



CHARLOTTE IN 2012 CONVENTION HOST COMMITTEE EXCEEDS DIVERSE CONTRACTING GOAL

The Charlotte in 2012 Convention Host Committee today announced that it exceeded the one-third diverse contracting goal established earlier this year – achieving an unprecedented 47 percent utilization of diverse vendors.

Charlotte Mayor Anthony Foxx, Co-chair of the Host Committee stated, “Our unprecedented effort to include diverse businesses in meaningful work shattered any previous convention records. This event certainly sets a new bar and a best practice not only for large-scale events in Charlotte but also similar activities elsewhere around the United States.”

In March, 2012, the Host Committee along with the Democratic National Convention Committee announced a diversity contracting policy to increase the participation of diverse businesses. The policy stated that at least one third of aggregate dollars would be spent with minority owned businesses, women owned businesses, disabled owned business, LGBT owned businesses and veteran owned businesses.

In order to accomplish the goal, dedicated staff was hired to administer a procurement planning process designed to:

1. Identify prospective businesses via an online vendor directory
2. Engage participation via strategic sourcing and online request for proposals
3. Conduct targeted outreach with diverse businesses and trade industry associations
4. Capture and monitor subcontracted dollars from prime vendors
5. Measure and track diverse expenditures.

Aggregate dollars was calculated based on data provided by New American City and Committee for Charlotte cumulative expenditures less non-discretionary expenses such as payroll, taxes, fees, reimbursements, and insurance. Subcontracted dollars with diverse firms in large categories such as (but not limited to) construction, production, and transportation were also included.

Further analysis shows:

- Minority vendor utilization comprised 22 percent of the discretionary total, including 19% with African-American-owned companies.
- Women-owned vendors comprised 24 percent of the total and LGBT firms made up 3 percent.

- Local businesses accounted for 31 percent of utilization.

Dr. Dan Murrey, Host Committee CEO, stated “The Committee was dedicated to diversity and inclusion from the day Charlotte won the bid to host the Convention. I am proud that we surpassed the goal and took major steps to further strengthen our community’s commitment to shared prosperity for all.”

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