

# NOTES

TO: Honorable Mayor <sup>AEW</sup> and City Council Members

FROM: Ann E. Wall, City Manager

DATE: July 19, 2023

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Byron Hayes, Financial Services Director, regarding an MWBE update

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Attachment



**To:** Ann E. Wall, City Manager  
**From:** Byron Hayes, Director of Financial Services  
**Date:** July 17, 2023  
**Subject:** MWBE Update

We are pleased to inform you of an exciting partnership with Operation HOPE's 1 Million Black Businesses (1MBB) initiative. The goal of 1MBB is to start, scale and grow 1 million Black businesses by 2030 across the nation. The city's commitment includes supporting its Small Business Resource Partners as it connects minority entrepreneurs to the tools and resources to start and grow a successful business.

The MWBE program and Operation HOPE will work together to connect minority business owners to free tools such as:

- Financial Education and 1:1 Coaching to meet personal & business financial goals
- Small Business Planning Workshops
- 8-Week Small Business Development Course (offered 4 times a year)
- Shopify (4-month free trial subscription)
- Access to Mentors

Operation HOPE, a non-profit founded in 1992 with a mission to promote financial literacy and inclusion and empower the underserved. 1MBB was launched in October 2020 with founding partner, Shopify, the world's second largest e-commerce platform. The City of Greenville will be the third city to sign on to be a 1MBB partner, joining the cities of Charlotte and Salisbury, NC.

This is a great opportunity to enhance our Incubate to Accelerate initiative that was launched in January 2021. Incubate to Accelerate (IA), a business growth and expansion strategy for small, minority and women-owned firms continue to make some progress in its effort to provide capacity building resources and technical assistance to these firms.

In honor of August being recognized as National Black Business Month, an official announcement and roll out of 1 to 2 Small Business Planning workshops is planned for next month.

For more information, visit: [www.OperationHOPE.org](http://www.OperationHOPE.org) or contact MWBE Coordinator, Tish Williams at 252.329.4462.

**Cc:** Michael Cowin, Deputy City Manager  
Wanda House, Financial Services Manager/Purchasing