



Department Source: City Manager

To: City Council

From: City Manager & Staff

Council Meeting Date: October 17, 2016

Re: Minority and Women-Owned Business Program Plan

Executive Summary

The City has engaged the services of Jim Whitt to collaborate with various institutions and organizations to develop a program to assist disadvantaged business enterprises, including minority and women owned businesses. This resolution will establish a minority and women-owned business program plan for the city of Columbia.

Discussion

The city's 2016-2019 strategic plan was adopted by Council in September 2016. One of the five strategic priority areas is Economic Development which includes an objective to make the city friendlier to disadvantaged business enterprises.

The Strategic Plan recognizes that beneath the strong economy and low unemployment that Columbia and the surrounding area have experienced recently, there is an underlining reality that our minority community has not shared in this prosperity. While white unemployment is less than 4%, black unemployment based on recent census data is over 15% and actually grew after the last recession. This has led to a steady increase in poverty rates in our minority community despite the strong economic results we are experiencing. To combat this tale of two cities we are facing in Columbia, we have established a Strategic Priority to build a strong and vibrant minority and disadvantaged business community that can compete for work and thrive locally. A strong and growing Minority and Disadvantaged Business community will be able to provide good paying jobs for workers and help reduce the black unemployment rate and lift more families out of poverty.

As our community continues to grow and become more diverse it is imperative that we recognize the expertise, entrepreneurial spirit and the economic contribution Columbia will receive from our Minority Businesses and the value these businesses will provide to the overall success to our City.

Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: N/A



Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
09/21/2015	Council adoption of the 2016-2019 Strategic Plan.

Suggested Council Action

Staff recommends Council adopt the resolution.