Micro Local Business Enterprise (MLBE)
2020 Registration Program
July 7, 2020
Presenters

Ciarra C. Adkins, JD
Equity Analyst
City of Grand Rapids
Office of Equity & Engagement
cadkins@grand-rapids.mi.us
P: 616-456-4657

Alvin Hills, IV
Business Developer
City of Grand Rapids
Office of Equity and Engagement
ahills@grand-rapids.mi.us
P: 616-456-3449
MLBE Program Partners
RIVER EQUITY STATEMENT

To create a River for All that honors both the history and the future of our river by embedding racial and economic equity principles in all that we do both in the water and along the river banks.

We understand that all river-related decisions today will have an immense generational impact on the residents of our city.”
Capacity Building
Why implement a MLBE Registration Program for the River Restoration?

- River for All
- City of Grand Rapids Strategic Plan and commitment to equity
- Conversations in the construction industry
- Need for capacity building
- Late Fall 2020/Winter 2021 river construction bidding opportunities
- Local job and wealth creation
About the Program?

Timeline
• July 7, 2020 - October 31, 2020

Goal
• 30-40 new companies registered on the City of Grand Rapids MLBE List

Who should apply?
• Kent County based small, minority, and/or women owned firms

How do I apply?
• Through a designated partner agency
Our Strategy

1. + Partnerships

2. - Decrease Systemic Barriers

3. + Increase MLBE Registrations
Partnerships

Importance of Capacity Building

• It is intentional that we offer strategic consulting dollars to our participating partners

• We recognize that this endeavor requires both time and leveraging of their social capital
- Decrease Systemic Barriers

Net Worth Statement

- This requirement is costly for many small companies and can be time intensive
- The City will contract with an accountant who can assist MLBEs gather this documentation, and supplement up to $500 of the costs

Document Translation

- The City of Grand Rapids will translate the MLBE registration application and supporting materials into Spanish
MLBE Registrations

Virtual Informational Sessions: How can your work impact the River for All Development?

- Landscapers, Thursday, July 9, 2020 (5-6pm)
- Trucking Contractors, Thursday, July 16, 2020 (5-6pm)
- Concrete Contractors, Thursday, July 23, 2020 (5-6pm)
- Excavation Contractors, Thursday, July 30, 2020 (5-6pm)
- General MLBEs, Thursday, August 6, 2020 (5-6pm)
How is it funded?

Total Budget: Up to $75,000

W.K. Kellogg Foundation Grant
Up to $67,500
1. Strategic Consulting
2. MLBE Registration
3. Eligible MLBE Leads
4. ½ Net Worth Statement Subsidy

City of GR - General Operating Funds
Up to $7500
1. ½ Net Worth Statement Subsidy
How are funds allocated?

Funding Allocations

- 63%
- 21%
- 16%

Community Partners

- GRABB
- WMHCC
- TBD

<table>
<thead>
<tr>
<th>$0</th>
<th>$2,000</th>
<th>$4,000</th>
<th>$6,000</th>
<th>$8,000</th>
<th>$10,000</th>
<th>$12,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Strategic Consulting
MLBE Registrations
Accountant
## Payment Chart

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Consulting</td>
<td>Flat $5000 per organization</td>
</tr>
<tr>
<td>Referral (LEADS)</td>
<td>$50 per qualified lead</td>
</tr>
<tr>
<td>Complete MLBE Application Registrations</td>
<td>$300 per eligible registration</td>
</tr>
<tr>
<td>Registration Bonus for Specific Construction Related Fields</td>
<td>$50 per eligible registration</td>
</tr>
<tr>
<td>Net Worth Statement</td>
<td>$500 City covered costs</td>
</tr>
</tbody>
</table>
How do I know if I am an MLBE?

Eligibility Criteria

1. Business Age – in operation for at least 2 years
2. Location – Kent County
3. CGI/Vendor Registration
   • Employee/revenue 3 year average must be 25% or lower than the SBA standard
5. Net Worth Statement
   • CPA or Bank should validate your net worth is less than $250K
Thank you to our river restoration partners
THANK YOU! | QUESTIONS?