



2019 Year End Meeting

Beaverton, Salt Lake City, Seattle
December 10, 2019

Discussion Points

Welcome & Thank you!

Introductions

2019 Performance

2020 - Looking Forward!

Questions & Answers

2019 NWMMSDC Members

Regional Members

- AT&T, Inc.
- Branch, Richards, & Co., P.S.
- Coca-Cola Company
- Costco Wholesale
- Enterprise Holdings
- Howard S. Wright
- Intel Corporation
- JP Morgan Chase & Co.
- MUFG Union Bank, N.A.
- Northwest Natural Gas Company
- Oki Development
- Puget Sound Energy
- Sellen Construction
- Standard Insurance

National Members

- BGIS Global Integrated Solutions US, LLC
- Microsoft Corporation
- Nike, Inc.
- O.C. Tanner Company
- Starbucks Corporation
- The Boeing Company
- T-Mobile USA, Inc.
- Wieden + Kennedy

2019 Agency & Nonprofit Members

- Cambia Health
- City of Seattle
- Seattle City Light
- Seattle Public Utilities
- Department of Transportation
- Greater Seattle Business Association
- King County Business Development
- Minority Business Development Agency
- Tacoma Business Center
- Washington State Office of Minority and Women's Business Enterprises
- Port of Seattle
- Seattle Latino Metropolitan Chamber of Commerce
- Seattle Metropolitan Chamber of Commerce
- Snohomish County
- Sound Transit
- State of Washington Department of Enterprise Services
- State of Washington Department of Transportation
- University of Washington

Annual Meeting Sponsor



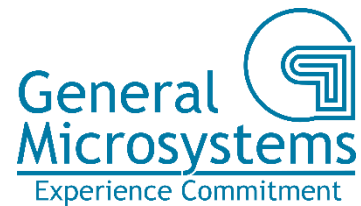
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2019 Performance Categories

5 KEY MEASUREMENTS

1. FINANCIALS
2. OPERATIONAL
3. MARKETING
4. CUSTOMER SERVICE
5. LEARNING & DEVELOPMENT/GROWTH PERFORMANCE

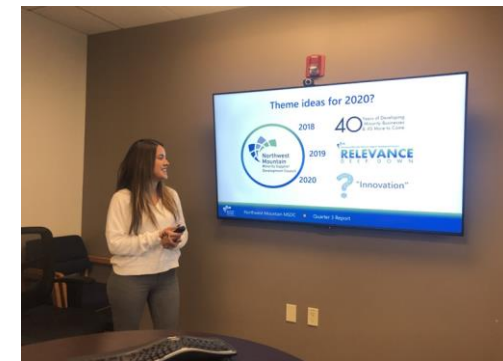
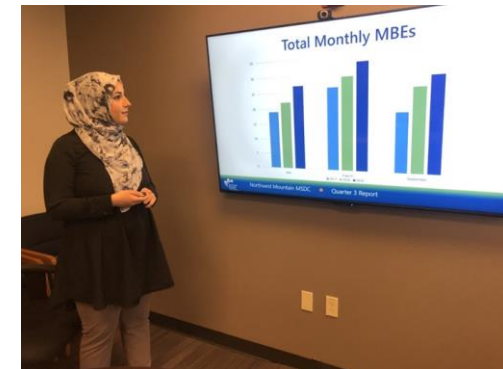
Financial Performance Year-to-Date

1. 93% of \$806,000 Planned Revenue Achieved: Forecast 100% Achievement
2. 84% of \$786,165 Planned Expenses Achieved: Forecast < 100% Achievement
3. 410% of \$20,544 Net Income Achieved: Ahead of Planned – Forecast > 100% Achievement
4. Planned Budget Achievement – Forecast Better than Planned Performance



Operational

1. January 1st – Restructured the Office – “Right People – Right Seats”
2. Performing at 100% Compliance with NMSDC Affiliation Agreement & Z.O.N.E. Performance Metrics
3. Launched Internal Quarterly Business Review Process
4. Led the “Serve the Corporate Customer” workstream for the NMSDC
5. Redeveloped Council Roadmap



Marketing

1. Chase Ascend Grant – Renewed in 2019
 - a. Up for 4th Year Renewal in Spring 2020
2. City of Seattle – Technical Assistance Support Contract signed October 31, 2019
3. Website enhancement has improved Communication & Engagement with all Stakeholders
4. “Relevant – Deep Down” Propagated
5. Supported Members, MBEs, Councils, & Partners across the region and country

Customer Service

1. MBE Portfolio grew 3.43%
2. Member Portfolio Remained Flat
3. Member & MBE Engagement netted Growth
 - a. \$1B in Growth Year-over-Year to \$8B
 - b. > \$3.1B in Wages
4. Supporting other Regions per Member & MBE Requests
5. Council Experience, Competency, and Brand Reputation helped retain Grant and win Contract



Learning and Development/Growth Performance

1. External
 - a. Year-to-Date – Awarded \$20,000 in MBE Scholarships
 - b. Hosted 8-Major Learning, Developing, Networking Events in 2019
 - c. Presently Piloting a 9-hour Sales Course for Rollout in 2020
 - d. UW C&BDC Student Project: Supplier Diversity Toolkit Development
 - e. Northwest Natural: Official Review of Supplier Diversity Policy
2. Internal
 - a. 12-hour Sales Training Program
 - b. University of WA – Consulting and Business Development Center Certificate Program
 - c. All Staff Participated in RFP Development and Response
 - d. Professional Self-Development
 - e. Playbook Development
 - f. Executive Summit Participation



2020 – Looking Forward!

2020 Performance Categories

5 KEY MEASUREMENTS

1. FINANCIALS
2. OPERATIONAL
3. MARKETING
4. CUSTOMER SERVICE
5. LEARNING & DEVELOPMENT/GROWTH
PERFORMANCE

Financial Performance

- 2020 Budget:
 - 23% Year-over-Year Revenue Growth
 - 22% Year-over-Year Expense Growth% of Planned Revenue
 - Achieved – Forecast 100% Achievement
 - 40% Year-over-Year Net Income Growth



Operational

1. Execute all Activities within Planned Budget
2. Add Resource to Support Activities
 1. Increase Network Engagement
3. Excel in all Activities
 - a. Member and MBE Retention
 - b. Grant and Contract Retention
 - c. Z.ON.E. Compliance
4. Focus on Continuous Staff Development
5. Value in Efficiency



Marketing

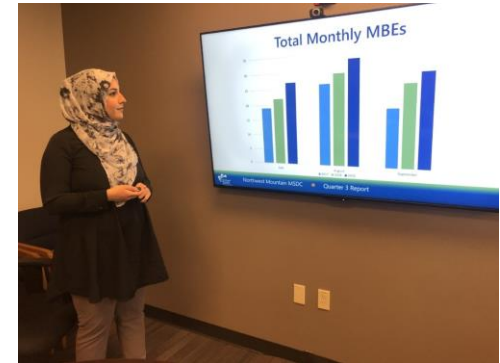


1. Lead Continuous Website and Analytics Enhancement
 - a. Manage all Social Media to drive Customer Engagement
2. Leverage Analytics to improve Customer Service and Retention
 - a. Members & MBEs
3. Execute City of Seattle Technical Assistance Service Communications Plan
 - a. Press Release announcing partnership with City of Seattle to be released December 10, 2019
4. Launch 2020 Branding & Theme
5. Executive Briefings



Customer Service

1. Grow Member Portfolio – 36 to 45
 - a. Long-term Goal - 100
2. Grow MBE Portfolio from 313 to 350
 - a. Net Increase - 37
 - b. Long-term Goal - 500
3. Decrease MBE Attrition Rate to 5%
4. Support Members and MBEs with Strategic Search Inquiries
5. Customized Value Delivery



Learning and Development/Growth Performance

1. External
 - a. Award \$20,000 to \$25,000 in MBE Scholarships
 - b. Industry Sector Summits
 - c. Rollout 9-hour Sales Course
 - d. Leverage Technical Assistance Services to support City of Seattle and Build a pipeline
 - e. Launch Phase II of Supplier Diversity Toolkit - Implementation
2. Internal
 - a. University of WA – Consulting and Business Development Center Certificate Program
 - b. Professional Self-Development
 - c. Update Desk Manuals



Questions & Answers!

Thank you!

