

# DOWNTOWN FOR EVERYONE

DIVERSITY COMMITTEE MEETING - SEPTEMBER 2021

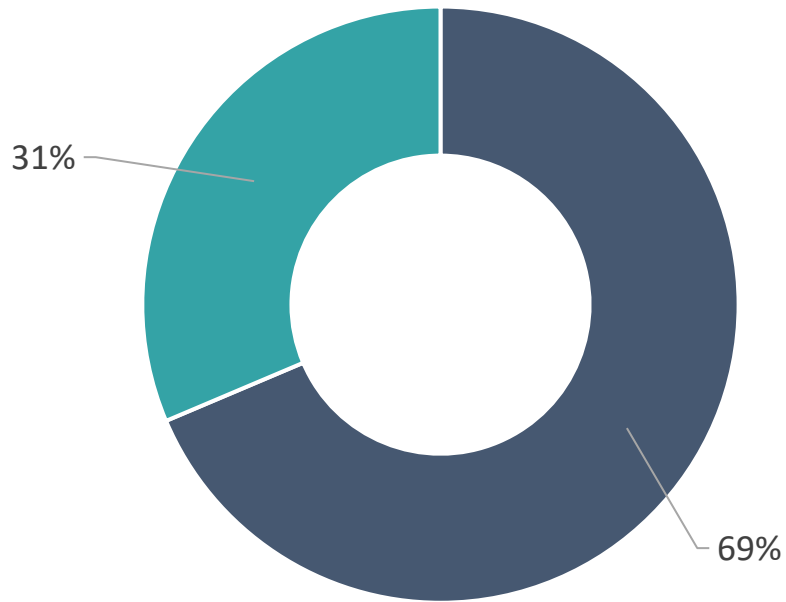
# **Historical Reference.**

Compliance reporting and why compliance matters.

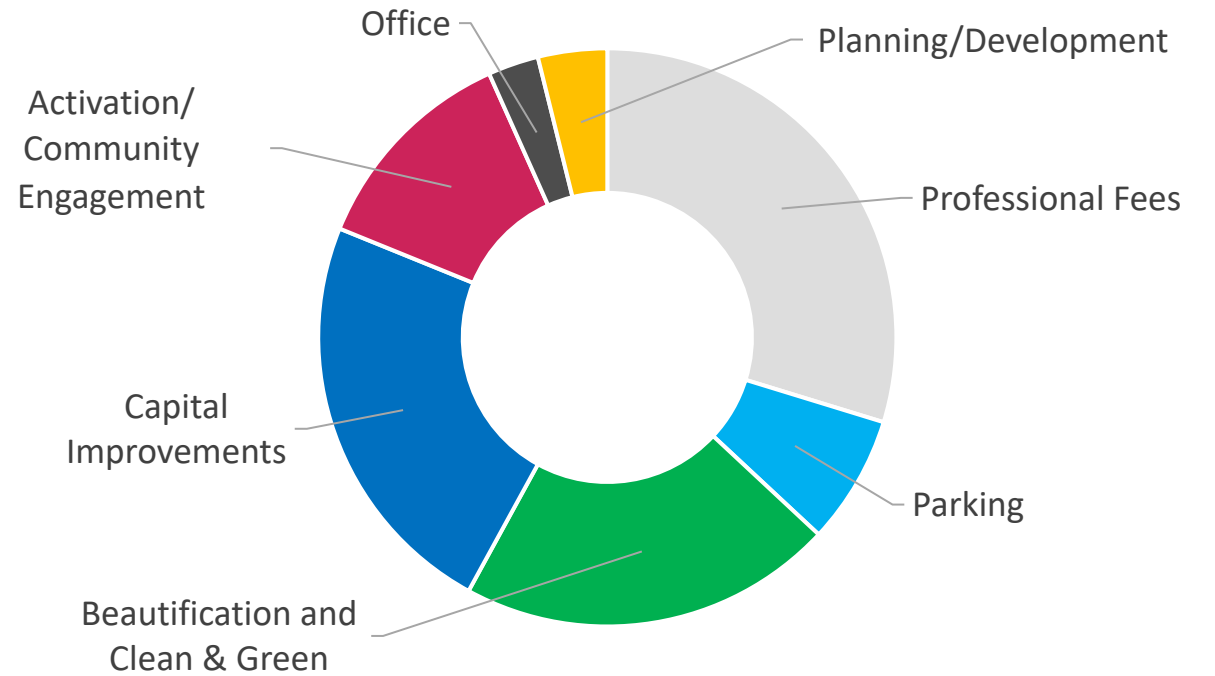


# Internal Spend: FY21

## MWBE Percentage – Internal Spend

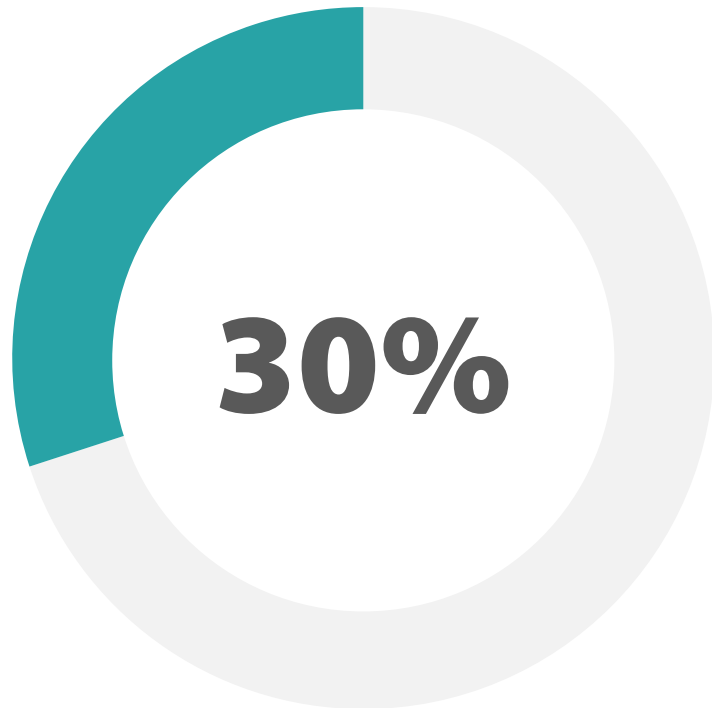


## MWBE Spend Breakdown



## MWBE Participation

2010-2021



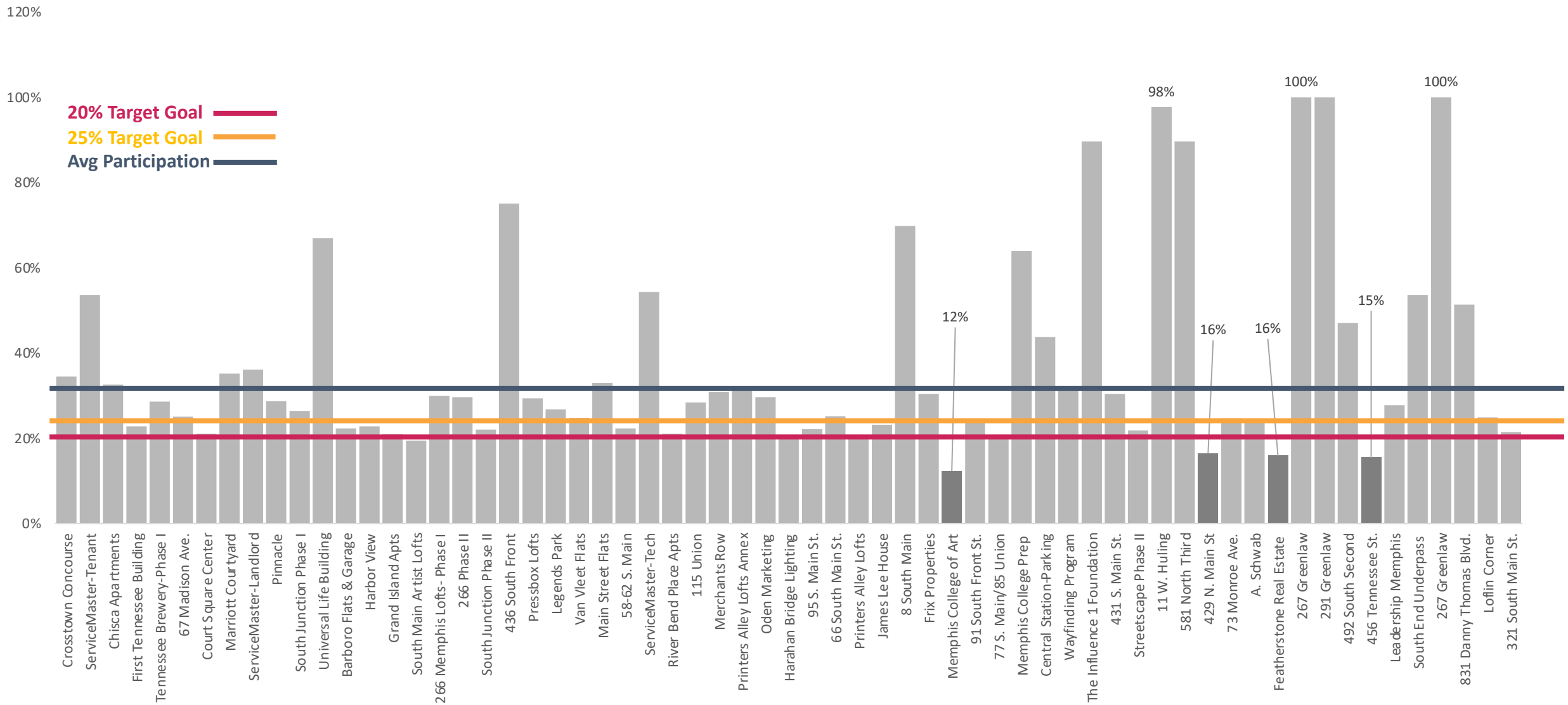
## EBO & MWBE PARTICIPATION

THE DMC IMPLEMENTS AN **AGGRESSIVE OUTREACH PROGRAM** TO ENGAGE PEOPLE OF ALL RACES AND SEXES IN DEVELOPMENT PROJECTS AND TO **RECRUIT MORE DIVERSE BUSINESSES TO DOWNTOWN.**

WE DO THIS TO ENSURE THAT OUR DOWNTOWN IS REFLECTIVE OF WHO WE ARE AS A COMMUNITY.

THE DMC'S MWBE PROGRAM ENSURES THAT DOWNTOWN DEVELOPMENT PROJECTS RECEIVING OUR FINANCIAL INCENTIVES **ADHERE TO A BEST-FAITH EFFORT TO ACHIEVE AT LEAST 25% MINORITY PARTICIPATION LEVEL.**



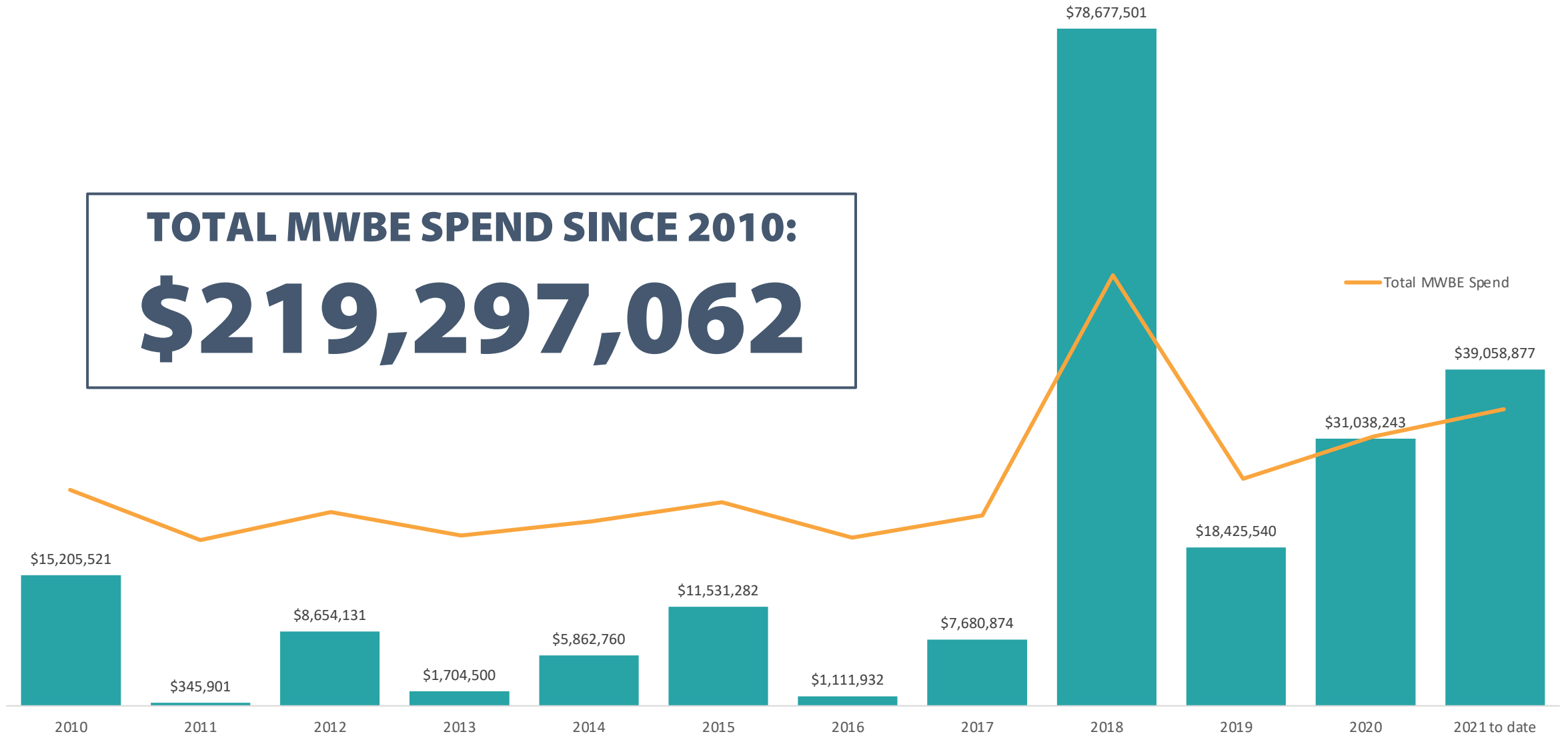


# Historic Data: MWBE Participation by Project



**TOTAL MWBE SPEND SINCE 2010:**

**\$219,297,062**



## MWBE Participation in Major Projects by Year

MWBE Category	Amount	%
African American - Male	\$112,758,643	51.42%
African American - Female	\$15,548,040	7.09%
White Female	\$66,059,932	30.12%
Asian-Indian American	\$12,997,395	5.93%
Native American	\$3,830,969	1.75%
Asian-Pacific American	\$2,627,209	1.20%
Hispanic American	\$5,394,821	2.46%
Disadvantaged Business Enterprise (DBE)	<u>\$80,053</u>	<u>0.04%</u>
<b>Total</b>	<b>\$219,297,062</b>	<b>100%</b>

## MWBE Classification Expenditures *(30% of major projects since 2010)*



**We are building a Downtown for their future.**



# **Diversity, Equity, and Inclusion.**

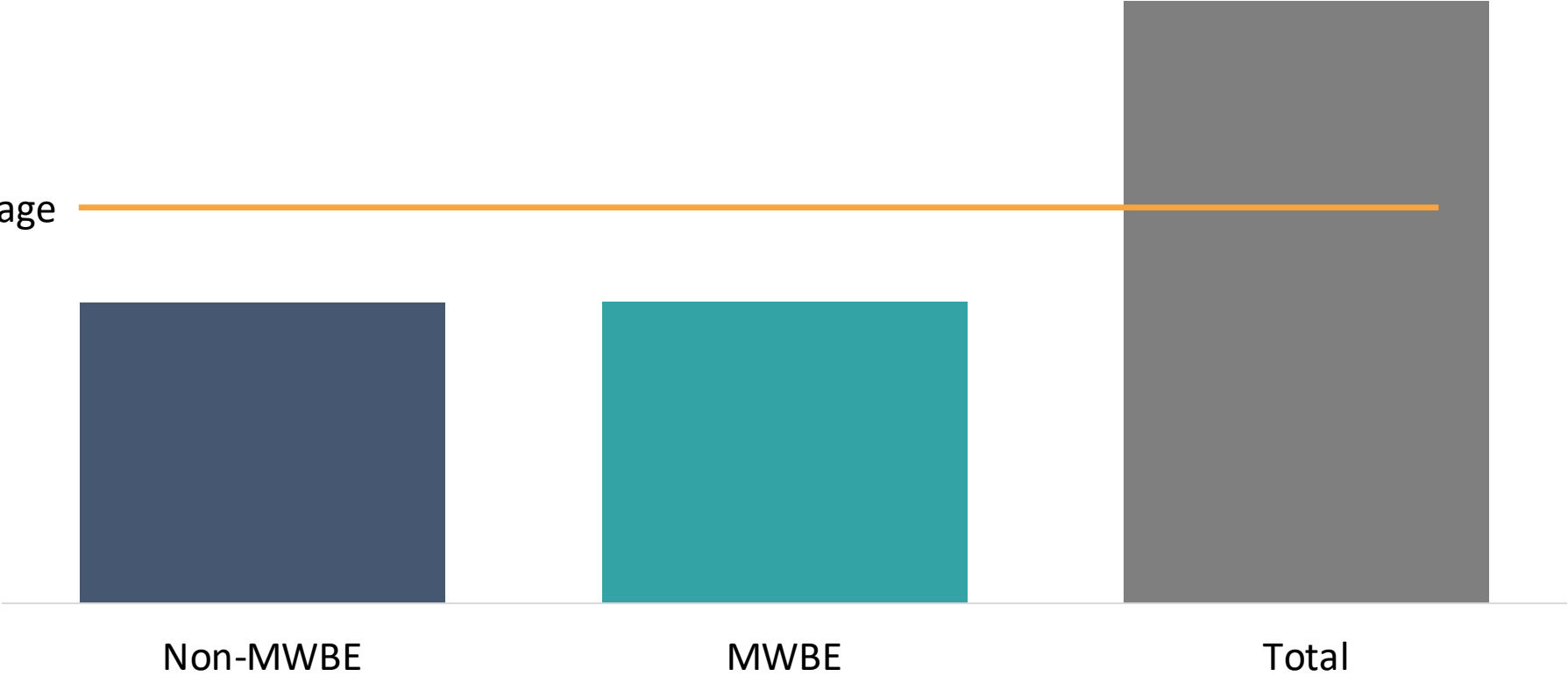
Supporting MWBE Business via Development Incentives



# COLOR CODES

■ Non-MWBE ■ MWBE ■ Total

% percentage



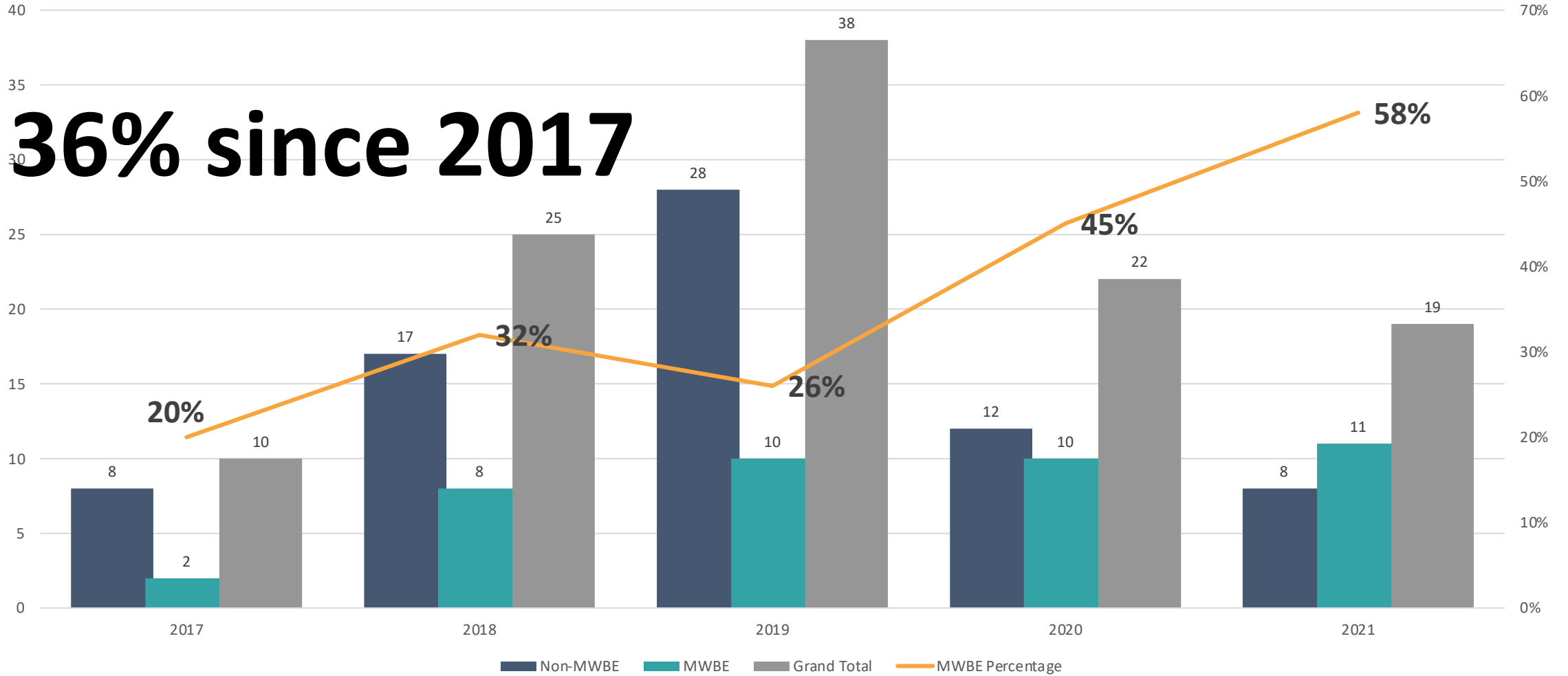
# **BIG PROJECTS. BIG DOLLARS.**

The 30,000-foot view.



# Total MWBE Count - All Incentivized Projects.

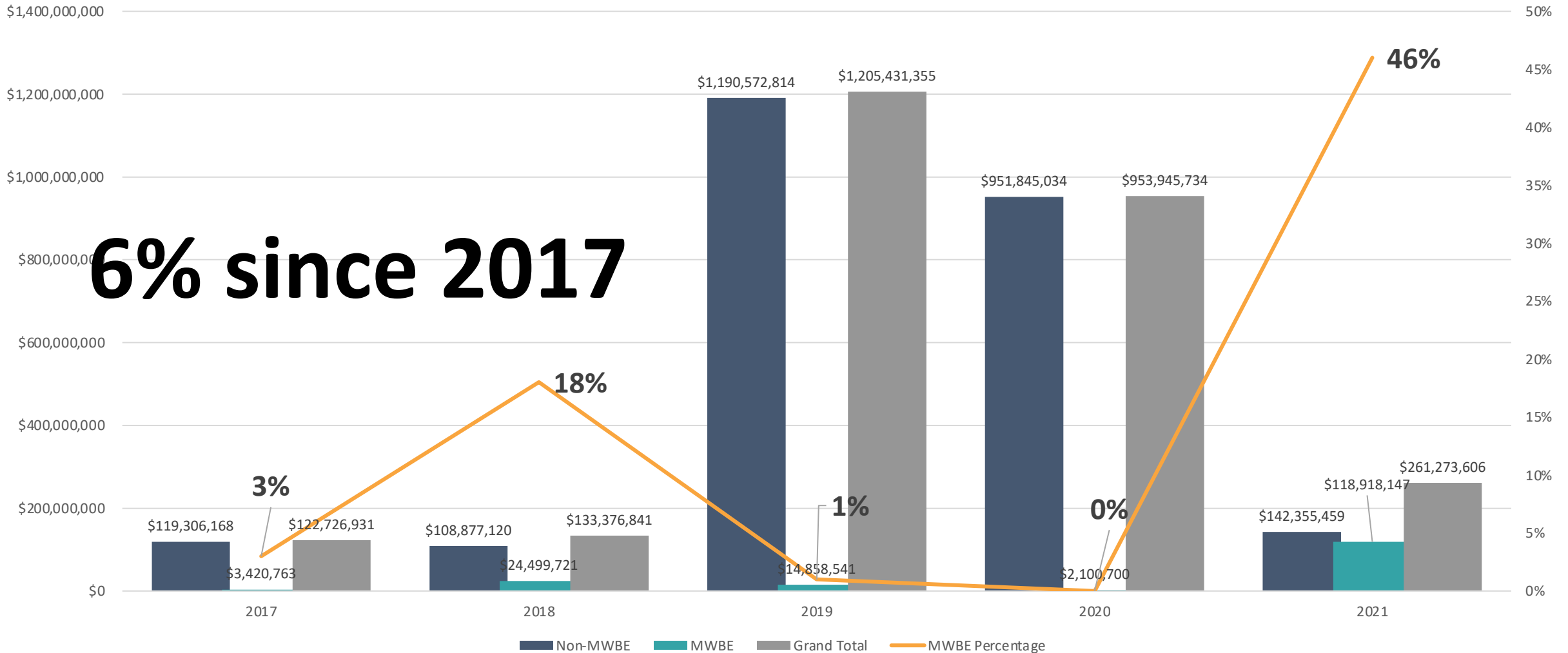
## (By Ownership/Developer 2017-2021)



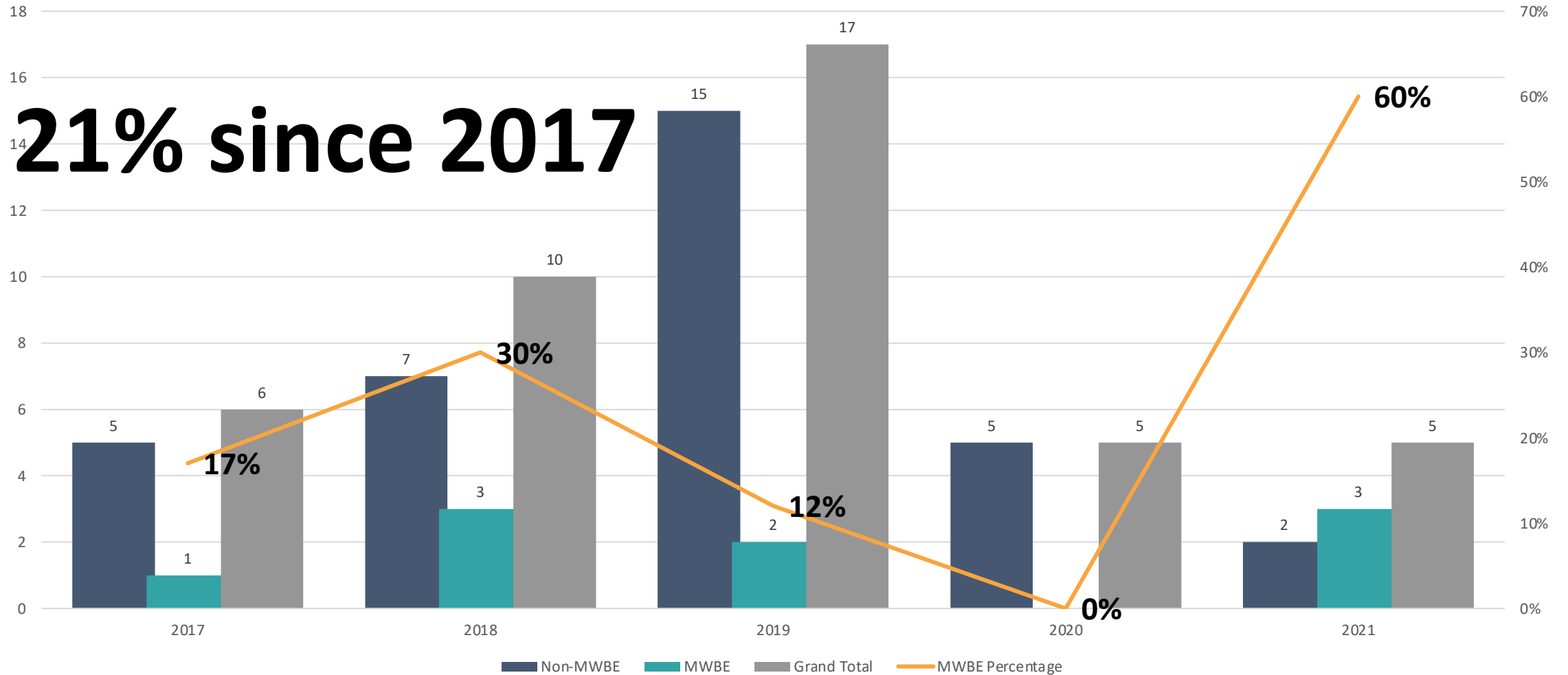


# Total Project Costs - All Incentivized Projects.

## (By Ownership/Developer 2017-2021)



# Total PILOT Projects. (By Ownership 2017-2021)



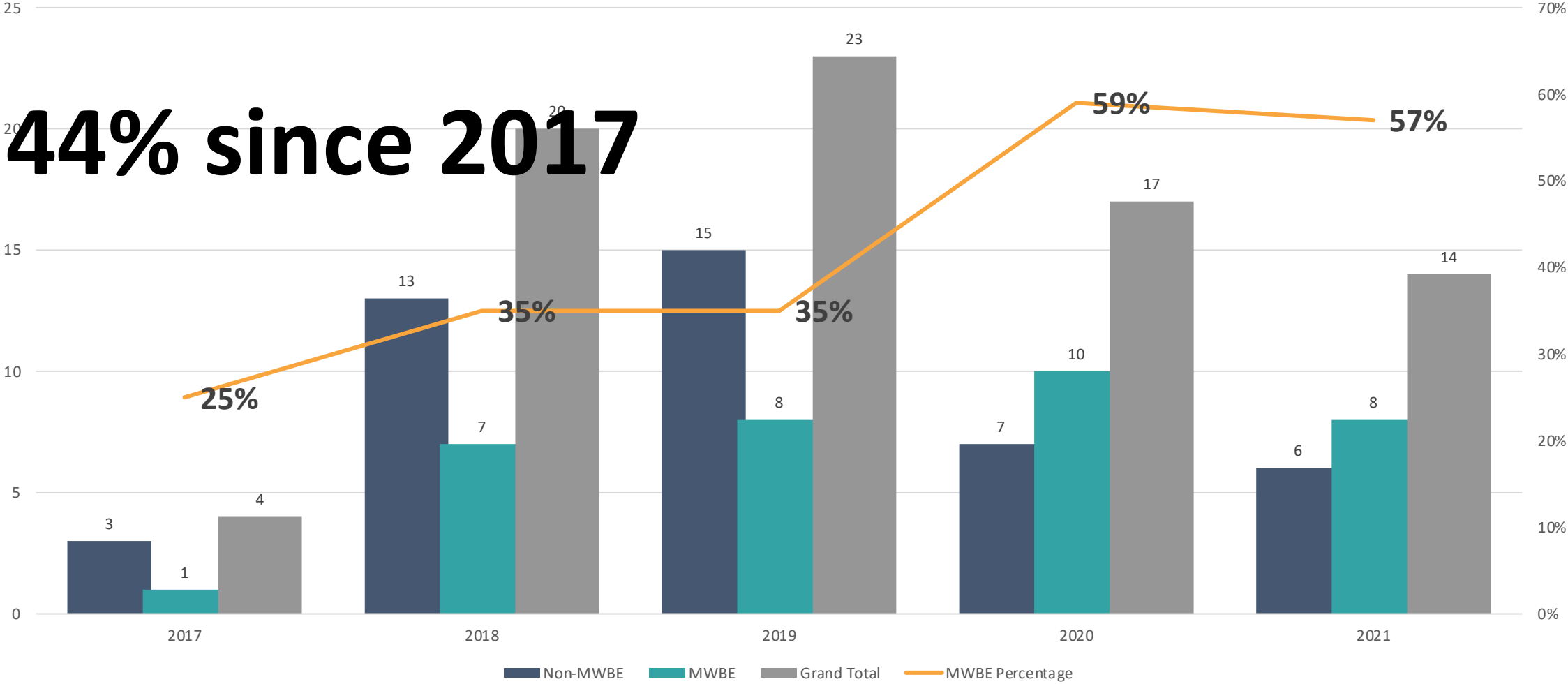
## The 30-FOOT VIEW.



**Malone Park Commons: \$3.1M Total Project Cost**

# Total CCDC Projects: 2017-2021

## (By Ownership/Developer)

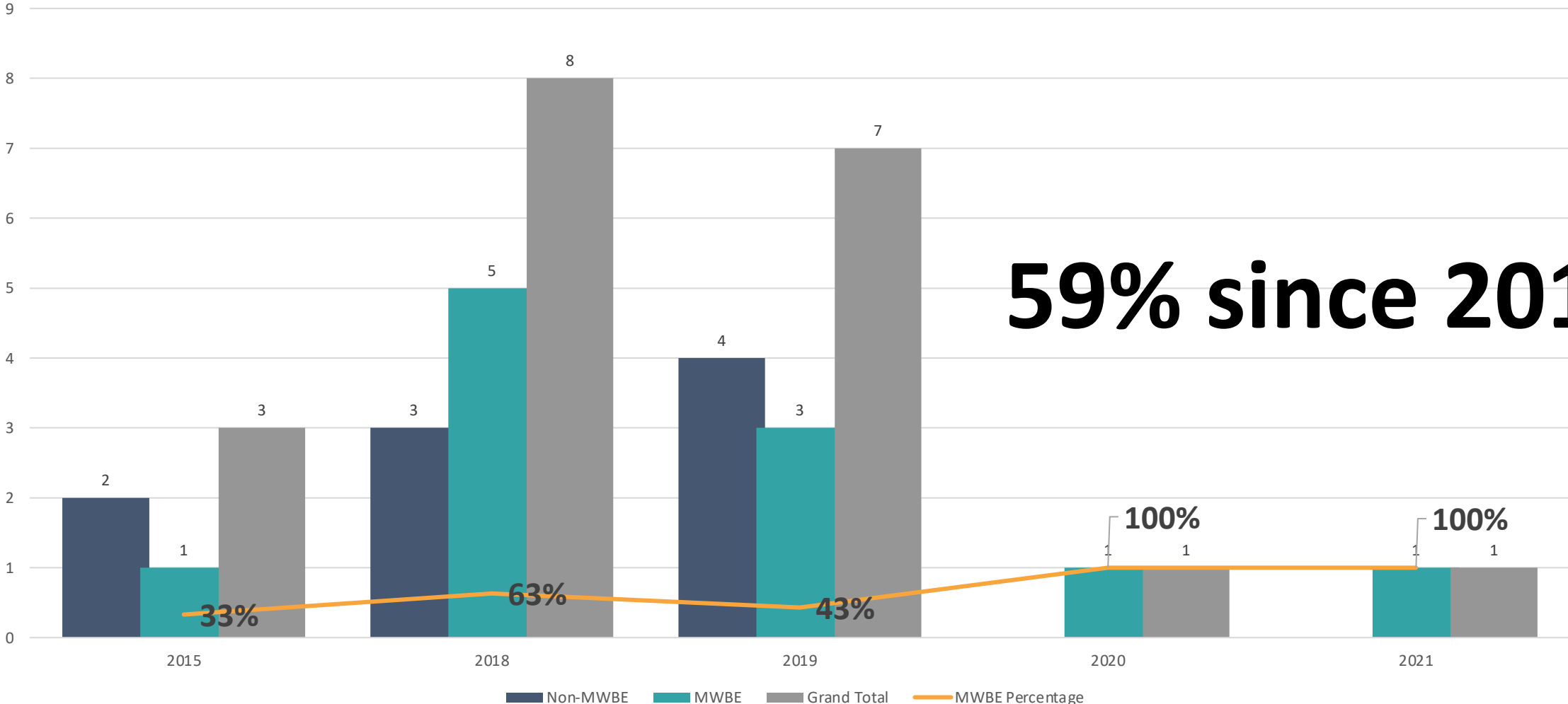


44% since 2017



# Development Loans: 2017-2021

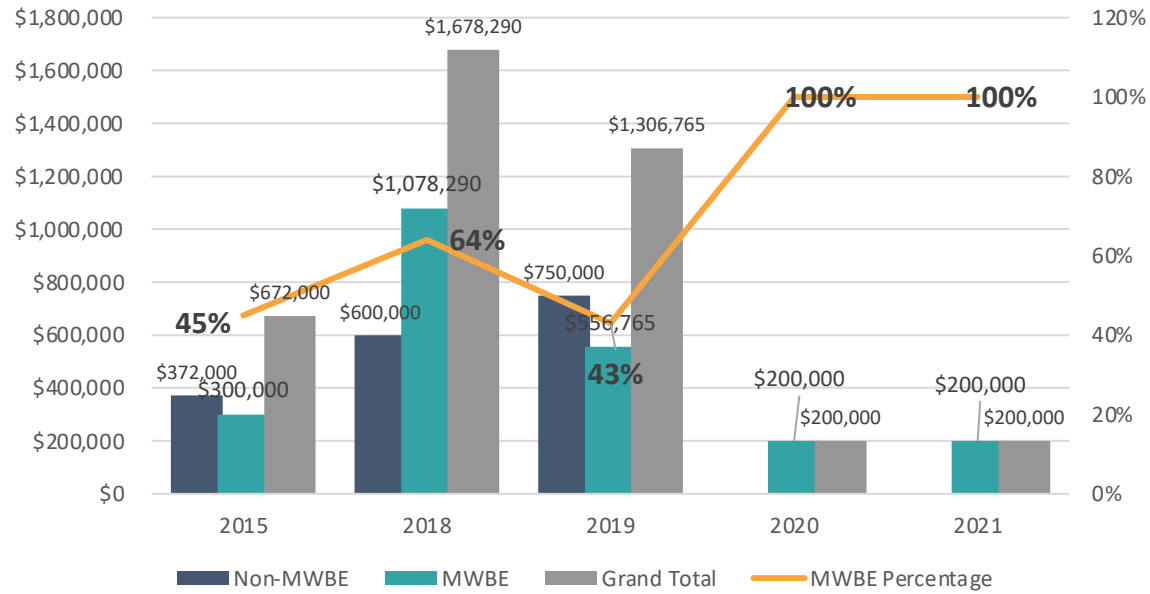
(By Ownership)



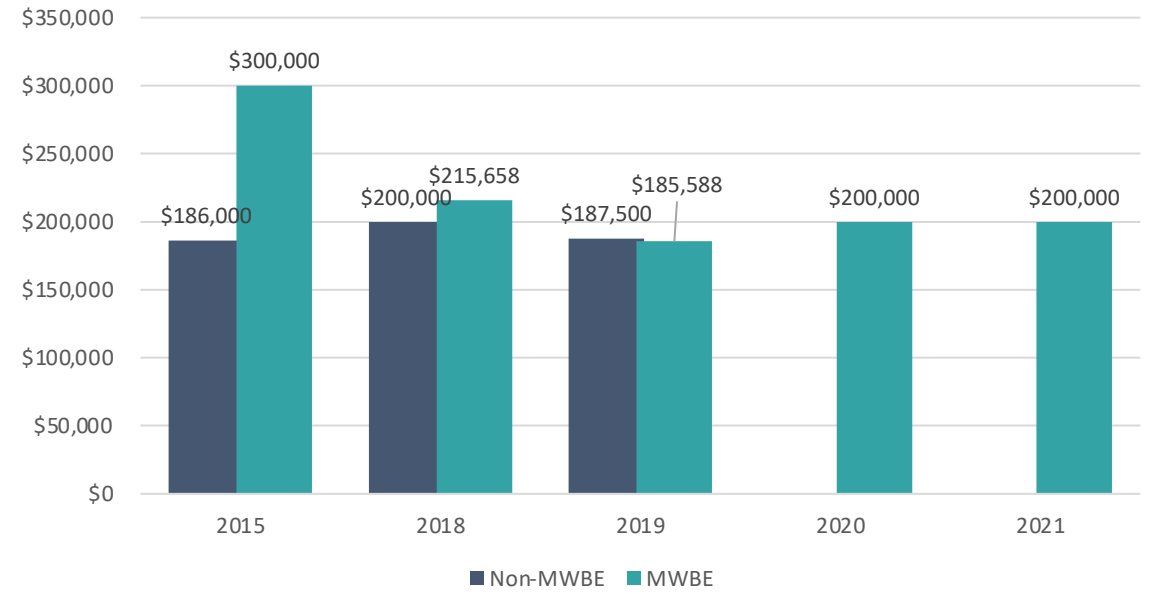
**59% since 2017**



### Development Loans - Award Amount: 2017-2021



### Development Loan - Average Award: 2017-2021





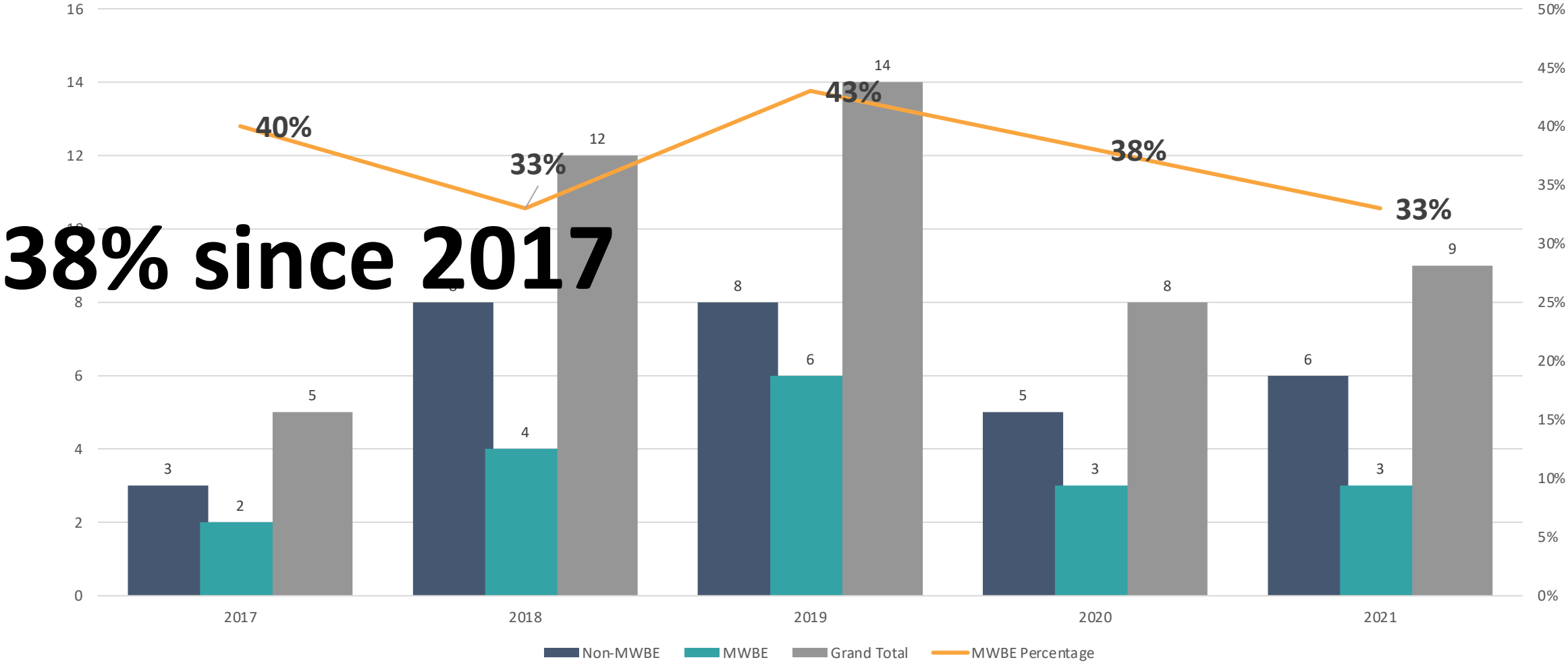


**Havana Mix: Robb Hunter**



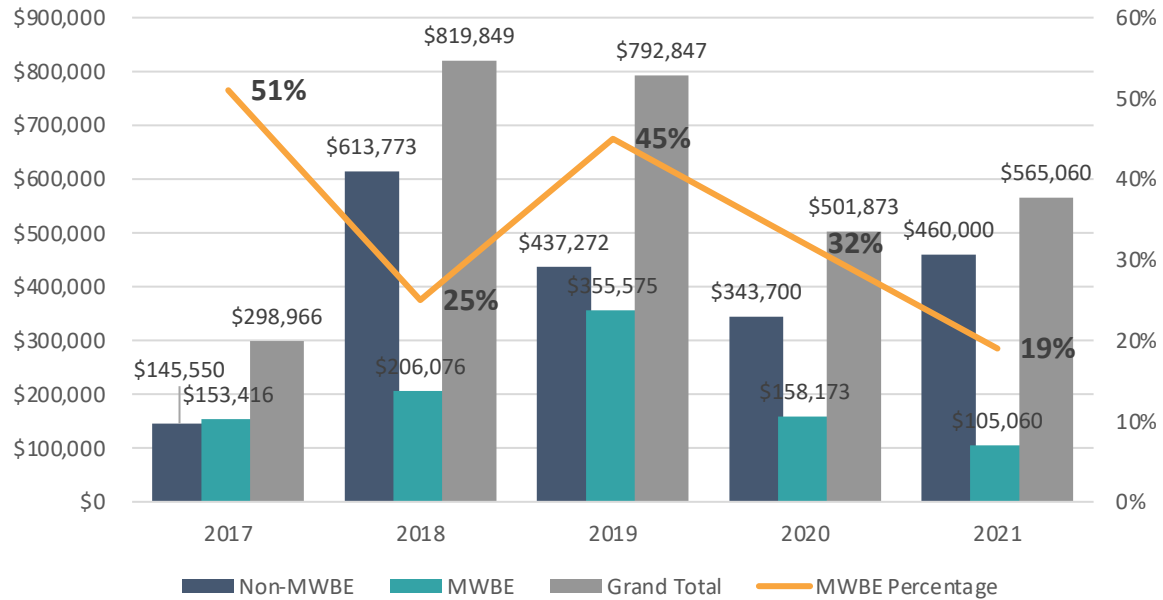
# EIG Total Projects: 2017-2021

## (By Ownership/Developer)

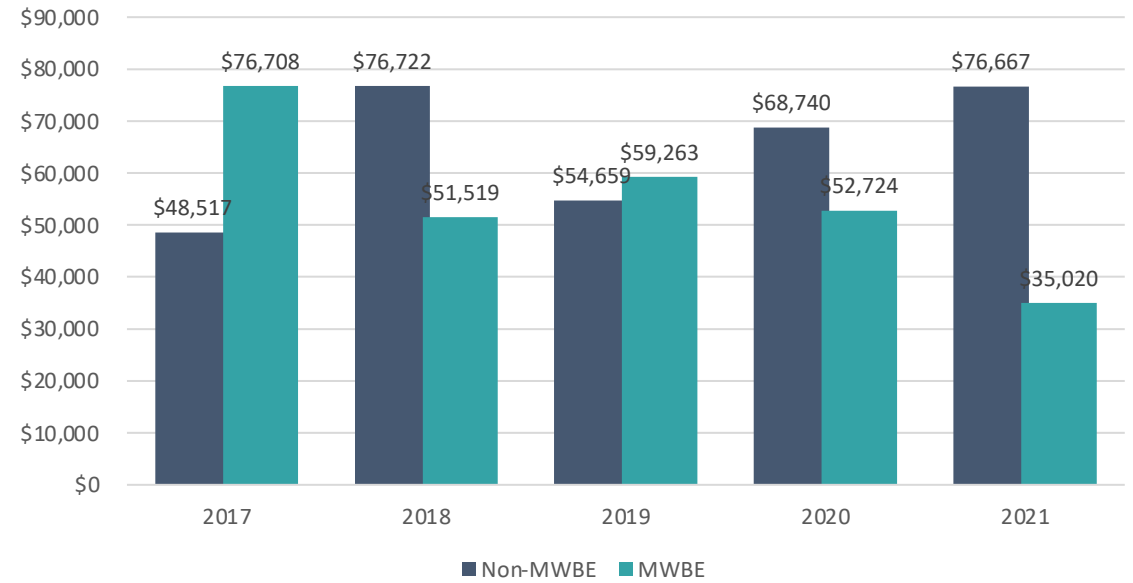




### EIG Awarded Amount: 2012021



### EIG - Average Award: 2017-2021

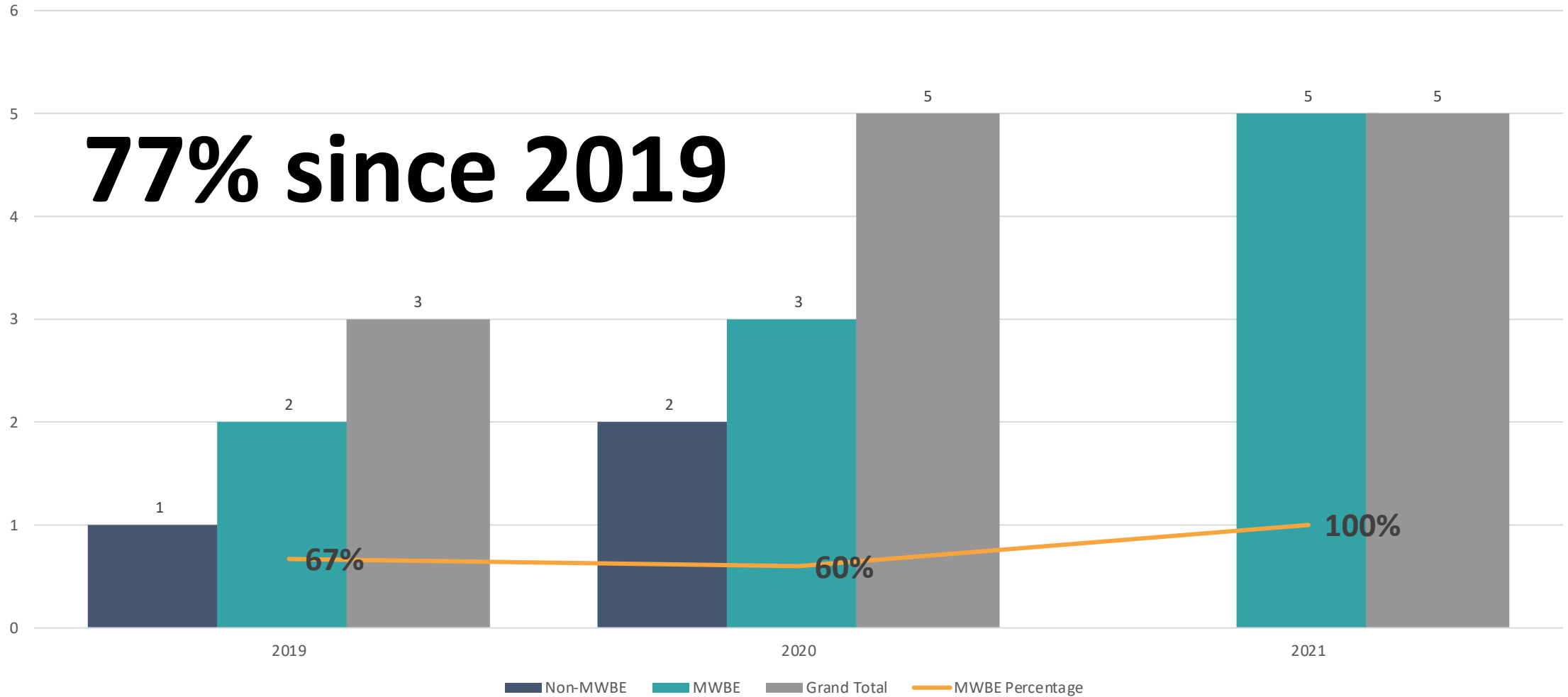




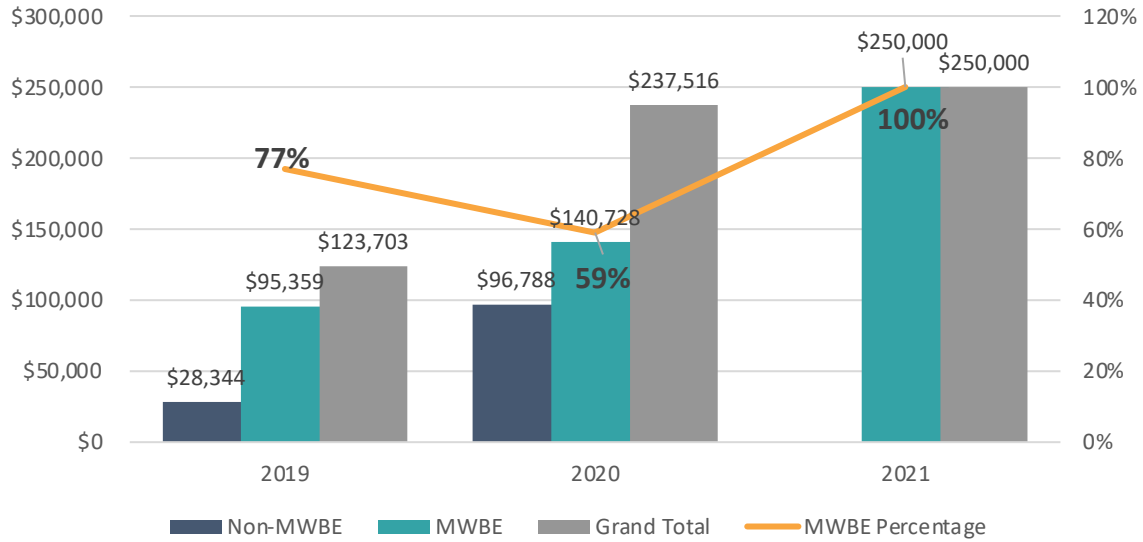
**Slim and Husky's Owners: Clint Gray, Emanuel Reedy and Derrick Moore**

# Good Neighbor Grant: 2019-2021

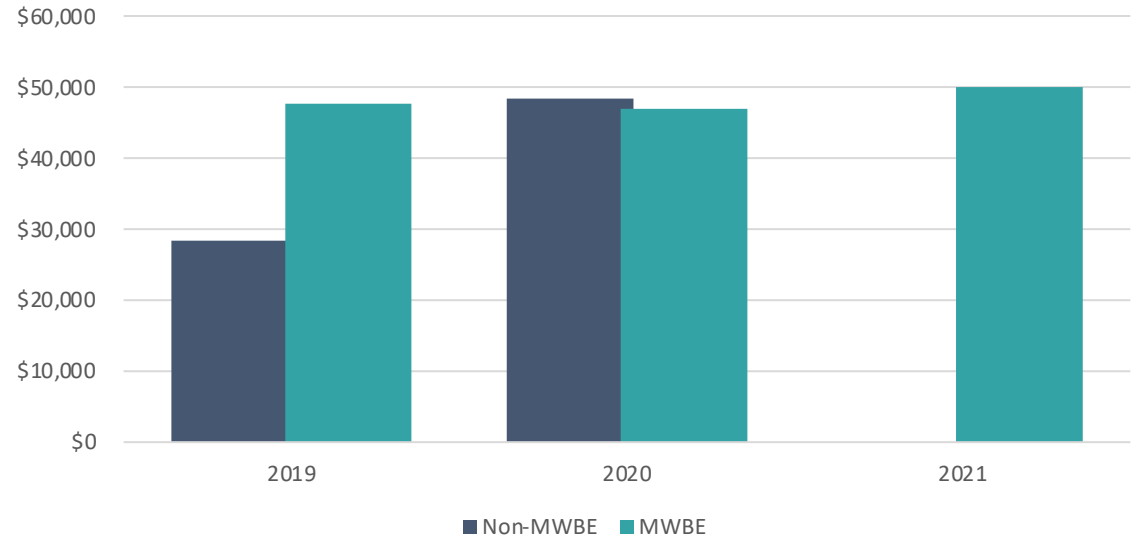
(By Ownership/Developer)

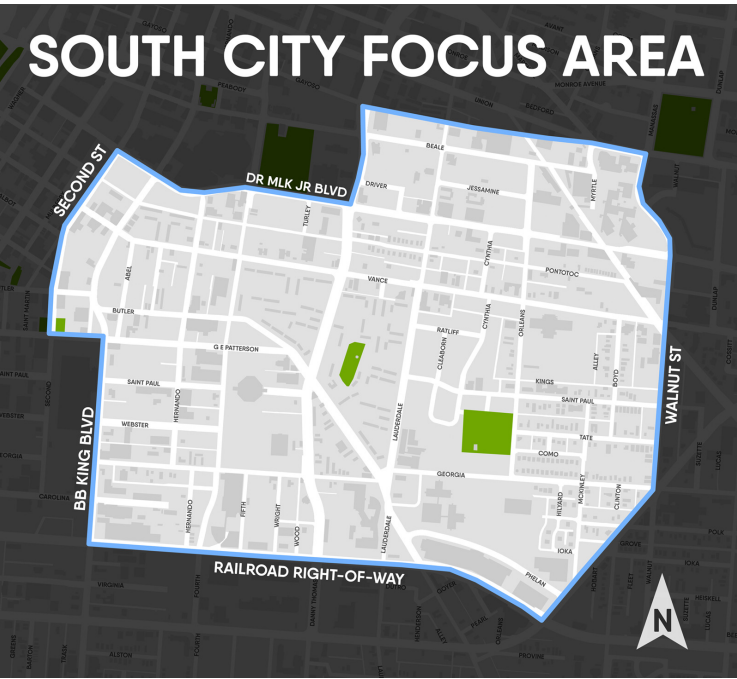


### Good Neighbor Grant - Awarded Amount: 2019-2021



### Good Neighbor Grant - Average Award: 2019-2021





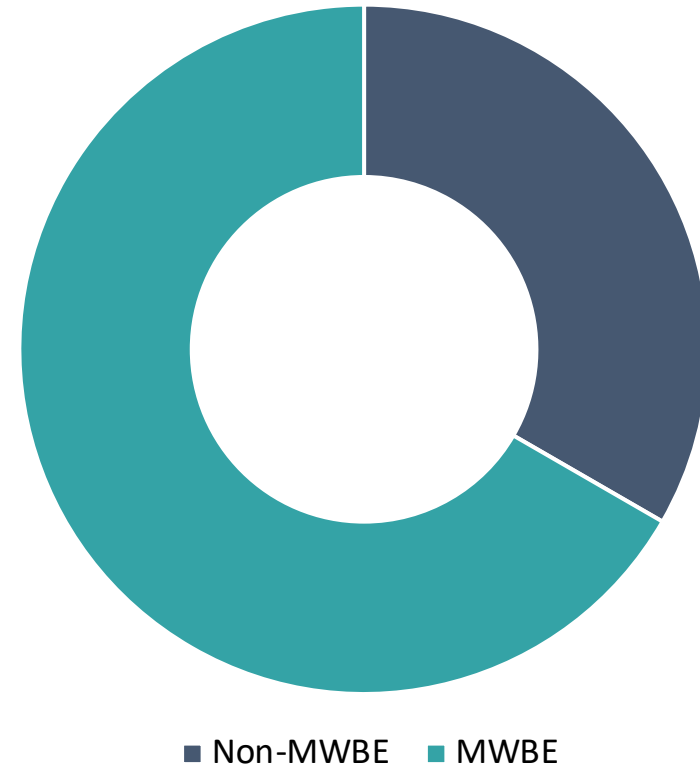
**NAACP – Memphis Chapter**



# Retail TI Grant: 2019-2021

(By Ownership/Developer 2019-2021)

- **4 Retail TI Grant projects** approved since 2019
- **3 completed projects** and 1 grant request withdrawn
- 2 of 3 or **66%** are **WBE-led projects**
- **The two WBE-led Retail TI Grant projects** have an overall development budget of **\$233,151**







**Raw Girls: Downtown Expansion**

# Pre-Development Grant (By Ownership/Developer)

- MWBE: 7 of 13 (54%) and \$33,200 (62%)
  - WBE: 6 of 13 (46%) and \$29,200 (55%)
  - MBE: 5 of 13 (38%) and \$23,200 (43%)

*Service Providers/Architects/Etc.*

- MWBE: 6 of 11 (55%) and \$29,000 (55%)





# **Creating a Stronger Community.**

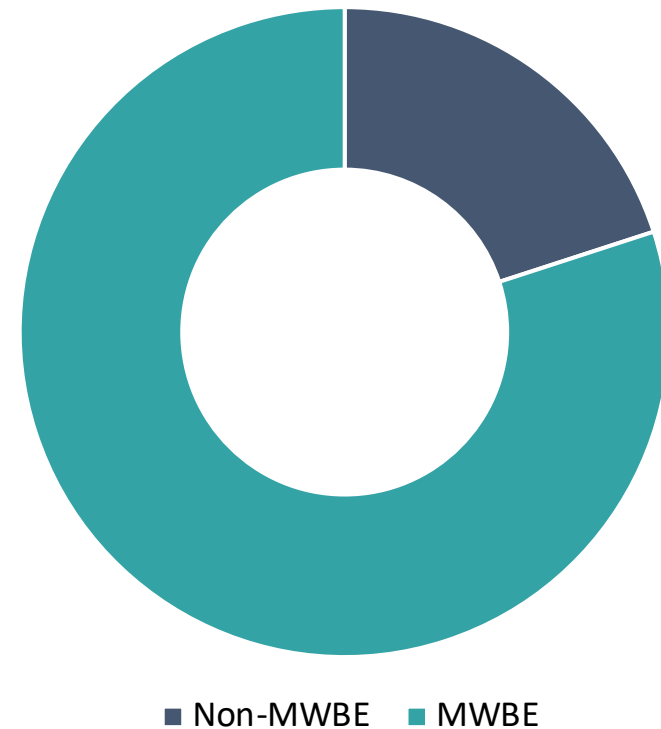
Supporting MWBE Business via Small Business Incentives



# Open on Main: 2016-2021

## (By Ownership/Activator)

- 80%+ MWBE participation since 2016
- 80% MWBE participation since 2020  
(4 of 5 pop-up shops are MWBE-led)
  - Memphis Modern Market (gift and art store)
  - ArtProjects 2021 (art gallery)
  - Imani Soap Co. (handmade soaps and lotions)
  - The Center of Attention (clothing boutique)



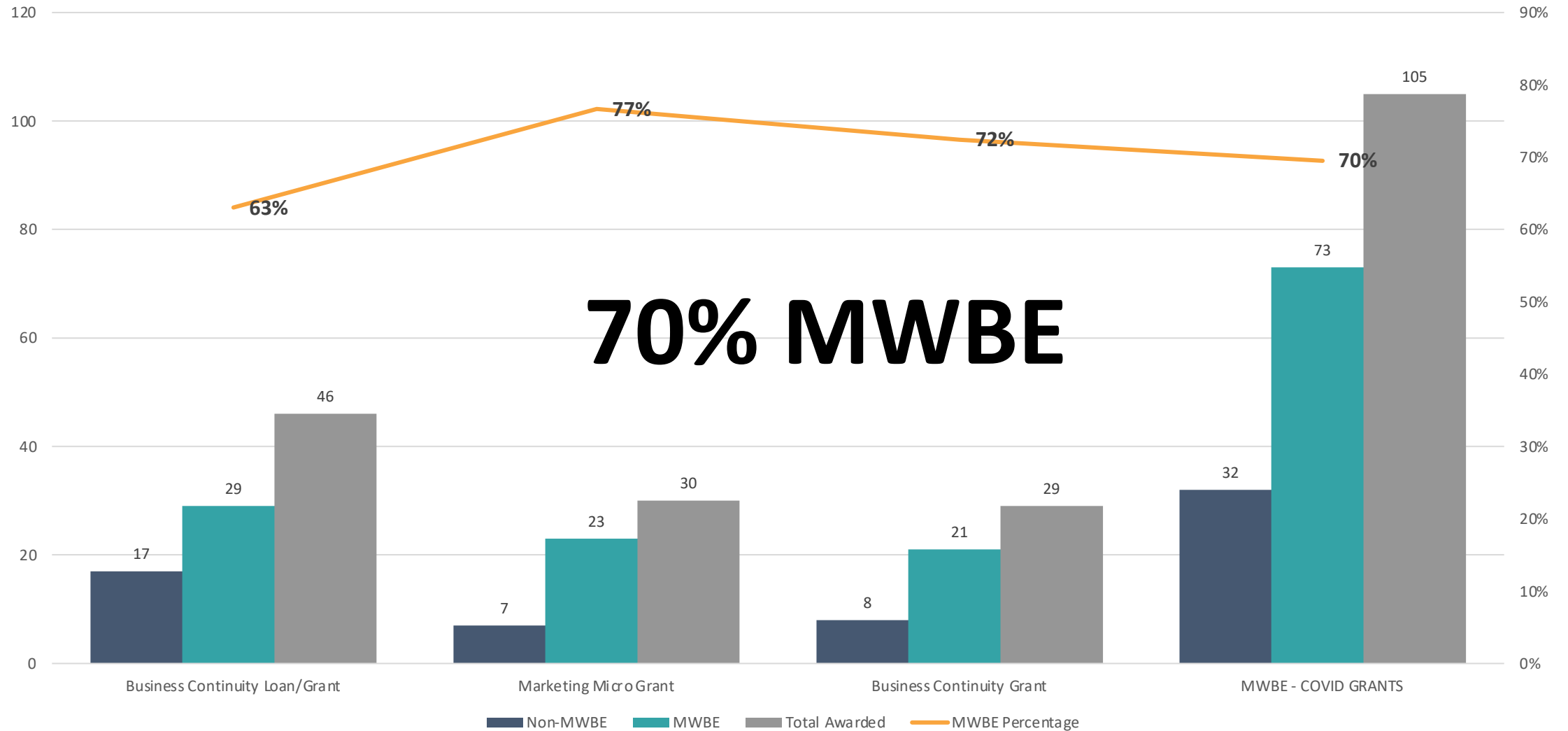


**Open on Main – Internationally Recognized Retail Incubation Program**

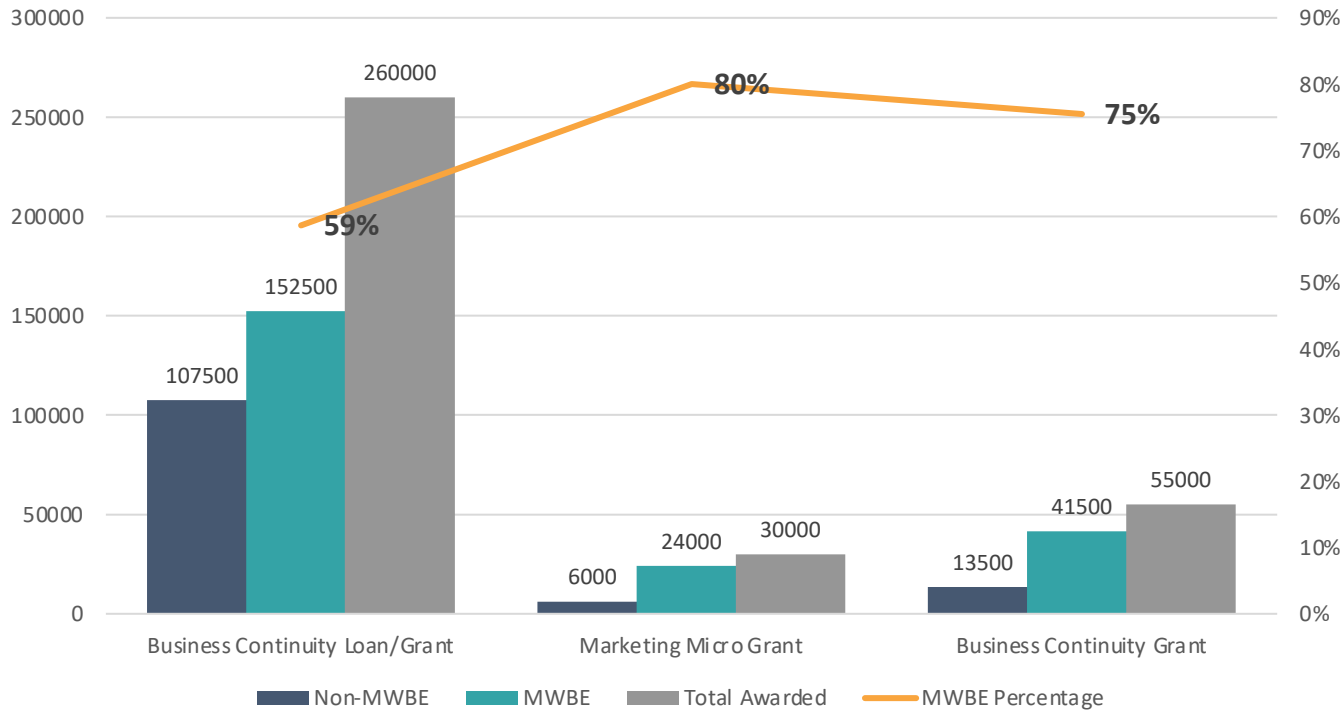




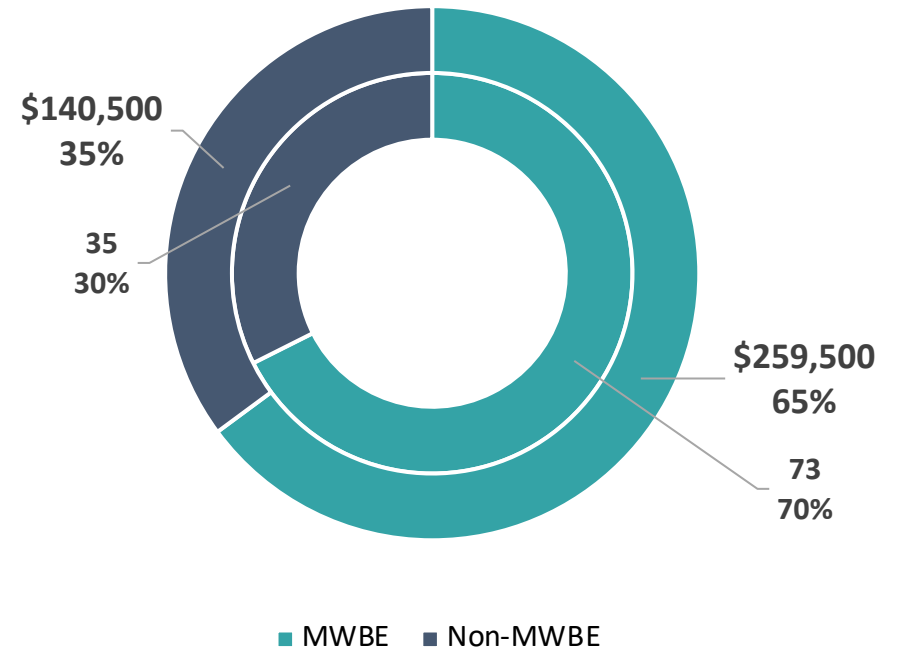
# COVID/Small Business Community-Related Grants



### COVID/Small Business Community-Related by Dollars

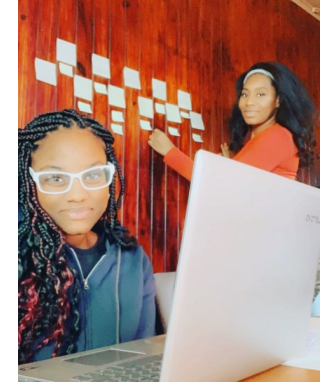


### COVID/Community Incentives: Dollars and Count



Marketing Micro Grant - 77% MWBE Participation  
 Business Continuity – 63% and 72% MWBE Participation  
 BREAKDOWN OF MWBE: 52% M or MW / 48% W





# #BACKDOWNTOWN: COVID-Related Grant Recipients

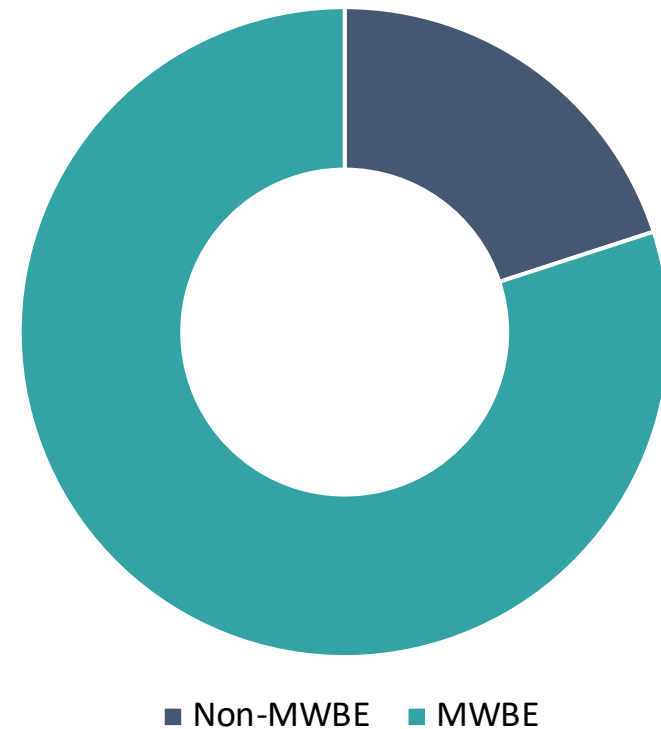


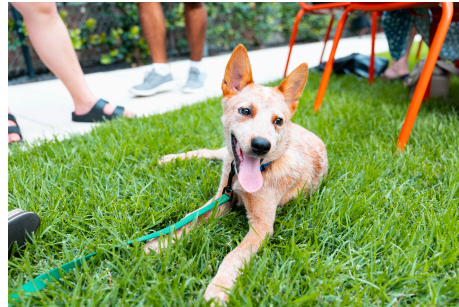
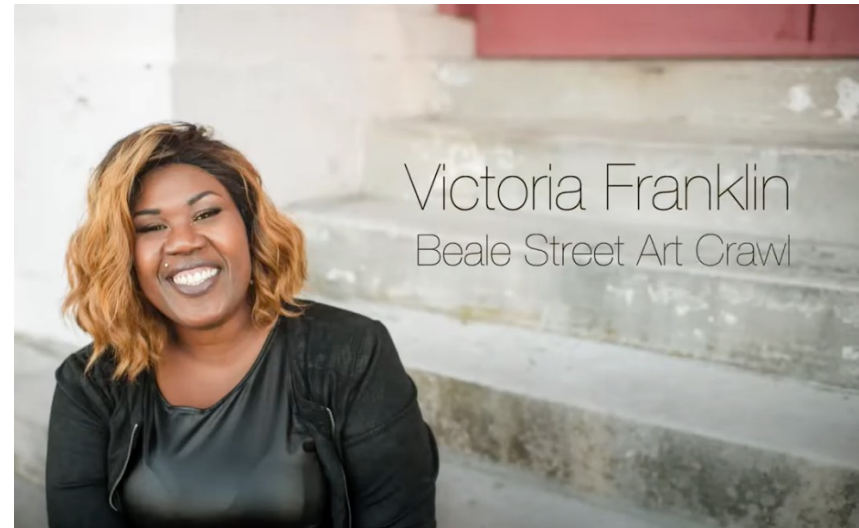


# Marketing Activation Grants

## (By Ownership/Activator)

- 82% MWBE participation since 2017
- 46% of all Activation funding
- Average of 25 MWBE-created events each year
  - Diner en Blanc
  - Beale Street Art Crawl
  - Young, Gifted & Dope
  - Many more

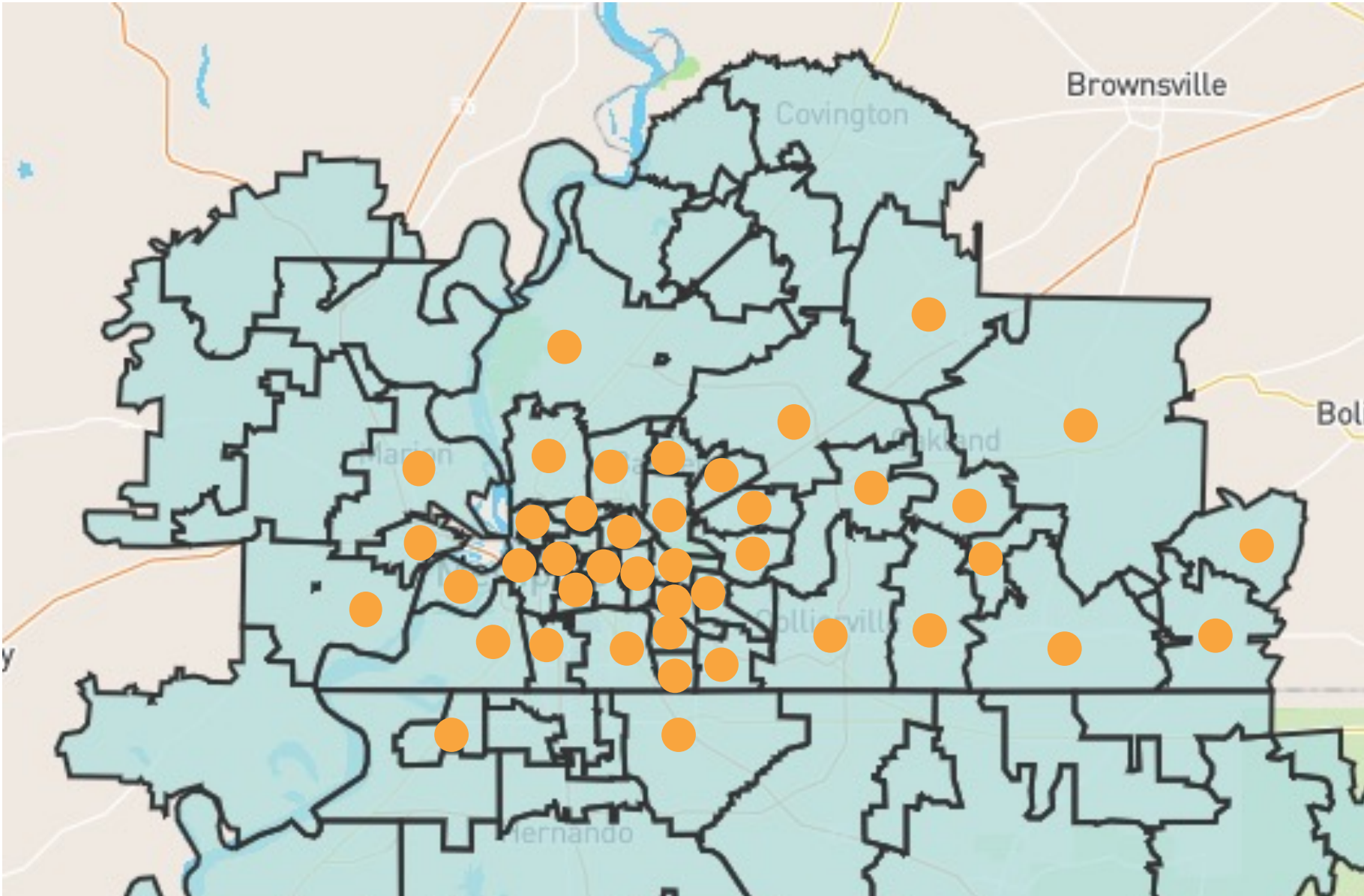




## Activation: Diverse and Inclusive







**EVENT PARTICIPANTS  
(ZIP CODES)**

36 residential zip codes

44 work zip codes



# Find Everything You're Looking for in Downtown Memphis

Want to find the perfect restaurant, a place to buy a puzzle, art galleries, or a place to park? Use this directory to find out where to eat, shop, park, visit, explore, and more by searching for a destination, or selecting a category and/or neighborhood.

Submit your **Downtown Business** to be included in our **Downtown Directory**. Your business must be located in Downtown Memphis within the CBID to be included. Not sure if your address is in the CBID – [view our interactive Downtown map](#).



ALL RESTAURANTS

BLACK-OWNED BUSINESS DIRECTORY

MWBE DIRECTORY



RESTAURANT/BAR MAP

BEALE STREET MAP



Search ...

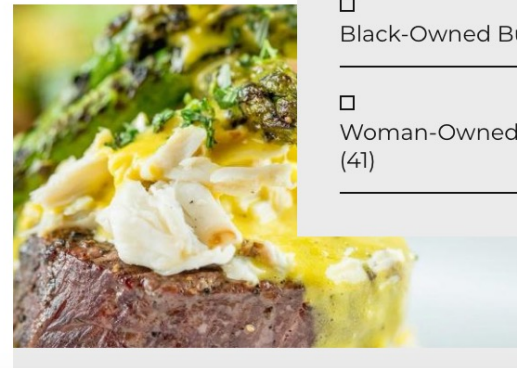
CATEGORIES ▾

MWBE OWNED ▲

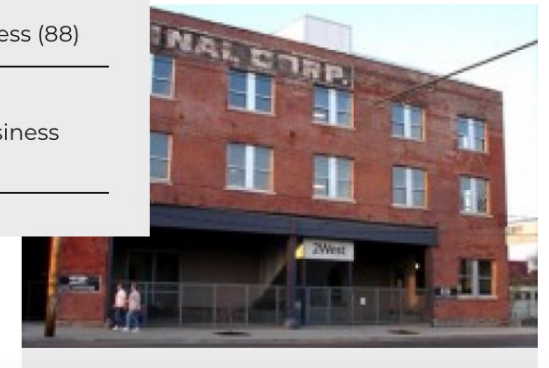
NEIGHBORHOODS ▾

SORT  
▾ ▲

VIEW AS  
☰ ☱



- Black-Owned Business (88)
- Woman-Owned Business (41)



**Feedback. Comments. Questions.**

Let's Talk!

