THE CITY OF ASHEVILLE

Staff Report

Council Meeting Date: February 11, 2020

Subject: Small Business Development Program for Minority & Women-Owned Business Enterprises (MWBEs)

Staff Resource(s): Sam Powers, Community and Economic Development Director
Rosanna Mulchay, Business Inclusion Manager

Action Requested: Adoption of a resolution authorizing the City Manager to enter into a general contract with ADE Project of NC, in the amount of $95,000, to provide small business development to MWBEs.

Background:

- At the end of 2018, the City received the results of the Disparity Study which reviewed the participation of minority- and women-owned businesses in City contracting. This study showed substantial disparities in certain areas of contracting, especially in the African American community.
- Council identified this work as a priority and approved funding for this effort in this year's budget.
- This contract is the result of a Request for Proposals (RFP) issued by the Asheville Business Inclusion Office. Four proposals were received. Two of the proposals were not qualified to perform the work because they did not have work experience in the Relevant Geographic Market Area (as defined by the Disparity Study).
- ADE Project was selected as the most qualified vendor to perform the work.
- The contractor will lead groups, design, and deliver high - quality technical assistance to the existing Relevant Market Area concentrating on small businesses and startups owned by African Americans as well as other minorities identified by the Disparity Study.

Vendor Outreach Efforts:

- Staff performed outreach to minority and women-owned businesses through solicitation processes which include posting on the State's Interactive Purchasing System and targeted outreach by the City's Business Inclusion Manager.
- The consultant selected is an African American vendor.

Council Goal(s):

- A diverse community
- Thriving local economy
- A connected and engaged community

Committee(s):

- N/A

Pro(s):

- The disparity study provided substantial information that the City should prepare and better encourage the participation of minority- and women-owned businesses in its contracts, including sponsor workshops, training, and conferences that help minority- and women-owned businesses increase business experience and capacity to become actively involved in City contracting.
- ADE will provide such services on behalf of the City.
- The work will be done by an all African American led team of instructors.

Con(s):

- None

Fiscal Impact:

- Funding for this contract exists within the approved Economic and Community Development Department budget.

Suggested Motion:

- Motion to adopt a resolution authorizing the City Manager to enter into a general contract with ADE Project of NC, in the amount of $95,000, to provide small business development to MWBEs.

Attachment(s)

- Resolution

RESOLUTION NO. 20-____

RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH THE ADE PROJECT, LLC FOR THE ASHEVILLE BUSINESS INCLUSION OFFICE TECHNICAL ASSISTANCE PROGRAM

WHEREAS, the City of Asheville has authority pursuant to Article 3 of Chapter 160A of the North Carolina General Statutes to enter into contracts for services with other entities; and

WHEREAS, at the end of 2018, the City received the results of a Disparity Study which reviewed the participation of minority- and women-owned businesses in City contracting; and

WHEREAS, the Disparity Study showed substantial disparities in certain areas of contracting, especially with our African-American community; and

WHEREAS, in order to begin to address some of these disparities, the City issued a Request For Proposals (RFP) for a community-led training and technical assistance program concentrating on small businesses and startups owned by African Americans as well as other minorities identified by the Disparity Study; and

WHEREAS, after reviewing the Responses to the RFP submitted by the offerors, City staff recommends that the City enter into a contract with the ADE Project, LLC to conduct this community-led training and technical assistance program; and

WHEREAS, City staff recommends the execution of a contract with a term of one (1) year, with an effective start date of January 1, 2020, in an amount not to exceed $95,000; and

WHEREAS, the monies for the initial term of this contract have been budgeted in the Community and Economic Development Department;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The City Manager is hereby authorized to negotiate and enter into a contract on behalf of the City of Asheville with ADE Project, LLC in an amount not to exceed $95,000 and further authorized to execute any documents necessary to give effect to this resolution.

Read, approved and adopted this the 11th day of February 2020.

City Clerk Mayor

Approved as to form:

City Attorney