Awards, Incentive, and Recognition (AIR) Program

Office for Business & Community Economic Development

University of Minnesota
The mission of the Office for Business & Community Economic Development (BCED) is to contribute to the economic growth, development and prosperity of Minnesota’s Urban communities.

The purpose of BCED is to leverage and extend the assets, resources and knowledge of the University to help find innovative solutions to real-world social-economic problems in urban communities.

We facilitate community collaborations between the University and nonprofit, corporate and public sector partners that focus on enhancing the human condition and building community capacity.
Agenda

• AIR overview and purchasing guidelines
• Departmental purchasing strategy
• Buying from Targeted Business Groups
• Next Steps
Targeted Business Program

- Job Creation
- Drives Innovation
- Supports Local Economy
- Supports Local Tax Base
- Creates Market Competition
The AIR Program is designed to recognize University departments, as well as individual staff persons that demonstrate exemplary efforts in supporting and doing business with Targeted Businesses.
Goals of AIR Program

• Provide financial incentives to departments utilizing Targeted Businesses

• Increase spending on non-competitive bidding contracts

• Recognize individual staff efforts for increasing Targeted Businesses

• Increase expenditures with Targeted Businesses to 10% of all University Purchases
What is a Targeted Business (TGB)?

Women, minority, or disabled owned business enterprises – (WMDBEs).

Ownership means 51% or a greater amount.

Control means day-to-day operational oversight.
AIR Award Guidelines

Annual awards to departments/units with the highest percentage of their budget spent with WMDBEs. Participants compete within one of four tiers.

Tier 1 = $10,000 to Budget $1M +

Tier 2 = $10,000 to Budget $500K - $ 999k

Tier 3 = $10,000 to Budget $200k to $499K

Tier 4 = $10,000 to Budget $25k to $199K
Who Does What?

**AIR Advocate:**
Communicate program goals to end users, include Targeted Businesses in vendor pool.

**BCED Staff:**
Track and report purchases quarterly, assist in vendor identification.

**Dean of College/Department Director:**
Encourage participation, handle program award and nominations.
How to increase your spend with Targeted Businesses

Select Targeted Businesses for departmental purchases between $0 and $10,000

Include Targeted Businesses when determining “reasonable price” for departmental purchases between $10,000 and $49,000

Use U-Wide contracts with WMDBEs for orders between $0 and $250,000
<table>
<thead>
<tr>
<th>Areas of Purchasing to Consider:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Supplies</td>
</tr>
<tr>
<td>Professional Services</td>
</tr>
<tr>
<td>Printing &amp; Graphic Design</td>
</tr>
<tr>
<td>Travel Services</td>
</tr>
<tr>
<td>Apparel</td>
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<tr>
<td>Event Planning</td>
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<tr>
<td>IT Consulting</td>
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<tr>
<td>Computer Equipment</td>
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<tr>
<td>Marketing &amp; Public Relations</td>
</tr>
<tr>
<td>Temporary Staffing</td>
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<tr>
<td>Promotional Items</td>
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<tr>
<td>Office Furniture &amp; Equipment</td>
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</tbody>
</table>
Targeted Business Directory

The Targeted Business Directory is intended to increase the utilization of Targeted Businesses, business enterprises owned and operated by women, minority and/or disabled persons (WMDBEs). To ensure that all vendors are of the highest quality and meet the University's definition of Targeted Business, it is required that each registered vendor be certified by at least one of the following 6 University-recognized Targeted Business Certification Agencies listed at the bottom of this page.

Disclaimer: Directory is to be used to identify businesses only. Please note that for the most current information, you can visit the following links to access the certification agencies or contact Sharon Banks at (612) 626-8043 or e-mail: banks016@umn.edu

View by Business Name in Alphabetical Order

0-9 ABCDEFGHIJKLMNOPQRSTUVWXYZ

View by Business Category Order

<table>
<thead>
<tr>
<th>Goods &amp; Services</th>
<th>Construction</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/V Services</td>
<td>Contractor - Building Controls</td>
</tr>
<tr>
<td>Apparel - Promotion &amp; Uniforms</td>
<td>Contractor - Carpenter</td>
</tr>
<tr>
<td>Architectural Services</td>
<td>Contractor - Concrete</td>
</tr>
<tr>
<td>Auto Services</td>
<td>Contractor - Demolition/Abatement</td>
</tr>
<tr>
<td>Catering and Food Services</td>
<td>Contractor - Drywall</td>
</tr>
<tr>
<td>Computer Consulting Services</td>
<td>Contractor - Electrical</td>
</tr>
<tr>
<td>Computer Hardware and Software Sales</td>
<td>Contractor - Elevators</td>
</tr>
</tbody>
</table>

https://diversity.umn.edu/bced/tgb-directory
TG/ED List (Directory)

This form is provided to allow easy retrieval of the State's certified Targeted Group (TG) and Economically Disadvantaged (ED) Vendors. Enter the information in one of the fields below and submit the query. You can search any of the following categories:

You may download the current database as a plain text or Microsoft Excel file. Go to Download Page


[NAICS Code Master List]

Please enter the Company name you are searching for here:

[Search]

Search company product descriptions by keyword
Please enter the Keyword you are searching for here:

[Search]

Please enter the Commodity you are searching for here:
(Note: This searches NAICS Code titles only.)

[Search]

Please enter the NAICS code you are searching for here:

[Search]

UPDATED: This information is updated daily.

Targeted Groups

Minorities
(A) Asian/Pacific Islander
(B) African-American
(H) Hispanic
(I) American Indian
(E) Alaska Native

Economically Disadvantaged
(L) Labor Surplus Area
(M) Low Median Income County
(X) Rehab. Facility/Work Activity

http://www.mmd.admin.state.mn.us/process/search/
AIR Program Enrollment Form

Please complete all information and list any area(s) separately.

<table>
<thead>
<tr>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIR Contact Person*</td>
</tr>
<tr>
<td>Department Name</td>
</tr>
<tr>
<td>Department ID Numbers</td>
</tr>
<tr>
<td>Telephone Number</td>
</tr>
<tr>
<td>Fax Number</td>
</tr>
<tr>
<td>E-mail Address</td>
</tr>
</tbody>
</table>

*Shortly after receiving the online enrollment form, we will contact the AIR Contact Person and offer a 30 minute AIR training to all departmental/area buyers.

Submit Reset

https://diversity.umn.edu/bced/node/58
Next Steps

Nick Schicker, Project Manager
(612) 625-8460
nschicke@umn.edu

BCED Support:

- Provide list of qualified vendors
- Develop departmental AIR strategy
- Present to departmental stakeholders