



EDA and HBCUs:
*Cultivating Strategic Engagement
for Regional Economic Development*
Atlanta Regional Presentation
November 17, 2020

WEBINAR OVERVIEW

- **Introduction / Webinar Overview** (Brett Schwartz, NADO Research Foundation)
- **EDA Welcome** (Dennis Alvord, U.S. EDA)
- **HBCUs and the EDA Ecosystem**
 - *CEDS and Economic Development Districts* (David Ives, U.S. EDA)
 - *University Centers and Technical Assistance/Capacity Building* (Bernadette Grafton, U.S. EDA)
 - *HBCU Engagement with EDA*
 - Malika Mercer Bennett, Director, Economic Development University Center at Fayetteville State University, Fayetteville, NC
 - David Wade, Principal Planner, Central Mississippi Planning & Development District, Jackson, MS
- **Accessing Relevant Federal and Capital Resources**
 - *Economic Development Integration* (Doug Lynott, U.S. EDA)
 - *Business Assistance and Access to Capital* (Joann Hill, MBDA)
- **Conclusion/Participant Q&A**

WELCOME AND OPENING REMARKS

Dennis Alvord

*Deputy Assistant Secretary for
Economic Development and
Chief Operating Officer, U.S. EDA*



EDA and HBCUs:

*Economic Development Districts and the
Comprehensive Economic Development
Strategy (CEDS) Process*

UPDATED: CEDS CONTENT GUIDELINES

US Economic Development Administration - 020420

Comprehensive Economic Development Strategy (CEDS) Content Guidelines: *Recommendations for Creating an Impactful CEDS*

Contents

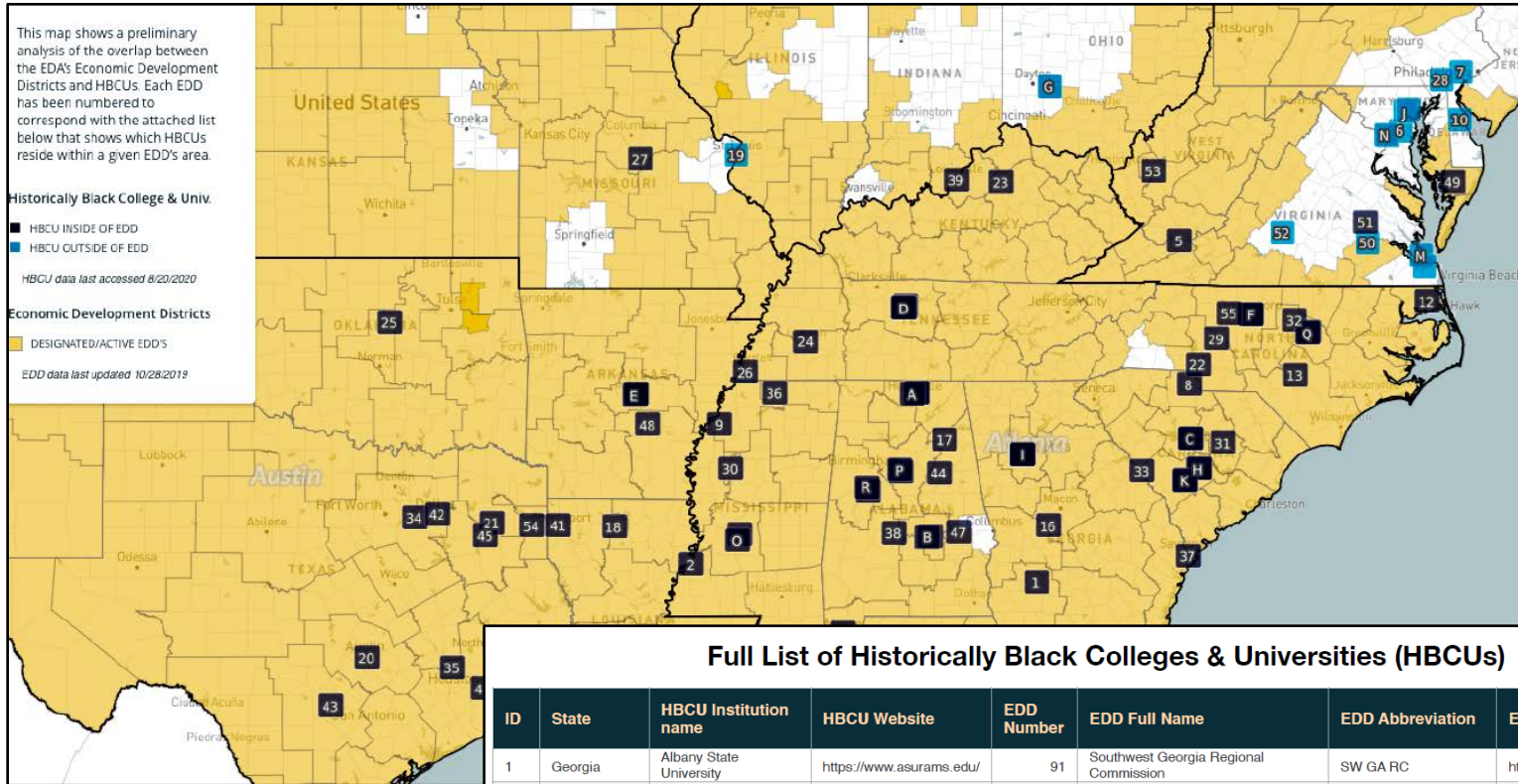
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- Economic development starts with good planning
- Comprehensive Economic Development Strategies (CEDS) provide a framework for regional economic development capacity building
- Institutions of higher education like HBCUs can be key contributors to the planning process
- EDA's updated CEDS Content Guidelines highlight HBCU contributions to economic development (SWOT section, pg. 9)

Find EDA's CEDS Content Guidelines at <https://www.eda.gov/ceds/>

RECENTLY RELEASED: HBCU/EDD OVERLAY MAP

HBCU/EDD Overlay Map and Contact List (September 2020)



1. Map and contact list can be found at NADO's CEDS Central (<https://www.cedscentral.com/edds-and-hbcus.html>)
2. To locate an Economic Development District, search EDA's Resource Directory (www.eda.gov/resources) or contact your EDA regional office (www.eda.gov/contacts)

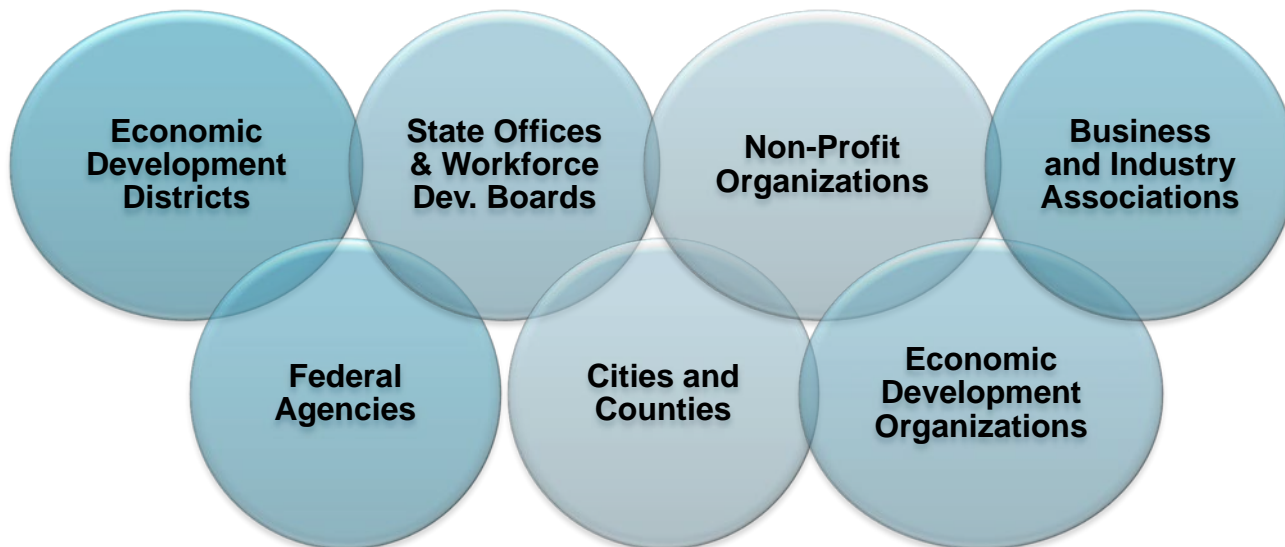


EDA and HBCUs:

EDA University Center Program

PROGRAM OVERVIEW

The University Center (UC) Program – EDA's University Center Program is a competitively-based partnership between EDA and academic institutions that makes the varied and vast resources of universities available to the economic development practitioner community. It enables institutions of higher education to establish and operate programs focused on leveraging university assets to build regional capacity for economic development.



PROGRAM HISTORY

- ❖ In existence since 1966 – institutional awards with annual funding
- ❖ In 2004, the program was modified to be a competitive grant program where institutions of higher education compete for funding for a 3-year period
- ❖ In 2012, the period of performance was changed to a 5-year funding cycle with annual review of each UC done to secure approval for funding in the next year



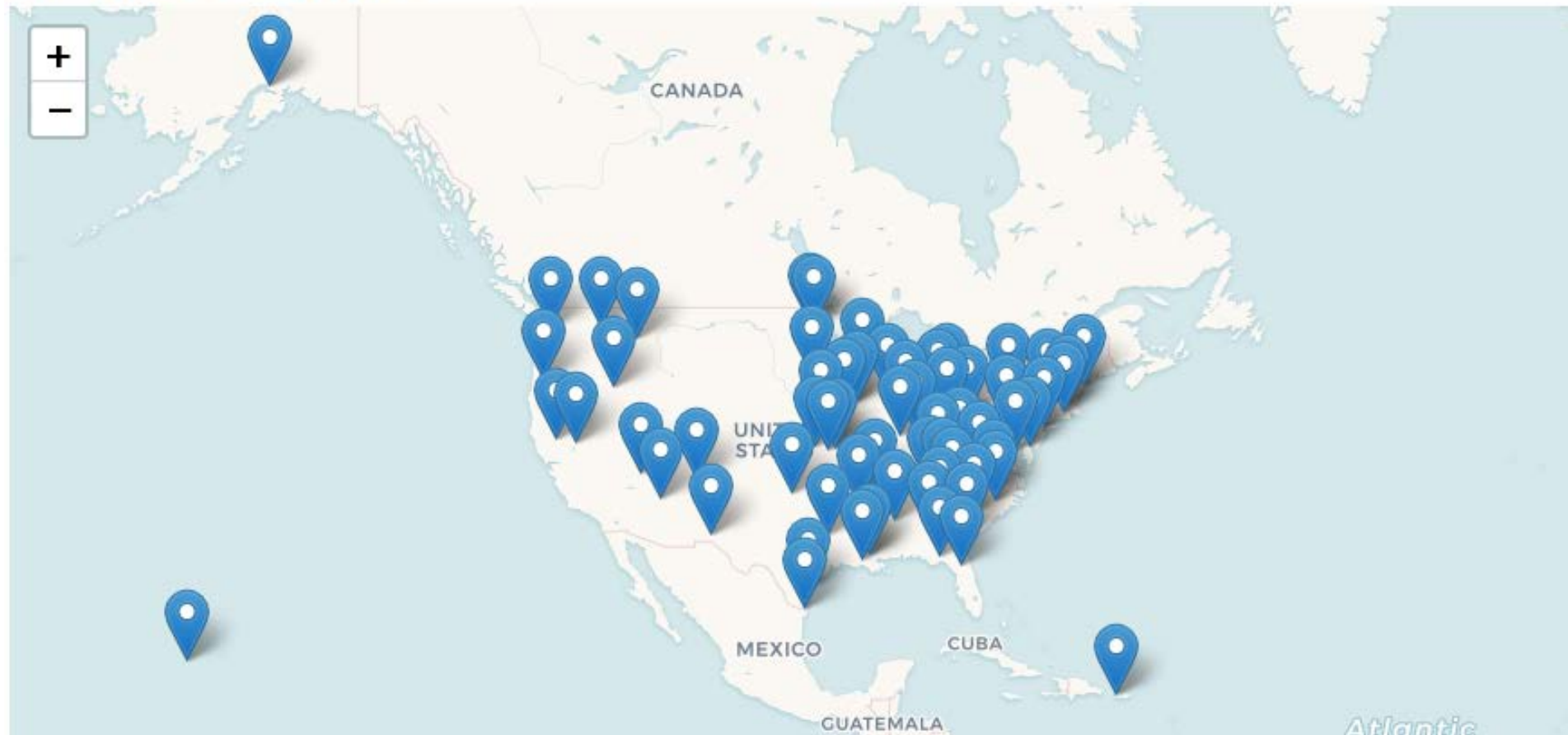
PROGRAM FUNDING

- ❖ The total University Center Program allocation for FY 2018 (the last competition) was \$7.4 million, through the Consolidated Appropriations Act, 2018 (P.L. 115-141).
- ❖ Annual awards for the UCs selected in past years generally have been in the range of \$80,000 to \$200,000 each, and 8 to 10 awards generally have been made per participating region.

EDA UNIVERSITY CENTERS

- ❖ As of FY 2018, there are 64 active UCs in 45 states and Puerto Rico.

UNIVERSITY CENTERS



HBCU/UC OVERLAP

- ❖ The most visible example of EDA's ongoing partnership with the HBCU community consists of those schools that have been designated as EDA University Centers. These five EDA University Centers spanning three of EDA's Regional Offices are listed below with links to each of their individual UC profile pages where you can learn more about each of them.

State	University Center	Regional Office	Year 1 of Funding
Delaware	Delaware State University	Philadelphia	2016
Maryland	University of Maryland and Morgan State University Joint Center for Economic Development	Philadelphia	2016
Florida	Florida A&M University	Atlanta	2017
North Carolina	Fayetteville State University	Atlanta	2017
Louisiana	Southern University and A&M College	Austin	2018

EDA REGIONS & COMPETITION CYCLE

❖ FY 2021

- Chicago Regional Office
- Philadelphia Regional Office

❖ FY 2022

- Atlanta Regional Office
- Seattle Regional Office

❖ FY 2023

- Austin Regional Office
- Denver Regional Office



Eligible Applicants

- Accredited Institutions of Higher Education
- Community Colleges or Junior Colleges
- Consortium of Accredited Institutions of Higher Education
- University-Affiliated Research Institutions
- Non-Profit Organizations



Matching Requirements

- EDA will fund 50 percent of the **total project cost**.
- In-kind contributions are allowed.
- Local match must be committed at the time the application is submitted (only first year match amount required).

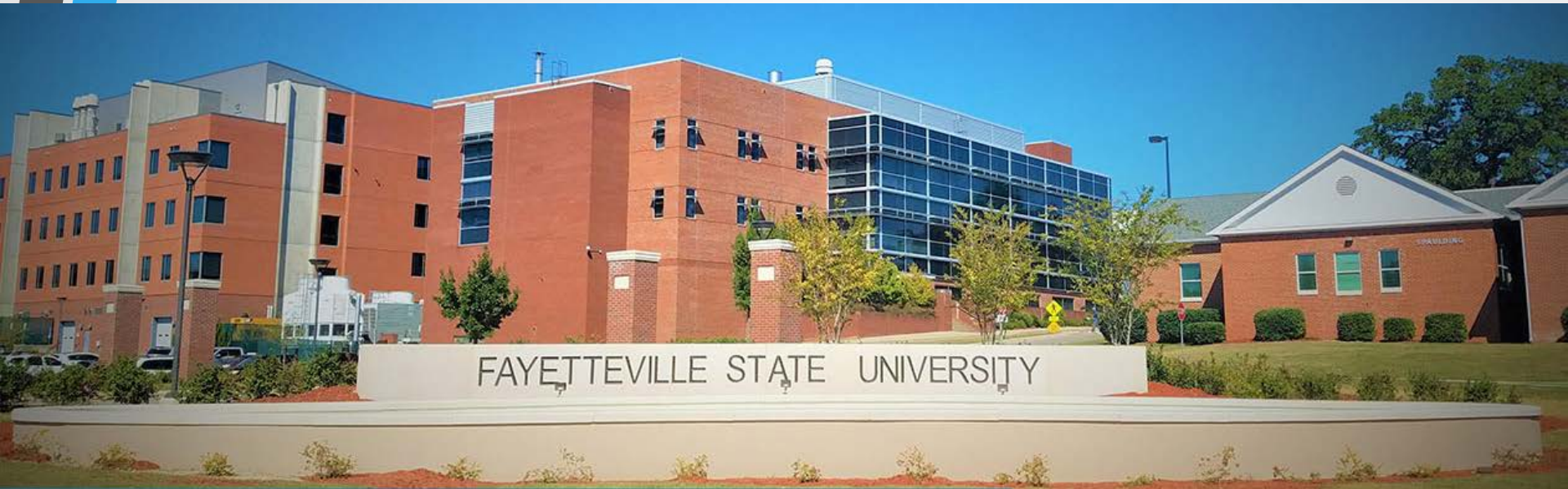
See Notice of Funding Opportunity for eligibility details.

- University Center activities can generally be bucketed into the following categories:
 - Conducting applied research, providing technical assistance to distressed communities, delivering educational trainings and workshops, supporting business expansion, innovation, and high-growth entrepreneurship
 - Prototyping, product development, commercialization, technology transfer
 - Business counseling services
 - Feasibility studies and analyzing data

- University of Wisconsin Extension: Data Analysis and Data Hub for Economic Development Organizations – EDDs, RDOs, EDOs and cities
- University of Kansas Center for Research: Addresses economic development needs of rural America.
- Connecticut Manufacturing Simulation Center: Provides technical assistance to small and medium-sized enterprises (SMEs) for computer modeling-based design, development, testing, and validation to help improve their competitiveness in the global economy.
- Bowling Green State University (BGSU) Center for Regional Development and the University of Oregon: Works extensively with the their EDDs on economic resilience strategies and updating their CEDS.
- University of Florida – Collaboratory for Women Innovators: Created a the Empowering Women in Technology Startups (EWITS) program which provides experiential hands-on entrepreneurial training and skills

- Bridging access to University resources
- Aligning University research with industry cluster group needs
- Job creation and retention
- New business formation
- Strengthened relationships within the ecosystem and connectivity with economic development organizations
- Community leaders trained in economic development
- Development of more data-informed strategic planning documents
- Responding to the needs of communities for disaster recovery and resilience planning
- Increased economic impact
- Creation and dissemination of tools and reports requested by the economic development community
- Conducting feasibility studies that help support future capacity-building and infrastructure projects
- Supporting workforce development and skills training needs in the region

Atlanta Regional HBCU UC Introduction – Fayetteville State University



- Malika Mercer-Bennett, Director EDA University Center at Fayetteville State University (FSU)
- FSU alumna & native Fayettevillian
- 15+ years in higher education
- 2 years as EDA UC director



Who We Are

Our Mission Statement

Fayetteville State University (FSU) is a public comprehensive regional university that promotes the educational, social, cultural, and economic transformation of southeastern North Carolina and beyond. The primary mission of FSU is to provide students with the highest quality learning experiences that will produce global citizens and leaders as change agents for shaping the future of the State. Awarding degrees at the baccalaureate and master's levels, and the doctorate in educational leadership, FSU offers programs in teacher education, the arts and sciences, health professions, business and economics, and unique and emerging fields. FSU is an institution of opportunity and diversity. Committed to excellence in teaching, research, scholarship, and service, the university extends its services and programs to the community, including the military, and other educational institutions throughout North Carolina, the nation, and the world. (Approved FSU Board of Trustees, Oct. 31, 2008)



How It Started



How It's Going

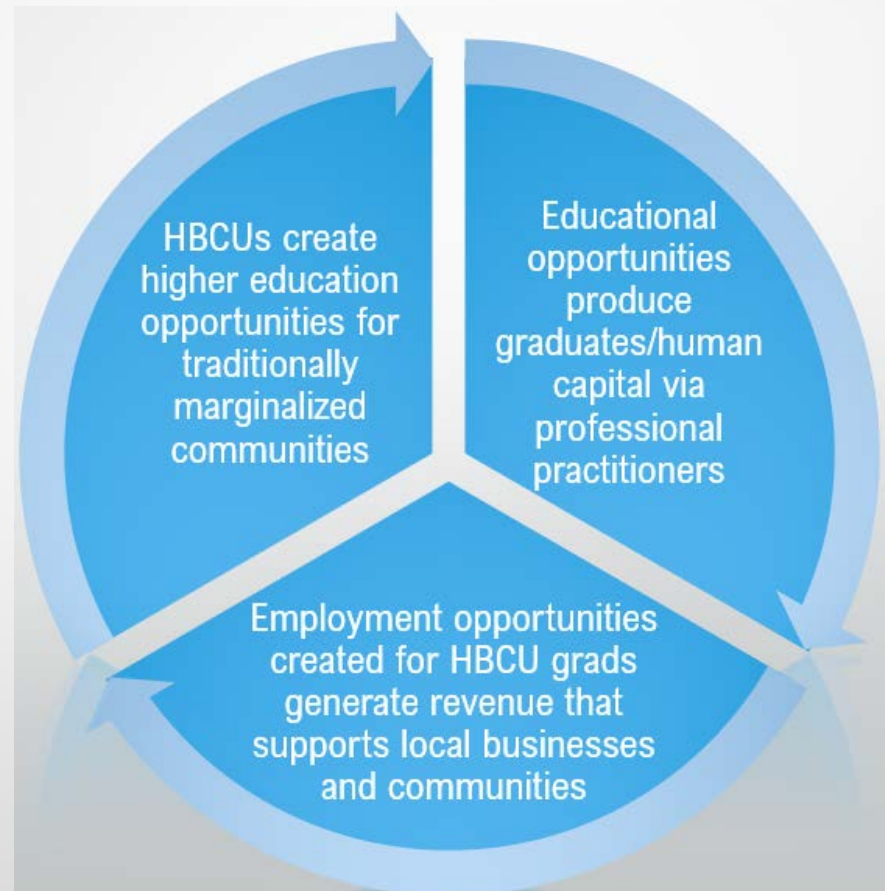
FSU Core Identity Statement



Fayetteville State University is a historically black university founded in 1867 as the Howard School by seven black men for the purpose of educating black children. FSU has a tradition of excellence in teacher education and is the second oldest state supported school in North Carolina. The student body, faculty, and staff today rank among the nation's most diverse campus communities. With program expansion, the university has strong undergraduate and graduate programs in teacher education, the arts and sciences, health professions, business and economics, and is developing programs in unique and emerging fields. FSU has a tradition of collaboration with the Fayetteville/Fort Bragg-Pope Air Force Base community and renders services throughout southeastern North Carolina. FSU has a tradition of an affordable education and of preparing students to be life-long learners, to be responsible citizens, and to render selfless service to mankind.

How are HBCUs positioned to support inclusive regional economic development?

From their inception, HBCUs have sought to identify and address regional community needs.



The Economic Impact of Fayetteville State University

A 2016 study was conducted measuring the total impact of FSU's activities on the economic well-being of the state of North Carolina and on Cumberland County.

- Economic impact was analyzed from the perspectives of the major stakeholders: students and taxpayers.
- Study examined the economic impact of the total FSU operational budget and added the effect of components not included in the operational budget:
 - Student non-educational expenditures
 - The enhanced lifetime earnings of 2015-16 graduates
 - The enhanced current earnings of alumni located in the region
- Analysis also summarized the impact by major budget components to provide insight into the extent to which each component effects the local economy.

FSU's Total Economic Impact, 2016

The activities of Fayetteville State University contributed over \$1.3 billion to North Carolina's economy in 2016. As summarized in Table 1, this includes:

- \$209 million in the value of additional goods and services produced in the state because of demand generated by FSU and its vendors, employees, and students
- 2,623¹ jobs generated by FSU as well as by its vendors, employees, and students.
- \$737 million in the present value of expected future earnings that FSU graduates from the class of 2015-16 who are North Carolina residents will earn above what they would have been expected to earn if they had not been able to graduate from college
- \$358 million in annual incremental salaries paid to FSU alumni who currently reside in North Carolina who graduated in prior years above what those alumni would have earned on average if they had not been able to graduate from college
- \$8 million in state and local taxes
- \$1 million in the value of faculty and student volunteer hours

¹ Job numbers in this report include full-time and part-time jobs.

² Includes student spending impacts

FSU's Total Economic Impact, 2016

Much of Fayetteville State University's economic contributions are concentrated in the county in which it is located—Cumberland County. The University's 2016 economic impact specifically on Cumberland County totaled an estimated \$712 million, including:

- \$162 million in total output
- 2,441 jobs created
- \$365 million in the present value of expected future earnings that FSU graduates from the class of 2015-16 who are Cumberland County residents will earn above what they would have been expected to earn if they had not been able to graduate from college
- \$181 million in annual incremental salaries paid to FSU alumni who currently reside in Cumberland County who graduated in prior years above what those alumni would have earned on average if they had not been able to graduate from college
- \$3 million in state and local taxes
- \$0.9 million in the value of faculty and student volunteer hours in Cumberland County

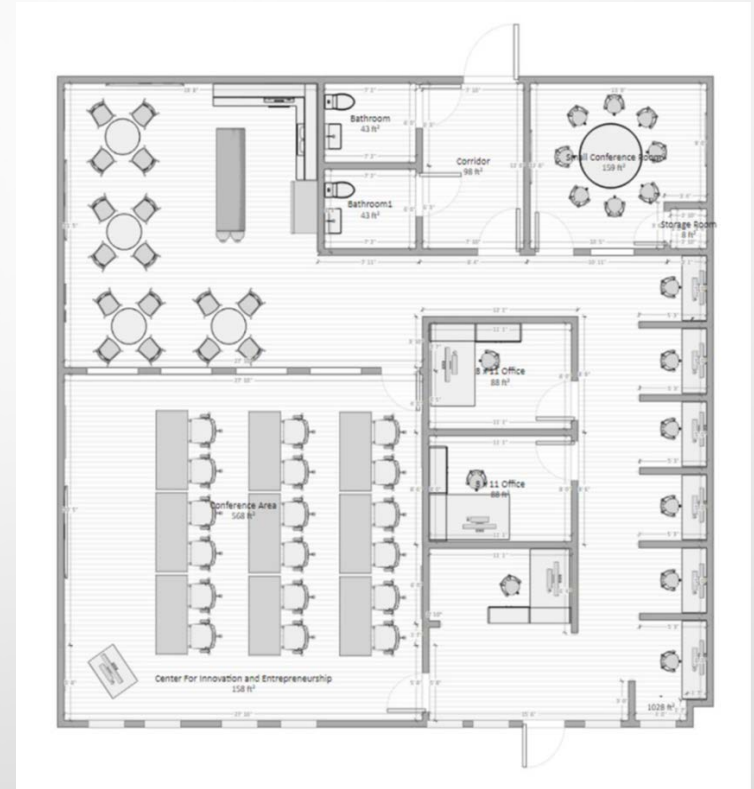
Table 1: Summary of FSU Economic Impacts

Impact Elements	North Carolina	Cumberland County
Total Incremental Output	\$ 209 million	\$ 162 million
Increased Future Earning Power of FSU Graduates	\$ 737 million	\$ 365 million
Increased Current Annual Earnings of FSU Alumni Residents	\$ 358 million	\$ 181 million
Increased State and Local Taxes	\$ 8 million	\$ 3 million
Volunteer Hours	\$ 1 million	\$ 1 million
TOTAL	\$1,313 million	\$ 712 million

How FSU Supports Inclusive Regional Economic Development Engagement

- Collaborative partnership between FSU and the Fayetteville Cumberland Economic Development Corporation, leading to the funding and establishment of an Innovation and Entrepreneurship Hub (IEH) at FSU
- FSU 10K Pathways Program
- 3 Plus 3 Plus 3 Program
- The Cape Fear Regional Consortium
- The City of Fayetteville (NC)
- Implementation of the Construction Resource Office (CRO)
- Introduction of a Disruptive Technologies Minor

Innovation and Entrepreneurship Hub (IEH) at FSU



Rendering and Floorplan

FSU 10K Pathways Program

- Partnership applies to online programs in: Accounting, Birth to Kindergarten (non-teaching), Criminal Justice, Fire and Emergency Services Administration, Business Administration (General), Intelligence Studies, Nursing, Professional Studies, Psychology and Sociology.
- FSU has signed pathway partnership agreements with fifteen NC community college institutions (to date)
- The region has a level of educational attainment that is below state average, and the state average is below the national average. We're positioned to help the region better achieve goals of educational attainment.

3-Plus-3-Plus-3 Program

- The program includes three years for pre-med at FSU, three years of medical school at Meharry, and three years of residency in Cumberland County (NC), a pre-dental track for those interested in dentistry, and a rural training track residency training program in the southeast region of North Carolina.
- Fifteen slots will be available per year; 10 for medical students and 5 for dental students. The program has already begun.

The Cape Fear Research Consortium

- In addition to FSU, the consortium also includes Campbell University, Cape Fear Valley Medical Center, Fayetteville Technical Community College, Fayetteville VA Medical Center, Methodist University, North Carolina Military Business Center, Southern Regional Area Health Education Center, Womack Army Medical Center and associated Fort Bragg organizations.

City of Fayetteville (NC)

Fort Bragg, North Carolina is one of the nation's largest military installations and a major economic driver for Fayetteville.

When the U.S. Army announced a planned reduction of 40,000 personnel in 2015, the City of Fayetteville was awarded a grant from the Department of Defense Office of Economic Adjustment (OEA) to analyze the prospective impact of troop reductions at Ft. Bragg.

The result was a 206-page report generated from a collaborative effort between the City, FSU, and a consulting agency analyzing the regional impact of personnel reduction and recommendations for economic diversification in Cumberland, Hoke, and Harnett counties.

Implementation of the Construction Resource Office (CRO)

Another example of FSU's collaborative partnership with the City of Fayetteville is the establishment of the Construction Resource Office.

- The CRO provides access to estimating software, online bidding opportunities and access to virtual plans room, project solicitations, and technical assistance, including Bonding and DBE Certification. It is available for access by anyone. Many contractors don't have access to order and maintain blueprints as it can be cost-prohibitive, so if they have blueprints and need storage, the facility is available.

Introduction of a Disruptive Technologies Minor

FSU recently introduced a Disruptive Technologies minor at the undergraduate level, that includes disruption artificial intelligence & cyber security, data sciences.

- University has collaborations with IBM, Dell and other tech companies to help prepare our students, as well as a collaboration with UNCF and other grants to help foster abilities to help prepare our students for the workforce.
- Technology companies will support this venture by providing courseware that enables students to become SAS/SAP certified in these domains, enhancing their employability, giving them a competitive advantage, thus making them responsive to the unmet needs of employers.

Examples of FSU Economic Development Collaborative Partnerships

Community involvement of FSU faculty, staff, and administrators

- FSU faculty, staff, and administrators serve as executive officers on board of local ED organizations
 - Interim Provost and Vice-Chancellor for Academic Affairs, Dr. Lee Brown, serves on the Board of State Employees Credit Union (SECU) Foundation, which among other things invests in internships to support building local development capacity. Dr. Brown is also a board member for the Cumberland County (NC) Workforce Development Board and the Greater Fayetteville Chamber of Commerce.
 - EDA UC director Malika Mercer-Bennett serves as an advisory board member for the Women's Business Center/Center for Economic Empowerment & Development (CEED), whose mission is to provide small business economic development in North Carolina, through business services for start-up businesses and expansion of established women-owned small businesses especially for socially and economically disadvantaged women-owned firms.

FSU's Engagement with the Regional Economic Ecosystem: EDA University Center at FSU

- Hosting a two-day 12th Annual North Carolina Minority Farmers & Landowners Conference in collaboration with the Department of North Carolina Agriculture, Small Farms Division to provide opportunities for farmers and landowners to network with agriculture industry experts and included speakers and educational farm tours.
- Partnering with North Carolina State University's Center for Environmental Farming Systems (CEFS) and the North Carolina Growing Together Project to host agriculture partnership meetings and farmer network meetings.
- Hosting an agriculture strategic planning meeting with the Small Business & Technology Development Center (SBTDC) to discuss the merits of cooperatives and to explore potential markets and wholesale arrangements among farmers.

FSU's Engagement with the Regional Economic Ecosystem: EDA University Center (cont.)

Entrepreneurs, economic developers, and organizations contacted us when searching for opportunities. The most requested referrals have included:

1. Capital for start-ups to start a business and existing businesses to expand;
2. Market opportunities to sell products;
3. Workforce labor and training for employees to increase business performance;
4. Partnering Opportunities to become a bigger player within the industry; and
5. Training and technical assistance to perfect the skills of their trade.

FSU's Engagement with the Regional Economic Ecosystem: EDA University Center (cont.)

Eight-week Entrepreneurial Training and Access to Capital Program

Program focus, referred to as 'Forward Cape Fear', is on promoting entrepreneurial and small business growth, narrowing our geographic focus area from fifteen to a six-county region near FSU, where the level of economic prosperity has been significantly lower than state and national averages.



FSU's Engagement with the Regional Economic Ecosystem: EDA University Center (cont.)


Eight-week Entrepreneurial Training and Access to Capital Program

- After successfully program completion, pre-screened and pre-qualified entrepreneurs are eligible to apply for start-up microloans in the amount of \$500 - \$2500 For those ventures receiving funding, participants will work with a CSBDF business advisor to develop a specific action plan for what they need to accomplish to move forward effectively.
- Small existing businesses ready to implement growth plans will receive pre-loan guidance and consultations focused/tailored to their specific business needs. These businesses will be eligible for larger working capital loans, anticipated to average approximately \$25,000 per loan.
- To date, the program has received 128 applications, with 66 participants completing the course and 13 that have progressed to the application for capital stage.

FSU's Engagement with the Regional Economic Ecosystem: EDA University Center (cont.)

COVID-19 Recovery and Response

- (1) Providing technical assistance (in the form of market research) to entrepreneurs, businesses, and communities to assist in their economic recovery efforts from the impacts of the coronavirus pandemic;
- (2) Assisting the university and its partners in finding online solutions to provide seminars and training on topics relevant to addressing the economic impacts of the coronavirus pandemic;
- (3) Supporting local product development through university expertise and resources aimed at helping businesses develop and manufacture personal protective equipment (PPE); and
- (4) Conducting, sharing and disseminating applied research to address challenges, meet needs, and solve problems resulting from the economic impacts of coronavirus that are being experienced in the service area.



Tying It Together: How Our Work Supports the University Mission as an HBCU

One of FSU's Core Values, per its mission statement, is **Collaboration**.

"We believe in outreach, partnerships with educational institutions, engagement with the military and the community, economic transformation of the state, and service to others."

Sincere appreciation and gratitude to:
EDA for their continuous support,
NADO for the opportunity to highlight the work we're doing at FSU,
and the audience for your attention.





TOUGALOO
1869
COLLEGE

MASTER PLAN

2019

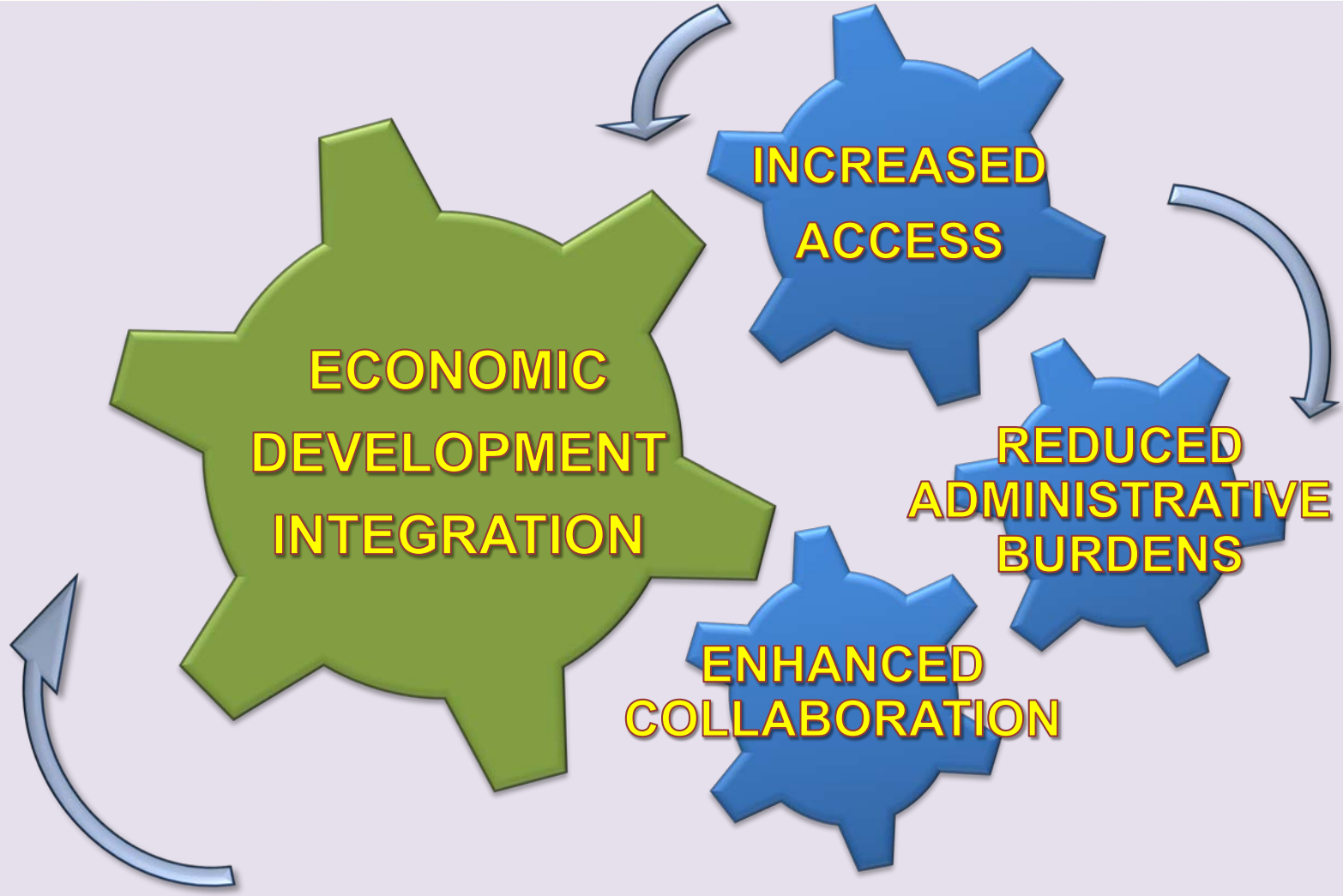
Tougaloo College and Central MS Planning & Development District

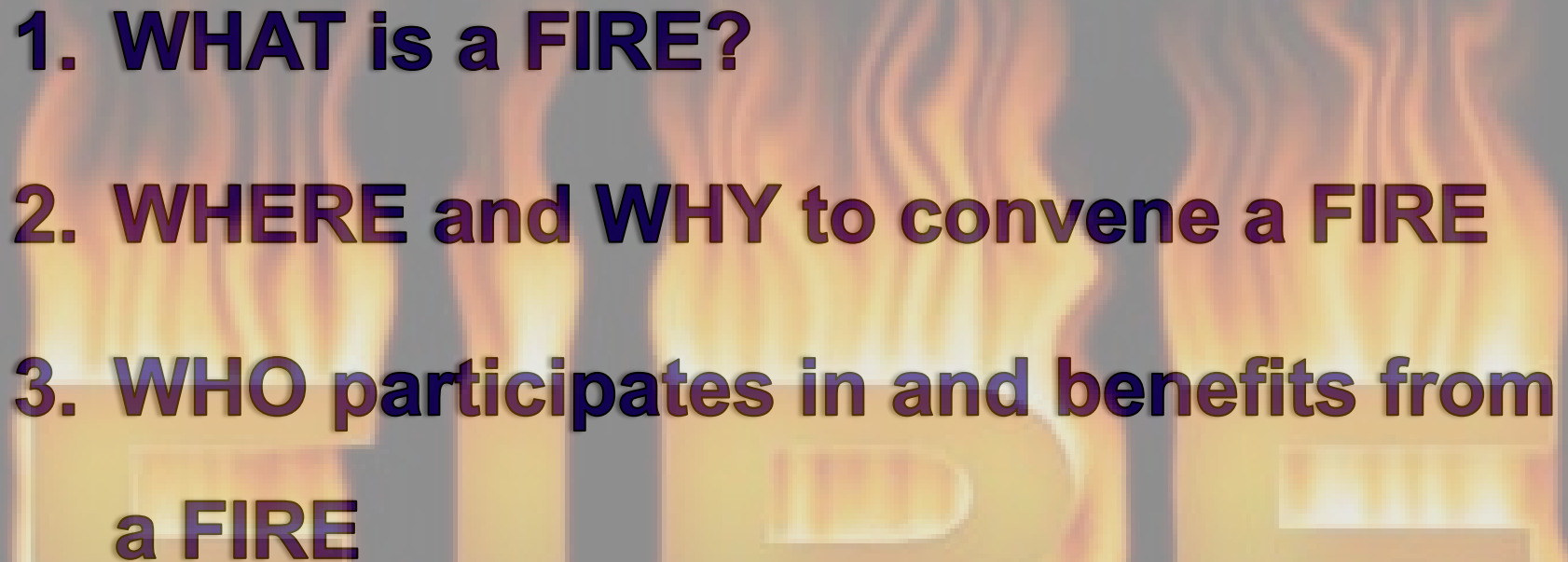
A Collaborative Partnership between an
HBCU and an EDD to Bring Development
Opportunities to Central Mississippi.



EDA and HBCUs: *Economic Development Integration (EDI)*

EDI CENTRAL OBJECTIVES



- 
- The word 'FIRE' is written in large, bold, orange and yellow letters with a fire-like texture. The background of the slide is a dark grey with a faint, larger version of the 'FIRE' text behind it, creating a layered effect.
- 1. WHAT is a FIRE?**
 - 2. WHERE and WHY to convene a FIRE**
 - 3. WHO participates in and benefits from a FIRE**

FIRE PROCESS CENTRAL OBJECTIVES

CONVENE...

Public Sector

- Federal Government
- State and Local Government
- Tribal Entities
- Higher Education

Private Sector

- Business Owners
- Banks
- Investors

Nonprofit / Philanthropic

- Foundations
- Human Service Providers
- Labor Unions

DISCUSS...

Available Resources

- Program Grants and Loans
- Technical Assistance
- Catalytic Capital
- Best Practices

Current Initiatives

- Existing Partnerships
- Local Programs and/or Projects

Potential Opportunities

- Preliminary Strategic Planning
- Asset and/or Cluster Mapping
- Opportunity Zones
- Identify Aligned Priorities and Goals

ESTABLISH...

Relationships

- Inter-Governmental
- Cross-Sector

Points of Contact

- Name
- Title
- Affiliation
- Telephone
- Email

A Basis for Trust and Cooperation

The Foundation for Ongoing Collaboration

Primary REDS Purpose

Successfully Catalyze the Implementation of Multiple, Related Economic and Community Development Projects

Central REDS Objectives

1. **Enhanced Collaboration**
2. **Reduced Administrative Burden and Increased Access**
3. **Optimal Resource Alignment**
4. **Establishment of Project Action Plans and Outcome Evaluation Metrics**

Setting Expectations – Process Participants and Stakeholders

Question:

- Is a REDS Summit a federal government event?

Answer:

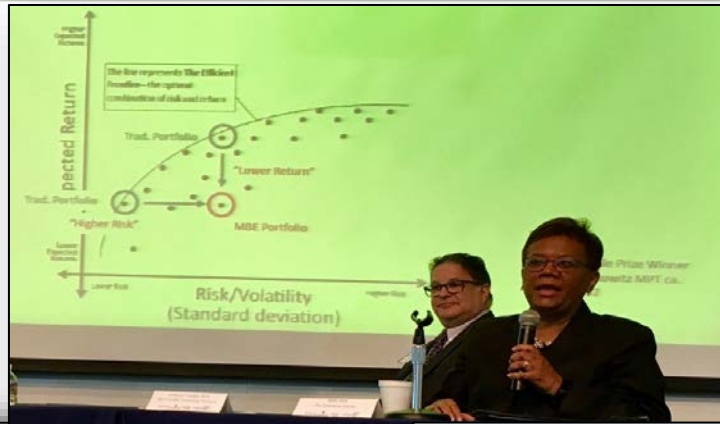
- **NO!**

***Local and Regional Strategic Priorities =
Local and Regional Event and Process***

- I. REDS is a PROCESS, Not a Single, One-Shot Event***
- II. Summit Participation***
- III. Project Implementation Action Team Membership***

PHILADELPHIA REDS – JULY 2018

July 2018 – The Enterprise Center in **Philadelphia, PA** hosted a Regional Economic Diversification Summit (REDS) focused on connecting local talent, employers and entrepreneurs with resources to advance the community's vision for a competitive, inclusive and innovative regional economy.



Federal Participants –

- EDA
- MBDA
- EPA
- HUD
- SBA
- Labor
- Education
- Treasury
- Federal Reserve Bank of Philadelphia



WINNING THE FUTURE

NOW!

U.S. Department of Commerce | Minority Business Development Agency

“EDA and HBCUs: Cultivating Strategic Engagement for Regional Economic Development”



U.S. MINORITY BUSINESS GROWTH

There are nearly

11 MILLION

minority-owned businesses in the United States



Employing more than **8 million** people



Generating more than **\$1.8 trillion**
in revenue annually

Minority Business Enterprises:

- Expand the U.S. economy
- Strengthen local communities
- Support greater job creation



ABOUT MBDA

OUR VISION

Economic prosperity for all American business enterprises.

OUR MISSION

MBDA is the only federal agency solely dedicated to the growth and global competitiveness of minority business enterprises.

OUR PASSION

To compete globally, minority business enterprises must be on a journey of continuous transformation.

Our core business is advising minority-owned firms through business transformation.

OUR IMPACT



Access to Capital

MBDA connects entrepreneurs to private lenders, including banks, mutual funds, and investors. With the Agency's support, minority-owned businesses gained access to **more than \$1.6 billion in capital** in FY19.



Access to Contracts

MBDA produces and promotes information for and about MBEs. **In FY19, MBDA helped minority-owned businesses secure \$3.1 billion in contracts.**



Access to Markets

MBDA positions minority-owned businesses to perform in high growth industries, emerging markets and global supply chains. **The Agency helped MBEs facilitate more than \$300 million in export transactions during FY19.**

CARES ACT OF FY 2020

- MBDA will **support the minority business** community with the **deployment of federal funding under sections 1107 and 1108** of the Coronavirus Aid, Relief, and Economic Security (CARES) Act.
- Congress has authorized **\$10 million in supplemental funding** for education, training, and advising small and minority business enterprises in their recovery from the effects of the COVID-19 crisis.
- Grants were distributed to **30 existing MBDA Business Centers and national minority chambers of commerce** for an award period of **June 1, 2020 through May 31, 2021**.



CARES Act

Coronavirus Aid,
Relief, Economic
and Security Act

“The Trump Administration is committed to helping minority businesses access the resources they need to rebound from unexpected challenges and allow distressed communities to thrive through private investment and federal support.”
- Secretary Wilbur Ross

OUR INVESTMENTS

National Network of MBDA Business Centers, Specialty Centers, and Projects

BUSINESS CENTERS

- Arizona**
Phoenix MBDA Business Center
- California**
Pasadena MBDA Business Center
San Jose MBDA Business Center
- Colorado**
Denver MBDA Business Center
- District of Columbia**
Washington DC MBDA Business Center
- Florida**
Miami MBDA Business Center
Orlando MBDA Business Center
- Georgia**
Atlanta MBDA Business Center
- Hawaii**
Honolulu MBDA Business Center
- Illinois**
Chicago MBDA Business Center
- Maryland**
Baltimore MBDA Business Center
- Michigan**
Detroit MBDA Business Center
- Minnesota**
Minneapolis MBDA Business Center
- Missouri**
St. Louis MBDA Business Center
- New Mexico**
Albuquerque MBDA Business Center
- New York**
Manhattan MBDA Business Center
South Bronx MBDA Business Center
- Nevada**
Las Vegas MBDA Business Center
- Pennsylvania**
Philadelphia MBDA Business Center
- Puerto Rico**
Puerto Rico MBDA Business Center
- South Carolina**
Columbia MBDA Business Center
- Tennessee**
Memphis MBDA Business Center
- Texas**
Dallas MBDA Business Center
El Paso MBDA Business Center
Houston MBDA Business Center
San Antonio MBDA Business Center
- Washington**
Tacoma MBDA Business Center

SPECIALTY CENTERS

ADVANCED MANUFACTURING CENTERS

- Georgia**
Atlanta MBDA Advanced Manufacturing Center
- Maryland**
Baltimore MBDA Advanced Manufacturing Center
- Michigan**
Detroit MBDA Advanced Manufacturing Center
- Texas**
San Antonio MBDA Advanced Manufacturing Center

EXPORT CENTERS

- California**
Sacramento MBDA Export Center
- Florida**
Miami MBDA Export Center
- Illinois**
Chicago MBDA Export Center
- Texas**
San Antonio MBDA Export Center

FEDERAL PROCUREMENT CENTER

- District of Columbia**
MBDA Federal Procurement Center

PROJECTS

American Indian Alaska Native/Native Hawaiian (AIANNH)

- Alaska:** Spruce Root, Inc.
- Arizona:**
 - National Center for American Indian Enterprise Development
 - Arizona Hispanic Chamber of Commerce

- California:**
 - Asian, Inc
 - Rural Community Assistance Corporation

Michigan: Sault Ste. Marie Tribe of Chippewa Indians

- Montana:**
 - Native American Development Corporation
 - Salish Kootenai College

- New Mexico:**
 - Southwest Business Development Consultants, LLC
 - Regents of New Mexico State University

Oklahoma: Rural Enterprises of Oklahoma, Inc.

Oregon: ONABEN

Washington: TAALA Fund

Entrepreneurship Education for Formerly Incarcerated Persons

- Alabama:** The Dannon Project
- California:** Defy Ventures
- Maryland:** Morgan State University
- South Carolina:** DESA, Inc.

Inner City Innovation Hub

- Georgia:** Georgia Tech Research Corporation
- California:** William Marsh Ric University

MBDA Enterprising Women of Color Business Center

- District of Columbia:** MP Services, LLC and Washington Area Community Investment Fund, Inc.
- Georgia:** Operation Hope
- Hawaii:** Young Women's Christian Association of Oahu
- Louisiana:** Women's Business Enterprise Council South

Minority Growth Equity Funds Initiative: The Billion Dollar Fund

- District of Columbia:** National Association of Investment Companies (NAIC)

UPCOMING GRANT COMPETITIONS

- MBDA ANTICIPATES COMPETING A NEW GRANT COMPETITION BEGINNING THE FALL OF 2020
- STAY ON THE LOOK OUT BY VISITING WWW.MBDA.GOV
- GRANTS WILL ALSO BE ANNOUNCED VIA A FEDERAL REGISTER NOTICE



THE BILLION DOLLAR FUND


- In 2019, MBDA awarded National Association of Investment Companies (NAIC), the largest network of diverse-owned private equity firms and hedge funds, a **\$1.4 million grant**.
- The grant will be used to support the **Minority Growth Equity Funds Initiative** and will facilitate the aggregation and deployment of approximately \$1 billion in growth capital into minority-owned businesses.
- The **key goals** of the Initiative are to:
 - **Quantify** the demand for and current supply of capital focused on MWBEs
 - **Leverage** the extensive expertise and broad network of NAIC to attract and invest growth capital in innovative businesses owned by minority entrepreneurs
 - **Drive substantial job and wealth creation** and to make a significant economic impact in historically underserved communities across the Nation.



ENTERPRISING WOMEN OF COLOR INITIATIVE

Women of Color represent 39% of the total female population in the United States, they account for 89% of the net new women-owned businesses.

- Launched in 2019, the Enterprising Women of Color (EWOC) Initiative promotes the growth and competitiveness of women-owned minority business enterprises in domestic and global markets.
- EWOC strives to create pathways to economic empowerment for women of color to:
 - **Grow** their network
 - **Expand** their client base
 - **Connect** to entrepreneurial ecosystems
- EWOC has collaborated with several Fortune 500 companies, industry executives and successful entrepreneurs to produce interactive programming, tools and resources to promote growth.
 - In 2020, more than **10K** attendees have registered for EWOC sponsored programming.



The graphic features four portraits of diverse women of color at the top. Below them, the title "Enterprising WOMEN OF COLOR" is displayed in a mix of purple and pink fonts, with the tagline "Creating pathways to economic empowerment" in pink. The text describes the U.S. Department of Commerce, Minority Business Development Agency's role and the initiative's vision. A central circular diagram shows "EWOC The Community Bridge" at the center, surrounded by five interconnected segments: "Networking Conventions (In-person and Virtual)", "Opportunity Connections (Commerce, Partnerships, Global Markets, Finance and Investments)", "Training (Public and Private Sector Procurement)", "Coalitions (Economic Development Ecosystems)", and "Mentor/Coaching (Domestic and Global)". The bottom section includes the slogan "NOW IS THE TIME TO INVEST IN YOU!" and the tagline "Let's dream bigger. Let's achieve more. Together." along with the MBDA logo.

The U.S. Department of Commerce, Minority Business Development Agency promotes the growth and competitiveness of U.S. minority business enterprises in domestic and global markets.

The vision of MBDA's Enterprising Women of Color initiative is to connect women entrepreneurs to a community of wealth-building resources. **Grow** your network, **expand** your client base, and **connect** to entrepreneurial ecosystems.

EWOC
The Community Bridge

Networking Conventions
(In-person and Virtual)

Opportunity Connections
(Commerce, Partnerships, Global Markets, Finance and Investments)

Training
(Public and Private Sector Procurement)

Coalitions
(Economic Development Ecosystems)

Mentor/Coaching
(Domestic and Global)

NOW IS THE TIME TO INVEST IN YOU!

Let's dream bigger. Let's achieve more. Together.

MINORITY BUSINESS DEVELOPMENT AGENCY

**MBDA & AMAZON PARTNERSHIP
BUILDING A STUDENT-TO-WORKFORCE PIPELINE
TO SUPPORT HBCU COMPETITIVENESS**





BUILDING A STUDENT-TO-WORKFORCE PIPELINE

With AWS Academy



GROWING DEMAND FOR CLOUD SKILLS

- According to LinkedIn data, **cloud computing was the number one hard skill companies needed most in 2019.***
- A survey from 451 Research shows that **90% of IT decision-makers report cloud skills shortages.****

*Source: <https://learning.linkedin.com/blog/top-skills/the-skills-companies-need-most-in-2019--and-how-to-learn-them>

**Source: <https://www.virtustream.com/lp/451-research-cloud-transformation>

AWS ACADEMY



**Curriculum developed
and maintained by
AWS**

e



**Post-secondary
program integration**

1
a



**Courses aligned to
AWS Certification**



**Employment
readiness**

RIGOROUS AWS-AUTHORED CURRICULUM

- AWS Academy students take courses that give them the opportunity to develop a range of skills and expertise.



**Foundational
cloud concepts**



Architecting



Developing



Operations



Data analytics

SOME AWS ACADEMY MEMBER INSTITUTIONS

Delivering cloud computing courses across the globe



GET INVOLVED

To learn more visit:

<https://aws.amazon.com/training/awsacademy/>

Amazon Contact for AWS:

Angel Duncan

Manager, Global Growth & Equity
Initiatives

Amazon Web Services Academy

E-mail: angdunca@amazon.com

C: +1.904.629.8338 | **Text** is Best

MINORITY BUSINESS & TECHNOLOGY INITIATIVE

An Amazon Business and MBDA Collaboration

- The Minority Business and Technology Initiative, in collaboration with Amazon Business, was created to **accelerate the inclusion** of minority owned businesses in Ecommerce and to **improve the use of digital technology** for domestic and global sales.
- The Tech initiative implements pioneering approaches that support minority business owners and entrepreneurs in the following ways:
 - **Enable** MBEs to increase their online presence by leveraging Amazon Business as a solution to reach more buyers and sell globally through ecommerce.
 - **Access** to success coaches for products listed on Amazon Business.
 - **Connect** MBEs with business buyers in the B2B marketplace.
- The launch events, a **5-week webinar series** in partnership with the national network of MBDA Business Centers, attracted more than 2,000 attendees.



OUR PLAN: WINNING THE FUTURE, NOW!

The world is experiencing history's highest rate of change and innovation that will disrupt every industry.

MBDA initiatives focus on helping MBEs grow today, while preparing them to meet the industry needs of tomorrow.

Our solutions:



MBDA DIGITAL

Comprehensive **e-commerce** and **virtual business platforms**



MBDA GLOBAL

Expanded export services and partnerships for Global B2Bs in **Africa, Asia, Latin America**, and the **Caribbean**.



MBDA THINK TANK

Distribute data and policy analysis, create investment opportunities, and cultivate partnerships for initiatives that **help change the MBE narrative**.



Minority Business Development Agency

www.mbda.gov

(202) 482-2332

1401 Constitution Avenue, NW ▪ Washington, DC 20230

THANK YOU!

ADDITIONAL INFORMATION

TOPIC	HOME PAGE
EDA Regional Contact Information	www.eda.gov/contact
Economic Development Districts	www.eda.gov/edd
CEDS Guidelines	www.eda.gov/ceds
State Resources	www.eda.gov/resources
EDD – HBCU Map	www.cedscentral.com/edds-and-hbcus.html
EDA University Center Program	https://www.eda.gov/programs/university-centers/
EDI Regional Office Contacts	https://www.eda.gov/edi/contact/
EDI Home Page	www.eda.gov/edi
REDS Home Page	www.eda.gov/edi/reds/
MBDA Regional Business Centers	www.mbda.gov/index.php/mbda-programs/business-centers

QUESTIONS?

