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.
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

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
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: \textbf{INTENTION + ATTENTION} $=\text{RESULTS}$

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.

\textbf{IMPACT ADVISORY COUNCIL MEMBERS}

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

Local Vendor. Mark Harris (Abundant 180)

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

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.

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
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

77 Diverse
40 POC-owned
30 Black-owned
2 American Indian-owned
5 Asian-owned
4 Latino-owned
45 Female-owned
6 LGBTQ-owned
3 Veteran-owned

Vendor contracts over $100,000 included:
1 LGBTQ-owned
3 Female-owned
1 Black-owned
1 Veteran-owned

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

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

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


THE ONE HUNDRED: MLOC DISCRETIONARY SPENDING VENDOR LIST

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