

COMPREHENSIVE MINORITY BUSINESS DEVELOPMENT PLAN August 18, 2009

Committee Members:

Co - Chair: Myron Lowery, Mayor Pro Tem - City of Memphis
Co - Chair: A.C. Wharton, Mayor - Shelby County Government

Harold Collins, Councilman - City of Memphis
J.W. Gipson, Commissioner - Shelby County Government
Robert Lipscomb, Director - HCD
Beverly Goines, Deputy Director - HCD
Luke Yancy, President - Mid South Minority Business Council
John Moore, President - Regional Chamber of Commerce
Reid Dulberger, Vice President - MemphisED Administration/Memphis Regional Chamber
Blair Taylor, President - Memphis Tomorrow
Roby Williams, President - Black Business Association
Carlee McCullough, Contract Compliance Officer - City of Memphis
Jozelle Booker, Manager - Procurement & Contracts Department, MLG&W
Carolyn Watkins, Administrator - Equal Opportunity Office, Shelby County Government
Nelson Fowler, Manager - Purchasing Department, Shelby County Government

Purpose:

The immediate task assigned to the Committee is to: 1) assist existing minority owned firms in continued and sustained growth; 2) spur the start and nurturing of new minority owned firms; and/or 3) attract additional minority owned firms to the Memphis and Shelby County area. These tasks may be accomplished through efforts, which may include, but are not limited to, technical support, financial assistance and/or incentives, joint ventures and enhanced market access through public and private sector inclusion.

The Committee is firmly committed to the inclusion of Minority and Women Business Enterprises in the procurement process and the economic development of this great city. Thus, the Committee is interested in assessing any and all strategies to enhance the vitality and success of minority owned firms in Memphis and Shelby County.

The City of Memphis has set a maximum budget of \$50,000.00 for consultant services rendered to implement Phase I, II and III as outlined in the Scope of Services for this RFP.

Scope of Services for Consultant:

Phase I - Comprehensive Assessment

As referenced above, the Consultant will conduct a Comprehensive Assessment of businesses in Memphis and Shelby County. The Consultant shall be solely responsible for collecting, organizing and analyzing all data required to perform the duties of the RFP. The Committee will make available to Consultant relevant records, documents, databases, survey and other primary data collection instruments reasonably available to the selected Respondent. Data from a wide variety of sources both locally and nationally should be utilized. At a minimum, the Consultant will be responsible for the following:

- A. To the extent possible, the profile will show totals for all groups identifiable by race and place of origin in Memphis and Shelby County by:
 - Major North American Industrial Classification System (NAICS) categories;
 - Including number of firms, number of employees and total receipts.
- B. The Consultant will identify and review programs that assist minority owned firms in Memphis and Shelby County including, but not limited to:
 - Their target audience, cost and impact; and
 - Any existing gaps in programs, services or resources that hinder the success of minority owned firms as defined in the Background section above.
- C. The Consultant will develop a set of metrics to compare the success of minority owned firms in Memphis and Shelby County to peer communities. Metrics shall include those identified in the Background section as important to the community as well as others that:
 - The consultant believes demonstrates the success and vitality of minority owned firms; and
 - Are available for all peer communities from a single credible source with a time lag of no more than 24 months.
- D. Determine the availability of race neutral alternatives and assess the potential effectiveness of such programs in increasing and growing minority owned businesses.
- E. Provide a detailed, quantitative projection of the impact of the new activity, based on the criteria in Section 1.2 of this RFP (and others that the Consultant may identify), by quarter for 3-years.

Phase II - Assessment Summary

After gathering and evaluating all relevant data, the Consultant will create an Assessment Summary which will serve as the roadmap for establishing policies and procedures in furtherance of the goal of establishing Memphis and Shelby County as a premiere city as it relates to opportunities and growth for minority owned businesses. At a minimum, the Assessment Summary will include the following:

- A. The Consultant shall provide an overview of the information, analysis, and data assembled that will support any recommendations pertaining to new race or gender neutral and/or race or gender preference warranted and legally defensible. The Consultant will also prepare a summary of “best practices” for minority business development derived from the peer communities, including their cost and impact over time.
- B. The Consultant shall prepare and submit a detailed report with:
 - i. The work and findings in Phase I as described in Section 2.2.1; and
 - ii. Prioritized recommendations as to new programs, services or initiatives the Memphis/Shelby County community could undertake to enhance the growth of minority-owned firms, taking into account:
 - a. Success in other communities;
 - b. Total anticipated gain to either the number and/or size of minority-owned firms expected as a result of the proposed new activity;
 - c. Time needed to launch program and achieve results;
 - d. Compatibility with existing programs and/or organizations in Memphis/Shelby County;
 - e. Anticipated ability to implement the proposed new activity in the Memphis/Shelby County area; and
 - f. Anticipated cost effectiveness of the proposed new activity.

Phase III – Implementation Plan(s)

After the completion and review of Phase II, the Committee will determine if the Consultant will move forward with Phase III with the Implementation Plan. If, and only if, authorized in writing by the Committee, the Consultant shall prepare separate, detailed implementation plans for each potential new activity identified and approved by the Committee. These implementation plans shall be tailored to existing conditions in Memphis/Shelby County and shall include, but are not limited to:

- A. What entity or entities should be responsible for implementing the new activity;
- B. Step-by-step description of the actions that need to be taken to create and operate the new activity, including a detailed timeline;
- C. Description of any special skills or expertise required by the entity or entities responsible for the new activity;
- D. Line item monthly budget to create and operate the new activity for a period of 3-years;
- E. Anticipated impact of new activity, by quarter, for 3-years; and
- F. Suggested funding and revenue sources for the creation and on-going operation of the new activity.