



West Michigan Black Business Alliance (WMBBA)

Formerly Known As
Black Business Voice
& Advisory Consortia (BBVA)

Progress FY 2025 Annual Report

Presented to: Economic Development Project Team

Date: December 2, 2025

FISCAL YEAR 2025 ANNUAL PROGRESS UPDATE

- Welcome
- History / BBVA 1.0 Conception
- BBVA 2.0 Implementation
 - Org Structure
 - Regional Inclusive Economy
 - Advocacy
 - Marketing & Awareness
- FY 25 Progress Update
- Questions

FROM CONCEPT TO...

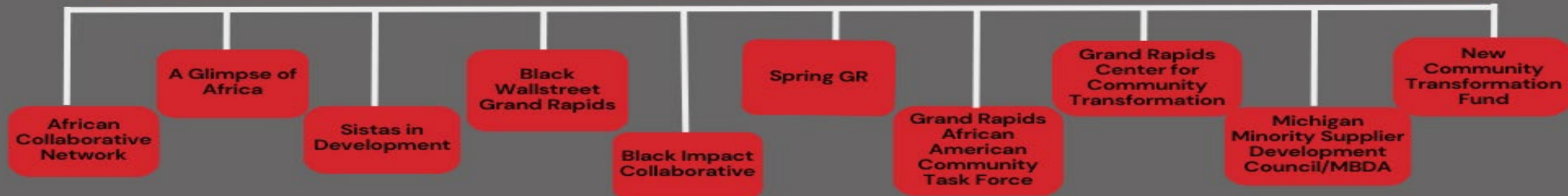
History of BBVA 1.0: *(Understanding Systems)*

The foundation of this initiative was established by the Grand Rapids African American Community Task Force and Legacy & Love, LLC

From **Conceptual Framework** to ...

Black Business Voice and Advisory Consortia

Urban League of West Michigan-Center for Economic Success and Development



Marketing

Mentorship

Advocacy

Conference/Forum



Identify
Services
&
Providers

KPIs/GOALS



Identify
Services
&
Providers

Wealth Gap



... TO IMPLEMENTATION 2.0

Framework:

West Michigan Black Business Alliance (WMBBA) Organizational Framework

- A tiered membership alliance organized to implement the Consortia formerly known as Black Business Voice & Advisory (BBVA)
- Framework supported by Primary Partners
 - Legacy & Love, LLC
 - Grand Rapids African American Community Task Force

Regional Inclusive Economy

Inclusion is an economic development Imperative

-Brookings Institute, Jan/Feb 2021

Brookings Regional Inclusive Economy Framework: Rewiring Systems

Next step: Phase 1: Set the conditions for success (*Institutional Alignment*)

BROOKING METRO INCLUSIVE REGIONAL ECONOMY METHODOLOGY

Phase 1: Set the conditions for success

- Commit to inclusive economic growth:
 - Is the effort connected to regional actors focused on both growth and equity?
 - What is the depth and breadth of commitment to measuring and pursuing inclusive growth among the project team? In the project region?
- Take stock of existing indicators projects:
 - What organization is responsible for the existing indicators?
 - Does the project define economic inclusion?
 - Does the project have buy-in from other entities?
- Identify key stakeholders and roles:
 - What organizations are necessary to involve from the project outset?
 - What is their current perspective on inclusive growth?

BROOKING METRO INCLUSIVE REGIONAL ECONOMY METHODOLOGY

Identify and Prioritize Key Stakeholders

	TIER 1: MAJOR CONTROL/INFLUENCE	TIER 2: LIMITED CONTROL/INFLUENCE
CAT 1: ESSENTIAL TO DRIVING CHANGE	<ul style="list-style-type: none">– City of Grand Rapids– Corewell Health– The Right Place– Meijer– GVSU– ULWM– GRAACTF & L&L, LLC	<ul style="list-style-type: none">– DeVos Family– GR Chamber– Hispanic Chamber– ESOs, EDOs, BSOs– Jandernoa/42 North
CAT 2: IMPORTANT TO DRIVING CHANGE	<ul style="list-style-type: none">– Kent County– Small Businesses	<ul style="list-style-type: none">– Frey Foundation– Utilities (DTE/CONSUMERS)

BBVA 2.0 IMPLEMENTATION

Advocacy:

Programing Calendar

Liaison – Office of Equity and Engagement

Liaison – Office of Economic Development

Marketing & Awareness:

Promotion of City Programming

Compliance Support Program

Business Opportunities Awareness

Business Directory



**WMBBA ORGANIZATIONAL FRAMEWORK STATUS:
ON TRACK**

- Finalized paperwork for organizational structure.
- Membership Plan: Developed a plan outlining tiers, benefits, and engagement.
- Financial Sustainability Plan: Created a plan for revenue streams and budget forecasting.
- Engagement Strategy: Designed and implemented a strategy to strengthen partnerships, member involvement, and community outreach.



**IMPLEMENT BROOKINGS METRO
METHODOLOGY STATUS: ON TRACK**

- Methodology: Established clear processes for program delivery and improvement.
- Action Plan & Resources: Created a detailed plan with roles, timelines, and resource efficiency.
- KPI Tracking: Implemented KPIs to measure progress and impact.
- Stakeholder Feedback: Analyzed feedback from stakeholders to enhance decision-making and program strategies.

● On Track
● Needs Attention



PROGRAM CALENDAR STATUS: ON TRACK

- **Programming Calendar:** Created a comprehensive programming calendar outlining events, workshops, and key initiatives for the year.
- **Monthly Event Reports:** Compiled monthly reports summarizing participation, engagement outcomes, and event highlights.
- **Feedback/Satisfaction Data:** We recently implemented feedback policies for all events to gather and evaluate participant feedback and satisfaction metrics to assess



PROMOTION OF CITY PROGRAMMING & BUSINESS OPPORTUNITY AWARENESS STATUS: ON TRACK

- **Channel Identification & Outreach Framework:** Successfully identified key communication channels and developed a structured outreach framework to optimize audience engagement.
- **Engagement Analytics:** Implemented a system to track, measure, and report engagement metrics, enabling data-driven decisions for future outreach strategies.
- **Established an outreach framework key channels:** community partnerships, digital platforms, local events, and referrals—to engage target audiences through consistent messaging, scheduled activities, and performance tracking.

● On Track
● Needs Attention

SUCCESS STORIES FOR WMBBA



Michael Taylor, Owner
Prominent Property Service LLC

"Upon being introduced to the city, I became aware of new opportunities and have since secured three contracts with the city this year."

Contracts: Three contracts for the City of Grand Rapids Engineering Department

Revenue: \$73,000.00
Hired 2 additional employees



Todd McLemore, Owner
Todd McLemore, LLC

"The Urban League of West Michigan has been an outstanding community partner, helping businesses like mine access contracting opportunities and build valuable connections."

Contract: Grand Rapids Christian School

Revenue: \$98,000.00



Seve Hernandez, owner
FCF Construction, LLC

"I am writing to express my sincere gratitude for the invaluable support you have provided to FCF Construction through Urban League. Your dedication and commitment have been instrumental in the successful development of our projects. Thanks to your collaboration, we have had a significant impact on our community."

Contract: Seidman Boys and Girls Club of Grand Rapids

Revenue: \$106,199.00
Hired 4 additional employees

SUMMARY OF ENGAGEMENT



Marketing/Branding
Class: Certification



Office of Equity and
Engagement &
City of Grand Rapids

► **Total Participants: 771**

► **Total Events: 20**

► **Events Collaborated
with City of GR: 6**

► **EDI Tour Event: 62**

2025 EVENTS:

- Blues, Beats, and Belongings
- Meet & Greet Contractors Event
- Why Marketing & Branding Matter
- Bonding Insurance for Construction Trade
- Earn as you Learn
- WM Minority Contractors Programming Event
- Trade Contractor Outreach and Bid Opportunities
- Why Marketing & Branding Matter
- Earn as you Learn
- Rock The Block
- Connecting with the City of GR
- On The Block
- Contractors Capabilities Exchange Event
- Three Towers Event (Project Ready)
- Emerging Developers Tour
- Listening Session: Subcontractors Only
- BV@TR: The Fish Fry
- Blues, Beats, & Bingo
- Why Marketing & Branding Matter
- Bonding



**LIAISON – OFFICE OF EQUITY AND ENGAGEMENT
OFFICE OF ECONOMIC DEVELOPMENT STATUS:
ON TRACK**

- **Meeting Schedule:** Set up regular meetings for teams, partners, and stakeholders to ensure communication and accountability.
- **City Supplier Registration:** Conducted outreach to assist minority and emerging suppliers with city registration.
- **Outreach Framework:** Mapped key channels to connect with underrepresented developers and suppliers. Areas of Opportunity:
 - Social Media
 - Track Email Campaign
- **Main Contact:** Designated a liaison in the Office of Equity and Engagement for coordination and resource alignment.
- **Summarize the Engagement Strategy:** analyze inclusion metrics and establish the primary point of contact for the Office of Economic and Development.



**COMPLIANCE SUPPORT PROGRAM STATUS: ON
TRACK**

- **Number and Type of Businesses Assisted:** Documented the total number and categories of businesses supported, technical assistance, and resource connections.
- **Registration Success Rate:** Measured the percentage of assisted businesses that completed registration processes with the city.
- **Businesses connected to the City of GR in 2025:**
 - **14** Businesses directly connected to the City
 - **36** Employees in Businesses
 - **4** New Businesses
 - **10** Existing Businesses (combined revenue totaling over \$6.7 Million)



**BUSINESS DIRECTORY STATUS: ON
TRACK**

- **Up-to-Date, Searchable Directory:** Created and maintained a current, searchable directory of contacts and resources to improve accessibility and efficiency.
 - **600+** Businesses listed in Business Directory
- **Frequency Log:** Established a logging system to track communication frequency and interactions for consistent outreach.
- **User Feedback:** Collected and analyzed user feedback to inform improvements in outreach strategies and engagement initiatives.
- **Supplier Diversity:** Created and maintained a directory of African American-owned businesses. Area of opportunity is to purchase & maintain an external accessible platform.

- On Track
- Needs Attention

MOVE FOWARD: BUILDING SHARED PROSPERITY IN WEST MICHIGAN

Diverse Business Ownership – impacting 1,600 more businesses & creating 19,200 jobs (Inclusive Economic Development Lab, Greater Grand Rapids, The Right Place 2021)

Partnership – Collaboration across business, government, and community

Opportunity – Inclusive access to jobs, housing, and entrepreneurship

Data & Accountability – Evidence-based progress and shared metrics

Growth for All – A thriving regional economy that works for everyone

Why It Matters:

- Forbes (2015): Grand Rapids cited among hardest places for Black residents to prosper
- W.K. Kellogg Foundation: Closing equity gaps = +\$92B in state economic output annually
- Brookings Metro: Proven models show inclusion strengthens competitiveness

WMBBA's Role:

- Trusted connector aligning community, business, and government
- Leads integration of workforce, entrepreneurship, housing, and health
- Applies national frameworks to create local, data-driven results
- Tip of the spear



What's next?

- **Partner with WMBBA to co-champion two aligned strategies:**
 - 1) **West Michigan Black Business Alliance (WMBBA):** Advancing business growth, capital access, and entrepreneurial success
 - 2) **Regional Inclusive Economy Initiative:** Building an inclusive economic framework that improves opportunity and mobility across Grand Rapids
- **Support visible City backing to help unlock local, regional, state, and philanthropic resources.**
- **Collaborate on targeted funding approaches to ensure sustainability beyond City dollars.**
- **Align efforts to scale demonstrated successes, expand opportunity, and increase economic mobility for residents and business owners to help create a more inclusive economy where EVERYONE prospers.**



Questions?