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*
    - Dr. Michael Casson, Dean, College of Business, Delaware State University, Dover, DE
    - Dr. Siddhartha Sen, Associate Dean, Morgan State University School of Architecture and Planning, Baltimore, MD
- **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
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/
1. Map and contact list can be found at NADO’s CEDS Central (https://www.cedscentral.com/edds-and-hbcs.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
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
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.
As of FY 2018, there are 64 active UCs in 45 states and Puerto Rico.
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.

<table>
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<th>State</th>
<th>University Center</th>
<th>Regional Office</th>
<th>Year 1 of Funding</th>
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<td>Delaware</td>
<td>Delaware State University</td>
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<td>Maryland</td>
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<td>Louisiana</td>
<td>Southern University and A&amp;M College</td>
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<td>2018</td>
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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
ELIGIBILITY & MATCH

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
PROJECT EXAMPLES

- 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 their EDDs on economic resilience strategies and updating their CEDS.

- University of Florida – Collaboratory for Women Innovators: Created the Empowering Women in Technology Startups (EWITS) program which provides experiential hands-on entrepreneurial training and skills
PROGRAM OUTPUTS, OUTCOMES, AND VALUE

- 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
Delaware State University (DSU) Engagement with the EDA

Michael H. Casson Jr., Ph.D.
Dean, College of Business
PI & Director, University for Economic Development & International Trade (UCEDIT)
Professor of Economics
Delaware State University
HBCUs & Economic Development

• The Prosperity of Local & Regional Economies and the Health of their colleges and universities are Inextricably Linked

• Is the Link Strategic?
DSU at a Glance

- **Student Population:** 5,000+
- **5 Colleges**
  - 42 Undergraduate degree programs
  - 18 Master’s degree programs
  - 5 Doctoral degree programs
- **Location**
  - **Main Campus:** Dover, DE (Kent County)
  - **Satellite campus**
    - Wilmington, DE (New Castle County)
    - Georgetown, DE (Sussex County)
DSU as an Economic Engine

- Establish EDA University Center in 2011: University Center for Economic Development and International Trade (UCEDIT)
  - Mission: Leverage the assets of DSU for economic development in the State of Delaware

- Key Industries in Delaware
  - Professional and Business Services
  - Financial Services
  - Education and Health Services
  - Trade, Transportation and Utilities
  - Leisure and Hospitality
  - Science and Technology
University Capacity to Become an Economic Engine

- **Is Economic Development a Strategic Goal?**
  - Is it SMART?
  - Is it integrated with local CEDS?

- **Infrastructure to leverage/deploy University Assets?**
  - How do stakeholders Plug-In? POC? Office?
  - University Asset Map?
  - Measure applied work for P&T?
  - Experiential/Service learning aligned to CEDS?

- **Student Capacity**
  - Economic Development and Leadership Institute (EDLI)
    - University partnerships: Lincoln University (PA)
DSU as an Economic Engine

• UCEDIT projects
  • Small Business Website Initiative – CARES Act
  • Small Business COVID-19 Recovery Project – New Castle County
  • Small Business Incubator-Opportunity Zone
  • Garrison Technology Park Market and Feasibility Study
  • African American Small Business and Workforce Inclusion study
  • City of Wilmington Workforce Development Strategic Plan
  • U.S. Virgin Islands Asset Map
DSU as an Economic Engine

• **UCEDIT projects**
  • Analytical Support Services for the Evaluation of Sustainable Systems (ASSESS) - Western Africa
  • African American Small Business, Organization and Association GIS Map
  • Agriculture Economic Impact Analysis
  • Small Business Loan Portfolio Analysis for Opportunity Zone
  • Manufacturing Home Lot Rent Analysis
  • PLANT Chicago Report
The Comprehensive Economic Development Strategies (CEDS) is a policy framework for economic development in Northeast Baltimore. Through collaborative efforts with community stakeholders and the University of Maryland’s Urban Studies and Planning Program we have crafted this plan as a tool to aid economic development in Northeast Baltimore.

The development of the CEDS Plan for Northeast Baltimore has been conducted simultaneous to, and as a part of, a Morgan State University initiative known as the Morgan Community Mile (MCM).

This project is part of Morgan’s 2011 to 2021 Strategic Plan, Growing the Future, Leading the World. The MCM is the foundation for a university-community partnership working toward identifying and completing projects that will improve and sustain the quality of life in Northeast Baltimore.
The purpose of the report is to develop strategies for restoring the Portage Avenue Facility located north of Morgan State University’s (MSU) campus on Cold Spring Lane.

This facility houses the business offices of the School of Community Health and Policy (SCHP) of Morgan State University (MSU) and the largest studio and sound stages in Baltimore City, formerly known as Flite 3 Studios (now referred to as Portage Studios), which closed in 2003 after a downturn in the economy. The site for the Portage Place Revitalization Project lies within the MCM.
Morgan State University (MSU) is currently working with The Robinson Group (TRG) to develop strategies that will help residents and businesses in select West Baltimore districts through innovation, entrepreneurship, applications of new technologies, and networking at the regional level.

This project focuses on addressing the needs of local minority-owned businesses in order to ultimately spur economic development from the ground up.
COVID Plans

Under the supplemental awards program of the EDA for the University Center (UC) grants, the Graduate Program in City and Regional Planning at Morgan State (MSU) will work with The Robinson Group (TRG) to conduct and disseminate the results of applied research that addresses specific challenges and needs of small business and entrepreneurs in select districts in Baltimore City that have been impacted economically by the coronavirus.

Figure 2 and 3: Baltimore City Department of Planning. (2006). Penn North Area Master Plan [PDF file]. Retrieved from: https://planning.baltimorecity.gov/sites/default/files/penn_n_area_master_plan_0.pdf
Images are taken from page 20 of the Penn North Area Master Plan, Dec 2006 and PRI.org
EDA and HBCUs: Economic Development Integration (EDI)
EDI CENTRAL OBJECTIVES

- Economic Development
- Integration
- Increased Access
- Reduced Administrative Burdens
- Enhanced Collaboration
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

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<td>• Banks</td>
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<td>• Investors</td>
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<td>• Human Service Providers</td>
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<td>• Labor Unions</td>
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<td>• Identify Aligned Priorities and Goals</td>
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**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

1. **REDS is a PROCESS, Not a Single, One-Shot Event**
2. **Summit Participation**
3. **Project Implementation Action Team Membership**
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**.

“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

South Carolina
Columbia MBDA Business 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
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](http://www.mbdagov)

- 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 entrepreneurialecosystems

• 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.
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

Post-secondary program integration

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.
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:
  o Enable MBEs to increase their online presence by leveraging Amazon Business as a solution to reach more buyers and sell globally through ecommerce.
  o Access to success coaches for products listed on Amazon Business.
  o 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.mbdagov

(202) 482-2332

1401 Constitution Avenue, NW • Washington, DC 20230

THANK YOU!
## ADDITIONAL INFORMATION

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QUESTIONS?