

INCLUSION SPENDING SUMMARY

BY THE MINNEAPOLIS LOCAL ORGANIZING COMMITTEE (MLOC)

May 2019



In executing a successful NCAA® Final Four®, the Minneapolis Local Organizing Committee excelled in its commitment to economic inclusion and opening the door to opportunity for Twin Cities businesses.



Design by Juxtaposition Arts

LOCAL PARTNERSHIP

The Council was honored to work with the Minneapolis Local Organizing Committee to both meet the needs of the Final Four events and create a connection and legacy for underutilized small businesses in our community. In addition to delivering fans to the games on Metro Transit buses and light rail, our partnership helped create new opportunities for our local businesses.

Nora Slawik
Metropolitan Council Chair



FOREWORD

As the co-chairs of the Impact Advisory Council, we could not be more pleased with, or proud of, the work the talented Minneapolis Local Organizing Committee (MLOC) did to ensure the NCAA Final Four was a truly inclusive enterprise. It was a success on all fronts, from volunteer recruitment and staffing to the sourcing of a wide range of goods and services.

Businesses owned by women, veterans, people of color and indigenous people, LGBTQ community members, and people with disabilities were given meaningful opportunities to compete and show they can deliver. The lasting wins from hosting the Final Four were off the court and in the community.

Here in Minnesota, with some of the largest racial disparities in the nation, closing those gaps requires commitment to doing things differently. The MLOC's commitment to economic inclusion was foundational. In fact, the Impact Advisory Council, which focused on making the local operations of this iconic national sports event as inclusive as possible, was the first committee to be formed. The committee tapped diverse networks to find the talent needed to reach the number one goal: excellence.

Inclusion practices extended to a broad invitation for all community members to come and experience the activities of Final Four weekend. The MLOC's approach was a model of authentic community engagement and should inspire others to set ambitious goals and then aim even higher.

Duchesne Drew
Impact Advisory Council Co-Chair
Community Network Vice President, Bush Foundation

Linda Sloan
Impact Advisory Council Co-Chair
Director, Career Development and Employee Relations, University of St. Thomas



IAC Co-Chairs. Left to right: Duchesne Drew and Linda Sloan

2019 Final Four® Minneapolis Local Organizing Committee



The MLOC Team. Left to Right (back row): Jafranee Johnson-Holmes, Cydni Bickerstaff, Ivan Cardona, Karina Curbelo, Cordell Smith, Reece Anderson, Calvin Weimerskirch, Alexy Rudolph, Sheila Her, Maggie Habashy

Left to Right (front row): Aliyah Wilson, Kate Mortenson, Jack Bernstein, Debbie Estes, Chelsey Stoa, Helena Way, Annabelle Juin

ABOUT THIS REPORT

The Minneapolis Local Organizing Committee (MLOC), a 501(c)3 non-profit, was organized to fulfill local bid obligations of the 2019 NCAA Final Four. Exemplary inclusion practices were a priority of the committee, its local Ambassadors and Supporters. This report summarizes the MLOC's inclusion spending in the event period, from January 2017 through April 2019. It includes both 'discretionary spending' and 'restricted spending' applicable to MLOC operations in the region.

Discretionary and Restricted Spending

Discretionary spending also known as source-able spending, discretionary spending describes where the committee had the ability to make a hiring or contracting decision with more than one qualified and competitive option.

Restricted spending is where choice and selection are not available, where the spending is mandatory, or where spending cannot be categorized as either diverse or non-diverse, such as utilities, taxes or tax-exempt organizations.

MLOC'S APPROACH: INTENTION + ATTENTION = RESULTS

Before hiring and spending decisions were made, the MLOC convened an all-volunteer Impact Advisory Council of diverse professionals to assist with anticipated staffing, contracting, and vendor needs. By gaining access to a broad network of qualified, diverse talent and Minnesota businesses, the MLOC was able to achieve better results and create greater impact with its inclusion spending.

Throughout the event period, the Metropolitan Council assisted the MLOC through its Small Business Program to ensure rigorous vetting of potential vendors, while also removing barriers to access for underrepresented groups.



Local Vendor. Left to Right: Floyd Wellons, Barry Rogers (BWK Rogers PC)



Local Vendor. Mark Harris (Abundant 180)

IMPACT ADVISORY COUNCIL MEMBERS

- | | |
|-----------------------|--------------------|
| Rotolu Adebisi | Toni Newborn |
| Khadija Ali | Al Nuness |
| Stephen Anderson | Marcus Owens |
| Keith Baker | Marcus Pope |
| Tasha Byers | Duane Ramseur |
| Sophie Campbell Smith | Susan Bass Roberts |
| Vivian Chow | Alex Rowell |
| Art Coulson | Linda Sloan |
| Duchesne Drew | Lisa Tabor |
| Karen Francois | Lezlie Taylor |
| Mario Hernandez | Hedy Walls |
| Chuck Hill | Craig Warren |
| Quincy Lewis | Carlton Weatherby |
| Lisa Lissimore | Joffrey Wilson |
| Erick Garcia Luna | Kolu Wilson |
| Larry McKenzie | |



Local Vendor. Left to Right: Amy Koch (Hylden Advocacy & Law), Kate Mortenson (MLOC) and Nancy Hylden (Hylden Advocacy & Law)



Local Vendor. Left to Right: Khadija Ali and Priya Morioka (Global Language Connections)

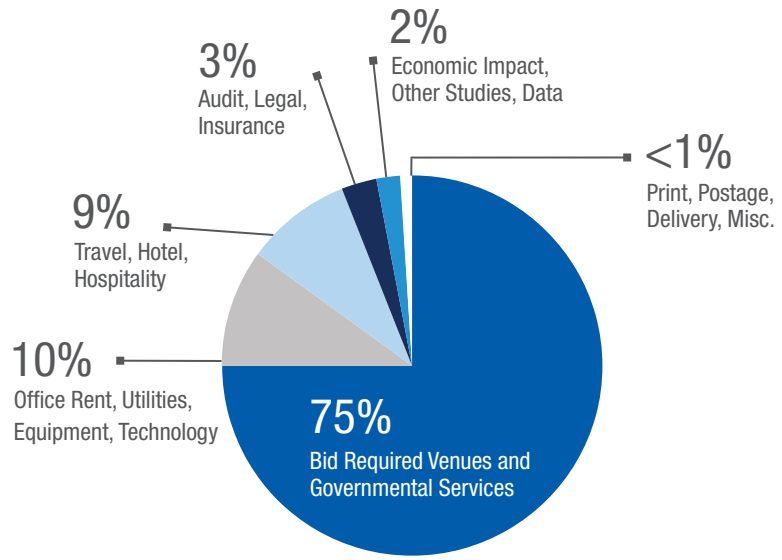
OVERVIEW: RESTRICTED SPENDING

Over **\$4 million (\$4,585,783)** was spent where there were bid obligations, restrictions or mandates.

This encompasses spending where choice and selection were not available. These areas of spending are not categorized as either 'diverse' or 'non-diverse,' because either there is not an opportunity for selection or these terms cannot be applied to the spending.

Note that spending with the National Collegiate Athletic Association and its official licensees is not included in this summary.

MLOC TOTAL RESTRICTED SPEND: \$4,585,783



OVERVIEW: DISCRETIONARY SPENDING

Over **\$3 million (\$3,104,145)** was spent on MLOC personnel, vendors, contractors or other service providers.

This encompasses all of the spend where MLOC could make a selection from qualified options (known as 'discretionary' or 'source-able' spending).

94% OF ALL DISCRETIONARY SPENDING, OR
\$2,919,024
WAS DIVERSE SPENDING



MLOC Team. Left to Right: Kate Mortenson, Karina Curbelo, Cydni Bickerstaff, Jack Bernstein, Annabelle Juin, Sheila Her, Alexy Rudolph, Ivan Cardona and Cordell Smith

PART 1: DISCRETIONARY SPENDING—PERSONNEL



11 of 12 employees were Diverse
 9 of 12 employees were Female
 8 of 12 employees were POC

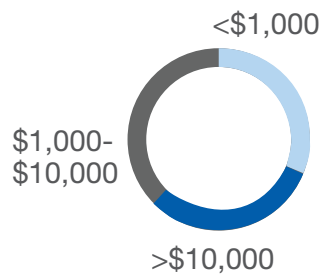
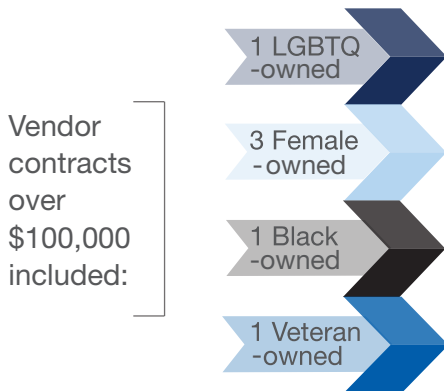
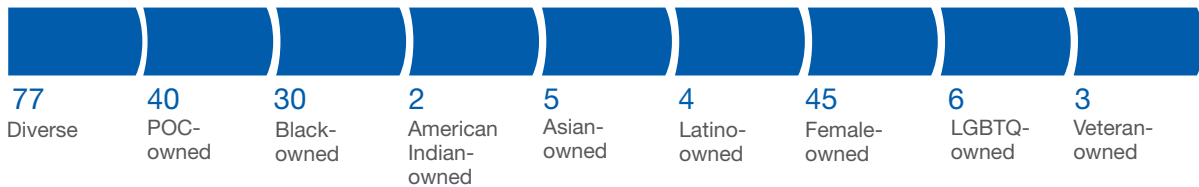
97% OF PERSONNEL SPENDING OR
\$1,380,151
 WAS DIVERSE SPENDING

PART 2: DISCRETIONARY SPENDING—VENDORS AND SERVICE PROVIDERS

Vendor and service provider discretionary spending was \$1,681,308.

We had a vendor count of 100 unique businesses.

92% OF VENDOR & SERVICE PROVIDER SPENDING OR
\$1,538,873
 WAS DIVERSE SPENDING



Roughly one third of contracts were under \$1,000, one third between \$1,000 and \$10,000, and one third over \$10,000

Average spend \$16,665



Mean spend \$2,000



20% of total discretionary spending was to businesses owned by people of color

TOTAL SPENDING: \$97,059

CASE STUDY: LEGACY PROJECT — A complete refurbishment of facilities at North Commons Recreation Center.

RESTRICTED SPEND: \$23,822

DISCRETIONARY SPEND: \$73,401

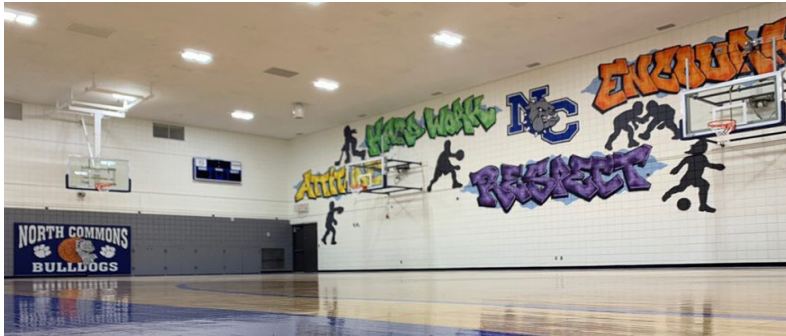
DIVERSE DISCRETIONARY SPEND:

\$55,827

- AFS System, Inc
- Breaking Bread
- Broadway Awards
- TKO Drumline
- Epic Rental and Décor
- Juxtaposition Arts
- Modern Electrical Solutions, Inc.
- Painting by Nakasone, Inc.
- Resolution Graphics
- The Corner Balloon
- Zweigle

STATS

- 15 unique firms
- 11 diverse firms
- 4 woman-owned firms
- 8 people of color-owned firms
- 2 veteran-owned firms
- 13 Minnesota-based firms



Legacy Project



Fan Jam

TOTAL SPENDING: \$101,909

CASE STUDY: FAN JAM — A mobile interactive pop-up basketball experience.

RESTRICTED SPEND: \$53,325

DISCRETIONARY SPEND: \$48,583

DIVERSE DISCRETIONARY SPEND:

\$47,716

- Abundant Office Solutions
- Allied Electrical & Ind. Supply Co, Inc.
- Blue 84, a division of Lakeshirts
- Do Wood Son - Manny Moreno
- ecoThynk
- Global Language & Staffing Connections
- Little Pepper Promotions
- Resolution Graphics, Inc.
- RISE DBI, LLC
- St. Croix Promotions Retail
- Veer, LLC
- Zweigle Advertising, Inc.

STATS

- 37 unique firms
- 12 diverse firms
- 8 woman-owned firms
- 5 people of color-owned firms
- 1 veteran-owned
- 13 Minnesota-based firms

MLOC BOARD MEMBERS

Archie Black	Mary Brainerd
Albert Colianni	Melvin Tennant
David Mortenson	Michael Vekich
Kate Mortenson	Rod Young
Mark Ruff	Tom McGinnis

Our Ambassadors and Contributors expected robust inclusion practices and their support helped to achieve these results.

Ambassadors: 3M, Cambria, CHS, Delta Dental, Ecolab, Fastenal, HealthPartners, Land O'Lakes, M.A. Mortenson Company, Pohlad Companies, Medtronic, Michael Foods, Pentair, Polaris Industries Inc., Target, Thrivent Financial, UnitedHealth Group and U.S. Bancorp.

Contributors: Bio-Techne, Bush Foundation, Carlson Family Foundation, Explore Minnesota, EY, Greater MSP, Meet Minneapolis, Minneapolis Foundation, SPS Commerce, Thomson Reuters, Wells Fargo Foundation, Youthprise and WEM Foundation.

THE ONE HUNDRED: MLOC DISCRETIONARY SPENDING VENDOR LIST

218 Home & Gift	Empire Hospitality LLC	One21 Barbershop
A Touch of Magic, Inc	Epic Rental and Decor	Only One Yes
Abundant Office Solutions	Forest Lake Printing & Promotions	Painting by Nakasone, Inc.
Adam Turman, LLC	GenerationNOW Entertainment	Planting People Growing Justice
AFS Systems	Girl Friday	Programming Solutions
AIM Electronics	Global Language & Staffing Connections	Resolution Graphics, Inc.
Akway's Sports Barbership	Habso J. Mohamud	Richelle J. Huff
Allied Electrical & Industrial Supply Co, Inc.	HairSwagg.com	RISE DBI, LLC
Anthony DuBose	High Five LLC	Rodney Smith
Art Coulson	High Road Touring	Rogue Citizen
ASL Interpreting Services, Inc.	Hillary's Hand Painted & Personalized Gifts LLC	Roshini Multi Media
Audio Logic Systems	Hylden Advocacy & Law	Softline Brand Partners
Bella Nava Creations	Imprint Engine	Squibb Welding -UBBI
Billy Briggs	Innovative Office Solutions LLC	St. Croix Promotions Retail
Blue 84, a division of Lakeshirts	Intercross Design, Inc.	Staples
Brand Ink	Juxtaposition Arts	Tech Discounts
Breaking Bread Foods	JWood Sports Flooring	The Corner Balloon
Broadway Awards	K Signature Slice Barbershop	The Suburbs/Suburbs Music, LLC
Bully Creative Shop	Kowalski Companies	Total Entertainment/Kidsdance Productions
BWK Rogers PC	La Loma Tamales	Tunheim Partners, Inc.
Byron Hawkins	la marque consulting, llc	TVG Events
Calvin Weimerskirch	Little Pepper Promotions	Unleashed Displays
Carlos Grant	Loch Nest Monster	Veer, LLC
Chris Daniels	Los Ocampo Catering	Visions, Inc.
Common Sense	Maria Holloway	Warning Lites
Copeland Trucking	Media Bridge Advertising	Werle Consulting
Creative Mind Studios	Michelle Benson	Willy Schultz
Cunnington Shift	Mike Slates	Wolf & Raven, LLC
Dan Dolan Printing, Inc.	Minuteman Press Central	WOODCHUCK USA
Digital Room	Minuteman Press Uptown	Xavier Manley
Dlynn	Modern Electrical Solutions, Inc.	Zamaya Delicious Catering
Do Wood Son - Manny Moreno	Monkey in a Dryer	Zweigle Advertising, Inc.
Dr Artika Tynner	mPaisley's	
ecoThynk	Neka Creative LLC	

**2019 Final Four® Minneapolis
Local Organizing Committee**