refreshments will be Served*




WAKE TECH NORTHERN CAMPUS, RALEIGH, NC  
10-8-2012 | 5:30 PM - 7:30 PM

FAYETTEVILLE TECH CENTER FOR BUSINESS & INDUSTRY, FAYETTEVILLE, NC  
10-18-2012 | 5:30 PM - 7:30 PM

CORNERSTONE BAPTIST CHURCH, GREENVILLE, NC  
10-22-2012 | 11:30 AM - 1:30 PM

BENNETT COLLEGE GLOBAL LEARNING CENTER, GREENSBORO, NC  
10-25-2012 | 5:30 PM - 7:30 PM

JOHNSTON C. SMITH UNIVERSITY, CHARLOTTE, NC  
11-1-2012 | 5:30 PM - 7:30 PM

NC Department of Revenue, NC Industrial Commission, Department of Commerce Division of Workforce Solutions

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For more information contact: Iman'n'Iah Rasheed | 919-956-8889 | irasheed@ncimed.com  
Register Online: [www.ncimed.com](http://www.ncimed.com) or Toll Free 1-877-500-6232

## Meet 'n' Greet with AMEXICAN November 9, 2012



The MWBE program engages in a number of activities to reach out to Greenville's diverse business network. The Coordinator conducted a Meet 'n' Greet with the nonprofit organization AMEXICAN to introduce the viability of public contracting. AMEXICAN consists mainly of people from Mexican and Latin American descent who work to foster the appreciation, understanding, and prosperity of the Mexican and Latino community through culture, leadership, health, and education.

## Mix 'n' Meet April 17, 2013

After a long winter, spring is the perfect time to start hitting the pavement and promoting a business. Government is a great place to start! The annual Mix-n-Meet, held on April 17<sup>th</sup> from 8:30am-11:30am at Greenville City Hall, was the perfect opportunity for businesses to showcase their products and services to buyers from the City of Greenville and Greenville Utilities Commission. Designed as a "reverse trade show," businesses were able to give their best sales pitch to department/division heads and those directly involved in the purchasing process. Specialized vendors such as those in the construction or professional services fields were able to sign up for one-on-one matchmaking sessions with project managers.

Prior to the event, business owners were offered the opportunity to hone their pitch in our Mix-n-Meet Coaching Session. Purchasing Manager, Angelene Brinkley, provided an overview of how to do business with government. Marketing guru Mary Patterson helped each business owner identify their target audience and develop a pitch that would produce the desired results.



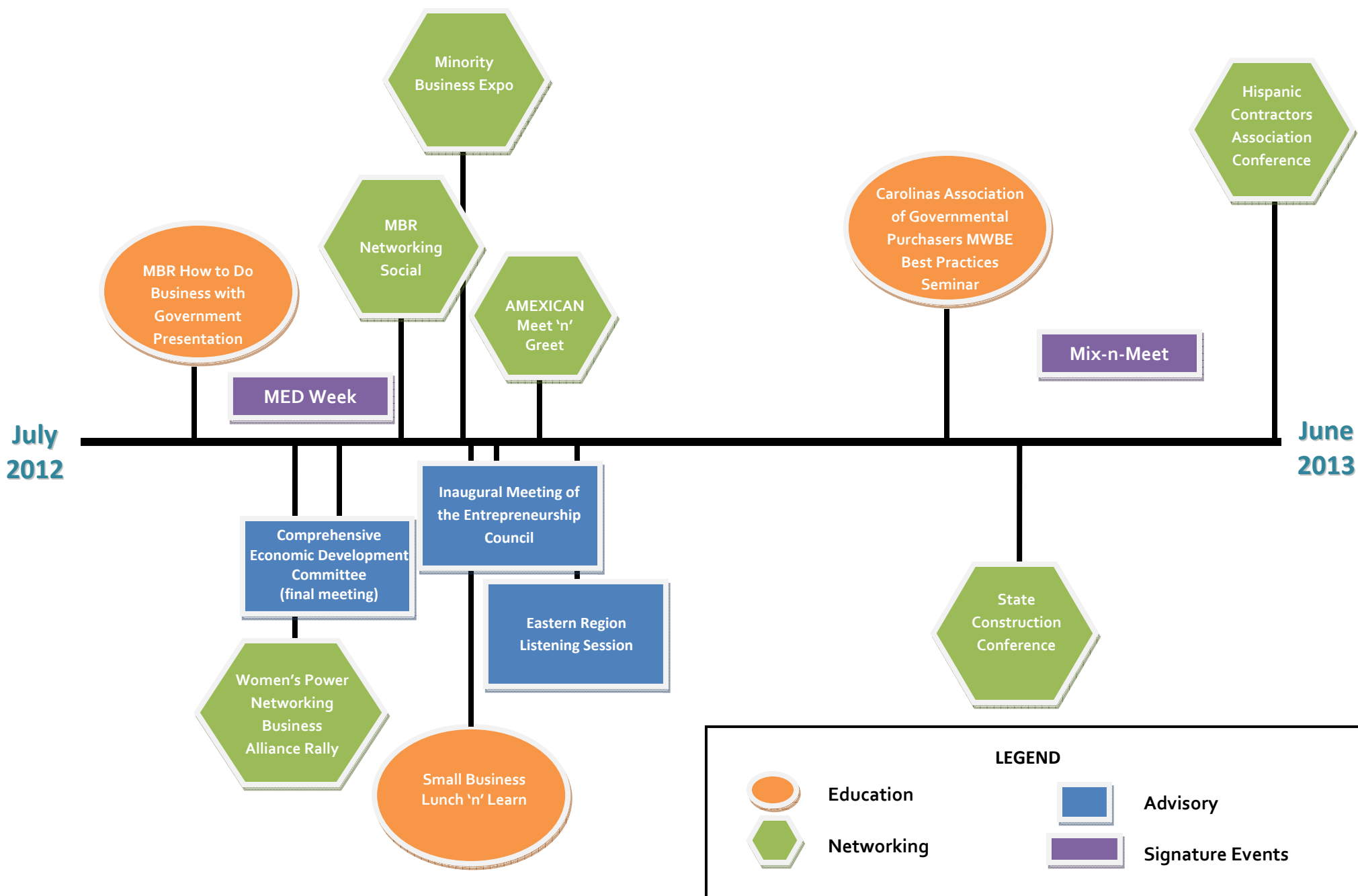
Marketing expert and Coach, Mary Patterson

*Thank you for such a first-class event. It is a pleasure working with the City of Greenville and the many personnel that we came in contact with today. We look forward to growing our relationship and providing outstanding service....Kennedy Office Supply.*

### Mix-n-Meet Stats:

- 22 Vendors participated in the event
- 10 Vendors participated in the trade show
- 12 Vendors participated in the matchmaking

# 2013 Outreach Activities: Year in Review



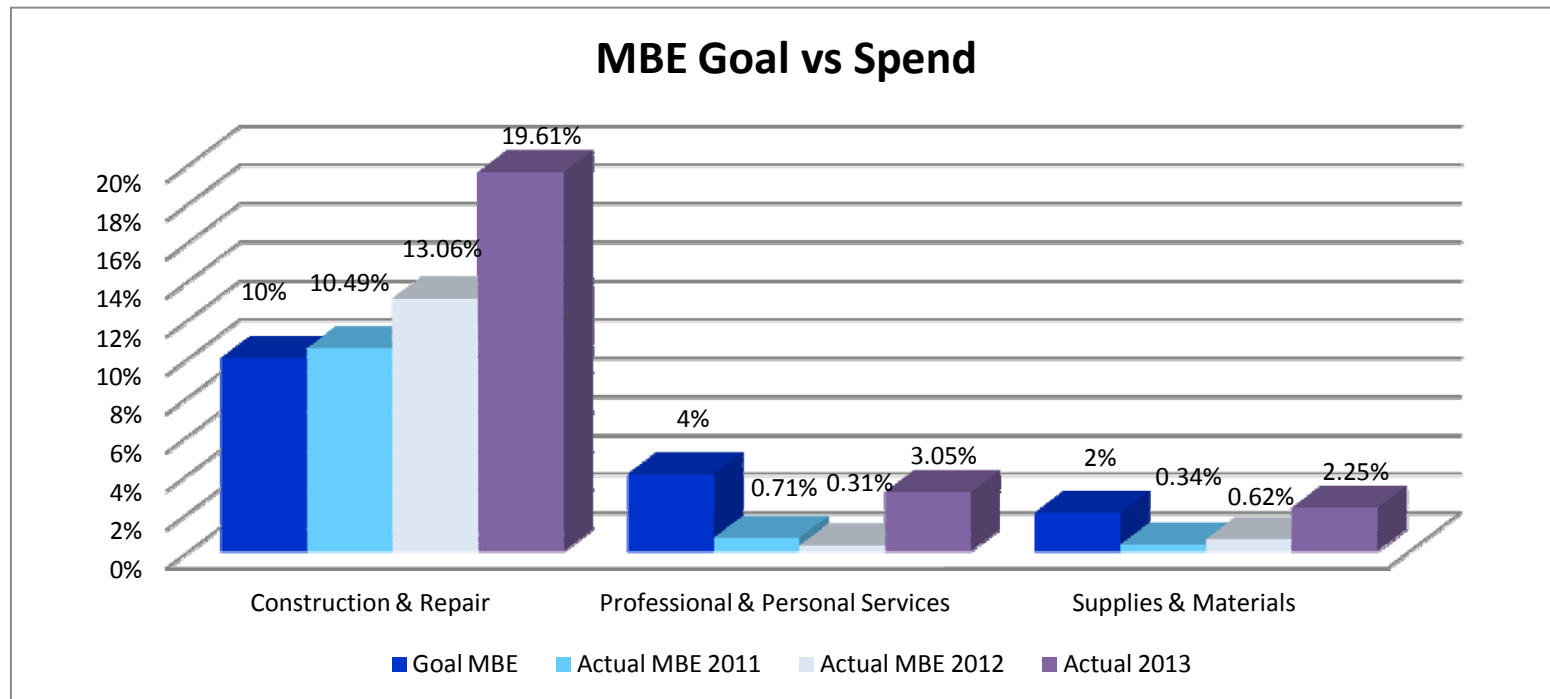
# Appendices

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# MWBE Participation 2013

## SUMMARY

|   | Goal MBE | Actual MBE 2011 | Actual MBE 2012 | Actual MBE 2013 | Goal WBE | Actual WBE 2011 | Actual WBE 2012 | Actual WBE 2012 |
|---|----------|-----------------|-----------------|-----------------|----------|-----------------|-----------------|-----------------|
| <b>Construction &amp; Repair</b>            | 10%      | 10.49%          | 13.06%          | 19.61%          | 6%       | 5.92%           | 9.66%           | 5.83%           |
| <b>Professional &amp; Personal Services</b> | 4%       | 0.71%           | 0.31%           | 3.05%           | 4%       | 0.75%           | 0.15%           | 2.36%           |
| <b>Supplies &amp; Materials</b>             | 2%       | 0.34%           | 0.62%           | 2.25%           | 2%       | 0.50%           | 0.38%           | 0.78%           |

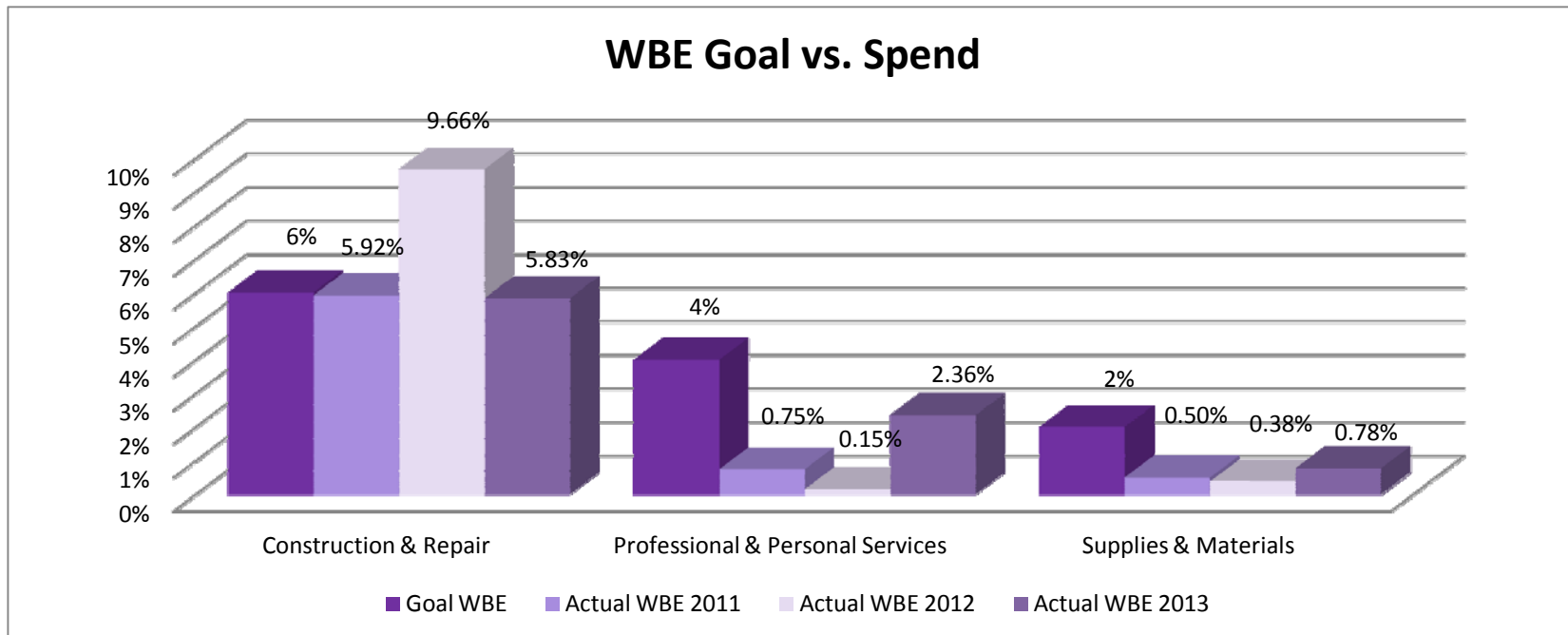




# MWBE Participation 2013

## SUMMARY

|                                  | Goal MBE | Actual MBE 2011 | Actual MBE 2012 | Actual MBE 2013 | Goal WBE | Actual WBE 2011 | Actual WBE 2012 | Actual WBE 2013 |
|----------------------------------|----------|-----------------|-----------------|-----------------|----------|-----------------|-----------------|-----------------|
| Construction & Repair            | 10%      | 10.49%          | 13.06%          | 19.61%          | 6%       | 5.92%           | 9.66%           | 5.83%           |
| Professional & Personal Services | 4%       | 0.71%           | 0.31%           | 3.05%           | 4%       | 0.75%           | 0.15%           | 2.36%           |
| Supplies & Materials             | 2%       | 0.34%           | 0.62%           | 2.25%           | 2%       | 0.50%           | 0.38%           | 0.78%           |



# MWBE Participation 2013

## Participation as a Percentage of Eligible Dollars

|                                  | <b>Eligible Dollars</b> | <b>Minority</b>       | <b>%</b>      | <b>Women</b>          | <b>%</b>     |
|----------------------------------|-------------------------|-----------------------|---------------|-----------------------|--------------|
| Construction & Repair            | \$9,318,775.76          | \$1,826,973.64        | 19.61%        | \$543,284.25          | 5.83%        |
| Professional & Personal Services | \$6,047,846.58          | \$184,502.07          | 3.05%         | \$142,432.53          | 2.36%        |
| Supplies & Materials             | \$9,755,636.40          | \$219,294.02          | 2.25%         | \$76,223.06           | 0.78%        |
| <b>Total</b>                     | <b>\$25,122,258.74</b>  | <b>\$2,230,769.73</b> | <b>8.88%</b>  | <b>\$761,939.84</b>   | <b>3.03%</b> |
|                                  |                         | <b>M/WBE Total</b>    | <b>11.91%</b> | <b>\$2,992,709.56</b> |              |

# Trend Analysis 2012 vs. 2013

## ASME

| Total Spend 2012 | % Change | Total Spend 2013 | Minority 2012 | % Change | Minority 2013 | % Female 2012 | % Change | % Female 2013 |
|------------------|----------|------------------|---------------|----------|---------------|---------------|----------|---------------|
| \$8,642,631.19   | 12.88%   | \$9,755,636.40   | \$53,546.80   | 309.54%  | \$219,294.02  | \$33,205.21   | 129.55%  | \$76,223.06   |
|                  |          |                  | 0.62%         |          | 2.25%         | 0.38%         |          | 0.78%         |

## SERVICE

| Total Spend 2012 | % Change | Total Spend 2013 | Minority 2012 | % Change | Minority 2013 | % Female 2012 | % Change | % Female 2013 |
|------------------|----------|------------------|---------------|----------|---------------|---------------|----------|---------------|
| \$6,468,022.78   | 6.50%    | \$6,047,846.58   | \$19,858.31   | 829.09%  | 184,502.07    | \$9,961.69    | 1329.80% | \$142,432.53  |
|                  |          |                  | 0.31%         |          | 3.05%         | 0.15%         |          | 2.36%         |

## CONSTRUCTION

| Total Spend 2012 | % Change | Total Spend 2013 | Minority 2012  | % Change | Minority 2013  | % Female 2012  | % Change | % Female 2013 |
|------------------|----------|------------------|----------------|----------|----------------|----------------|----------|---------------|
| \$13,541,372.48  | 31.18%   | \$9,318,775.76   | \$1,769,011.15 | 3.28%    | \$1,826,973.64 | \$1,308,673.02 | 58.49%   | \$543,284.25  |
|                  |          |                  | 13.06%         |          | 19.61%         | 9.66%          |          | 5.83%         |