

## Town of East Bend

### Minority Business Participation Outreach Plan

#### HUB Certification

##### How do I participate?

- In order to participate, you must first become a certified minority or woman-owned business with the State of North Carolina. Certification is handled through the NC Department of Administration's Office for Historically Underutilized Businesses. Through Vendor Link, the online vendor registration software, businesses may register with the State and verify their status as a HUB vendor. Registration not only certifies you to do business with the Town of East Bend as a M/WBE but also makes you eligible for work with the State of NC.
- If you would like to be certified, please visit the [NC Department of Administration's Office for Historically Underutilized Businesses](#) and complete the online application. The application process takes approximately 6-8 weeks.

North Carolina General Statute 143-128.2 defines a "minority business" as a business that is:

- At least 51% owned and controlled by one or more minority persons or socially and economically disadvantaged individuals. The statute also includes corporations in which at least 51% of stock is owned by one or more minority or socially and economically disadvantaged individuals.

The statute defines the term "minority person" as the following:

- Black
- Hispanic
- Asian American
- American Indian
- Female

A "socially and economically disadvantaged individual" is defined by reference to a federal statute (15 U.S. C. § 637). Socially disadvantaged individuals are:

- "those who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as a member of a group without regard to their individual qualities." Economically disadvantaged individuals "are those socially disadvantaged individuals whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same business who are not socially disadvantaged."

The Town of East Bend provides minorities and women equal opportunity for participating in all aspects of the Town's contracting and procurement programs, including but not limited to, construction projects, supplies and materials purchases, and professional and personal service contracts. We consider the participation of minority and women-owned businesses and the value of the quality and diversity of goods and services provided an investment. Any subsequent growth of businesses related to

minority business participation parallels greater economic expansion, more jobs, and increased revenue to build our future.

The following is the Town of East Bend's Minority Business Participation Outreach Plan for the purpose of complying with state law. This plan remains in effect until statutory or procurement rules changes or policy effectiveness dictate amendment.

The purpose of this plan is to assist the Town of East Bend in the attainment of the Town's goal of 10% minority business participation in all construction contracts costing \$30,000 or more. To encourage minority business participation in construction contracts the Town of East Bend will perform the following:

A. With respect to building construction projects costing more than \$30,000 and less than \$300,000:

- Solicit HUB participation in contracts;
- Document efforts to recruit HUB participation;
- Maintain records of HUB contractors solicited and
- Report all data on these efforts to the State HUB office.
  
- The Town of East Bend, its employees, and its consultants will take reasonable measures to encourage the education, recruitment, and interaction between minority businesses, non-minority businesses and the Town of East Bend.

B. With respect to building construction projects costing \$300,000 or more:

- The Town of East Bend will research the Historically Underutilized Business (HUB) resources as projects are about to be advertised and record all HUBs registered. The resources to be checked are as follows:

State of North Carolina, Department of Administration, HUB website database  
N.C. Department of Transportation HUB site and the Town of Raleigh, HUB Directory.

- The Town of East Bend will, on or before any publication of a notice notify minority businesses that have requested notices from the public entity for public construction or repair work and minority businesses that otherwise indicated to the Office of Historically Underutilized Businesses an interest in the type of work being bid or the potential contracting opportunities listed in the proposal.
  
- The Town of East Bend will maintain a listing of all HUBs who contact the Town of East Bend to request that they be notified of a public bid offering. All HUB's on such list will be furnished a copy of all advertisements for invitations for bid in the categories they have requested.
  
- The Town of East Bend will advertise on their website *eastbendnc.com*. The advertisement will be at least ten (10) days in advance of the bid opening. The

advertisement will include a description of the work for which the bid is being solicited, the date, the time, and location where bids may be submitted and where bids will be opened, the name of the town employee or representative who is available to answer questions about the project, where bid documents may be reviewed or a copy obtained, and any other special requirements that may exist.

- A representative of the Town of East Bend will attend all scheduled pre-bid conferences conducted for projects to which state law applies. At the pre-bid conference, the representative will furnish a list of all HUBs in the applicable bid category, of which the Town of East Bend is aware. The Town of East Bend will furnish, upon request, a copy of this Minority Business Participation Outreach Plan.
- The Town of East Bend, its employees, and its consultants will take necessary measures to encourage the education, recruitment, and interaction between minority businesses, non-minority businesses and the Town of East Bend.

The Town Administrator will ensure compliance to this policy.

April 12, 2021

Date

Archie B. Hicks, Jr.

Archie B. Hicks, Jr. Mayor

Vickie J. Matthews

Vickie J. Matthews Town Clerk/Administrator