



# Micro Local Business Enterprise (MLBE) 2020 Registration Program

July 7, 2020



# Presenters



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# MLBE Program Partners



The background of the slide is a photograph of a river. In the foreground, a person's hand is visible, holding a fishing rod. The water is a deep blue-green color, and the background shows a bright blue sky with some white clouds. The overall tone is serene and natural.

## 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



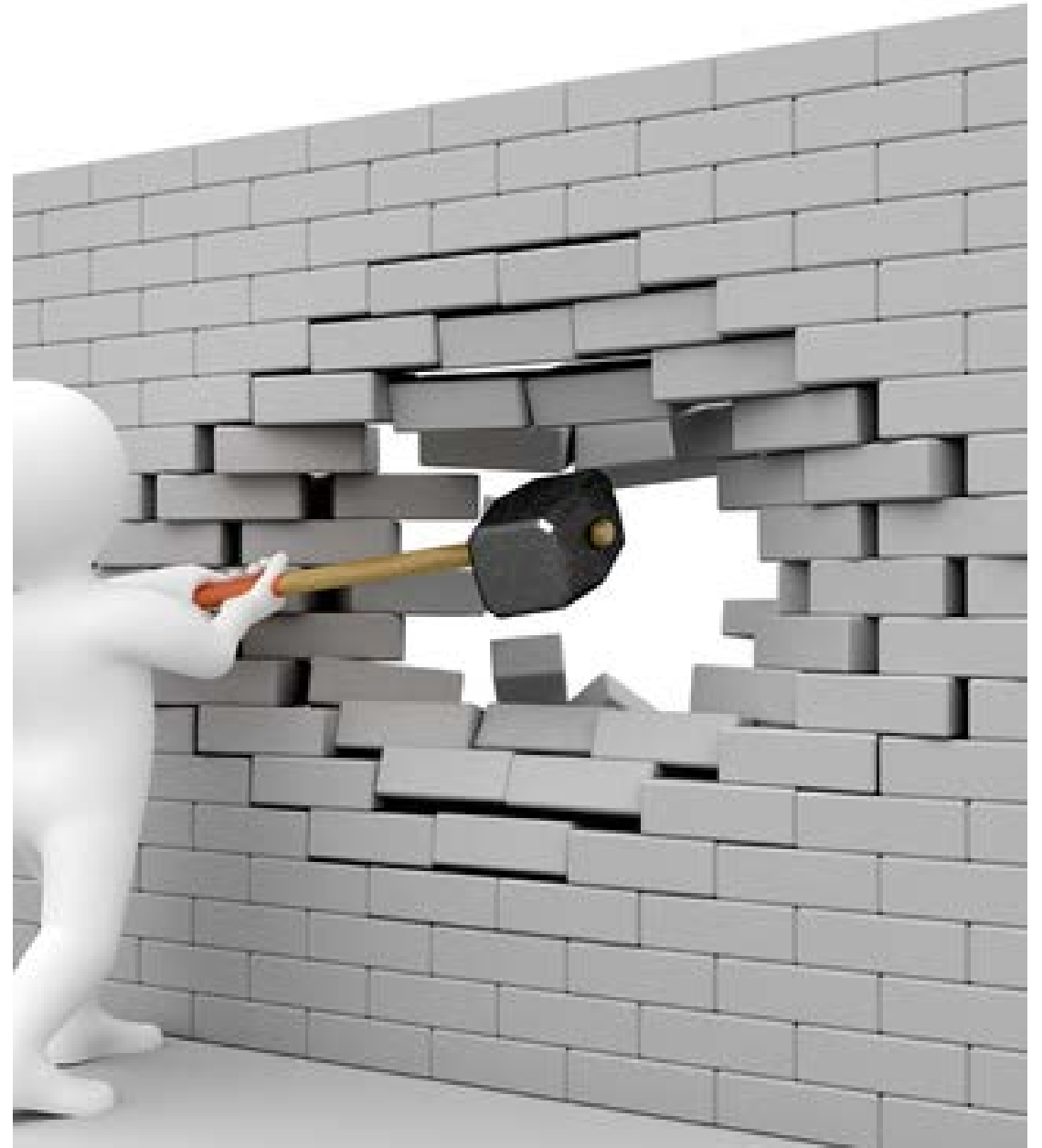
# - Decrease Systemic Barriers

## 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

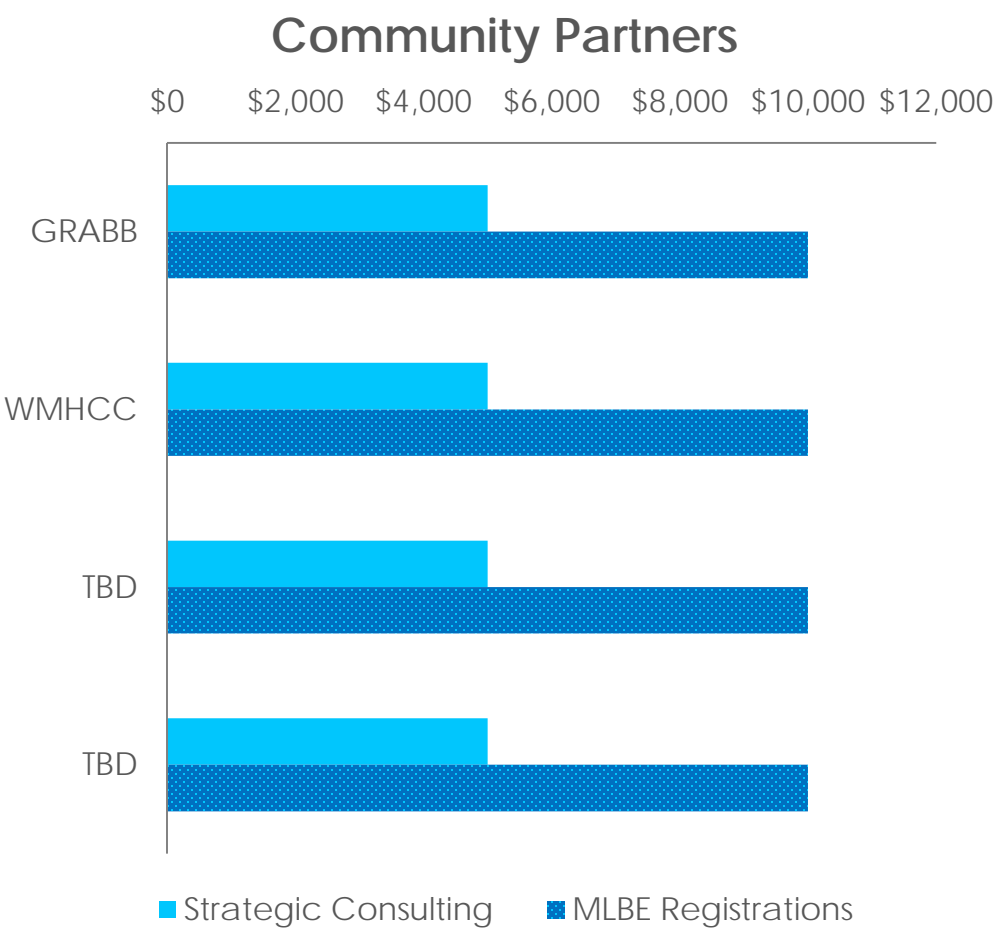
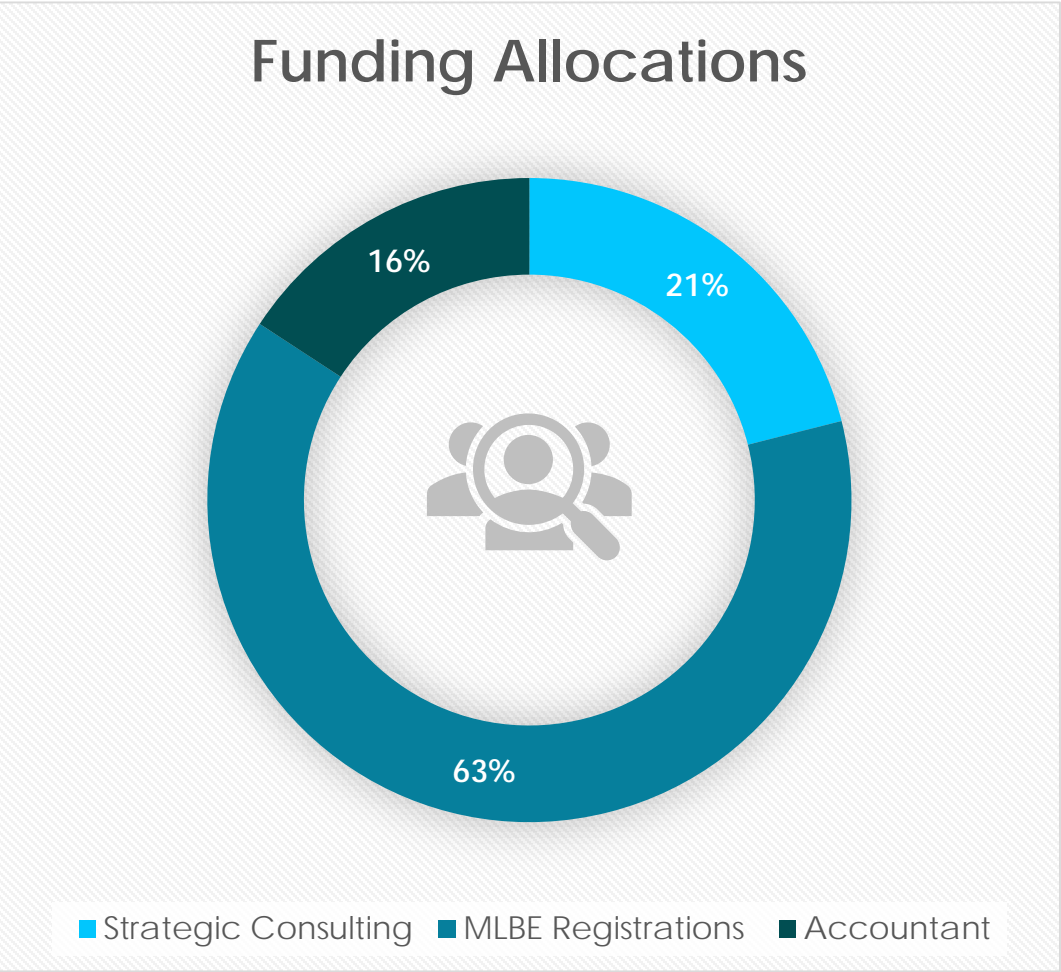
City of GR – General Operating Funds  
Up to \$7500

1. ½ Net Worth Statement Subsidy





# How are funds allocated?



# Payment Chart

Deliverable	Payment
Strategic Consulting	Flat \$5000 per organization
Referral (LEADS)	\$50 per qualified lead
Complete MLBE Application Registrations	\$300 per eligible registration
Registration Bonus for Specific Construction Related Fields	\$50 per eligible registration
Net Worth Statement	\$500 City covered costs



# How do I know if I am an MLBE?

## Eligibility Criteria

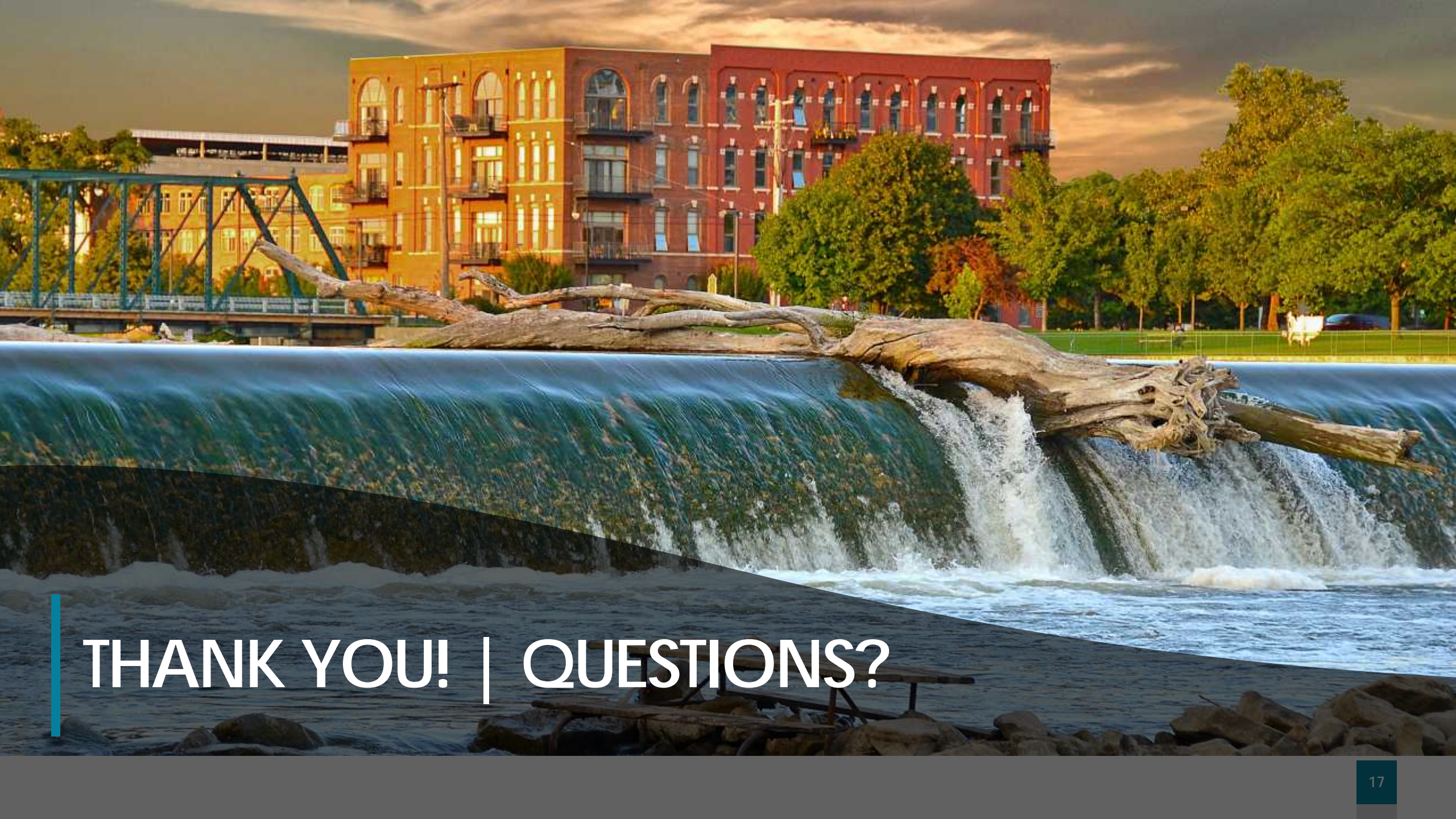
1. Business Age – in operation for at least 2 years
2. Location – Kent County
3. CGI/Vendor Registration
4. Business Size as determined by North American Industry Classification System (NAICS) Code
  - Employee/revenue 3 year average must be 25% or lower than the SBA standard
5. Net Worth Statement
  - CPA or Bank should validate your net worth is less than \$250K



# Thank you to our river restoration partners







THANK YOU! | QUESTIONS?