

# HERE'S THE PLAN

**WHY** we care about spending with local businesses

**HOW** we're doing as a University

**WHAT'S NEXT** for 2024 and beyond: engaging departments, reaching out to businesses, and



**WHY**

# WE ARE ALL ANCHOR INSTITUTIONS

Nonprofit or public institutions that are firmly rooted in their locales, including hospitals and universities. These institutions often have a social or charitable purpose, and unlike for-profit corporations that can relocate, are place-based and tend to stay put. As such, they have a **vested self-interest** in helping to ensure that the communities in which they are based are **safe, vibrant, healthy, and stable.**



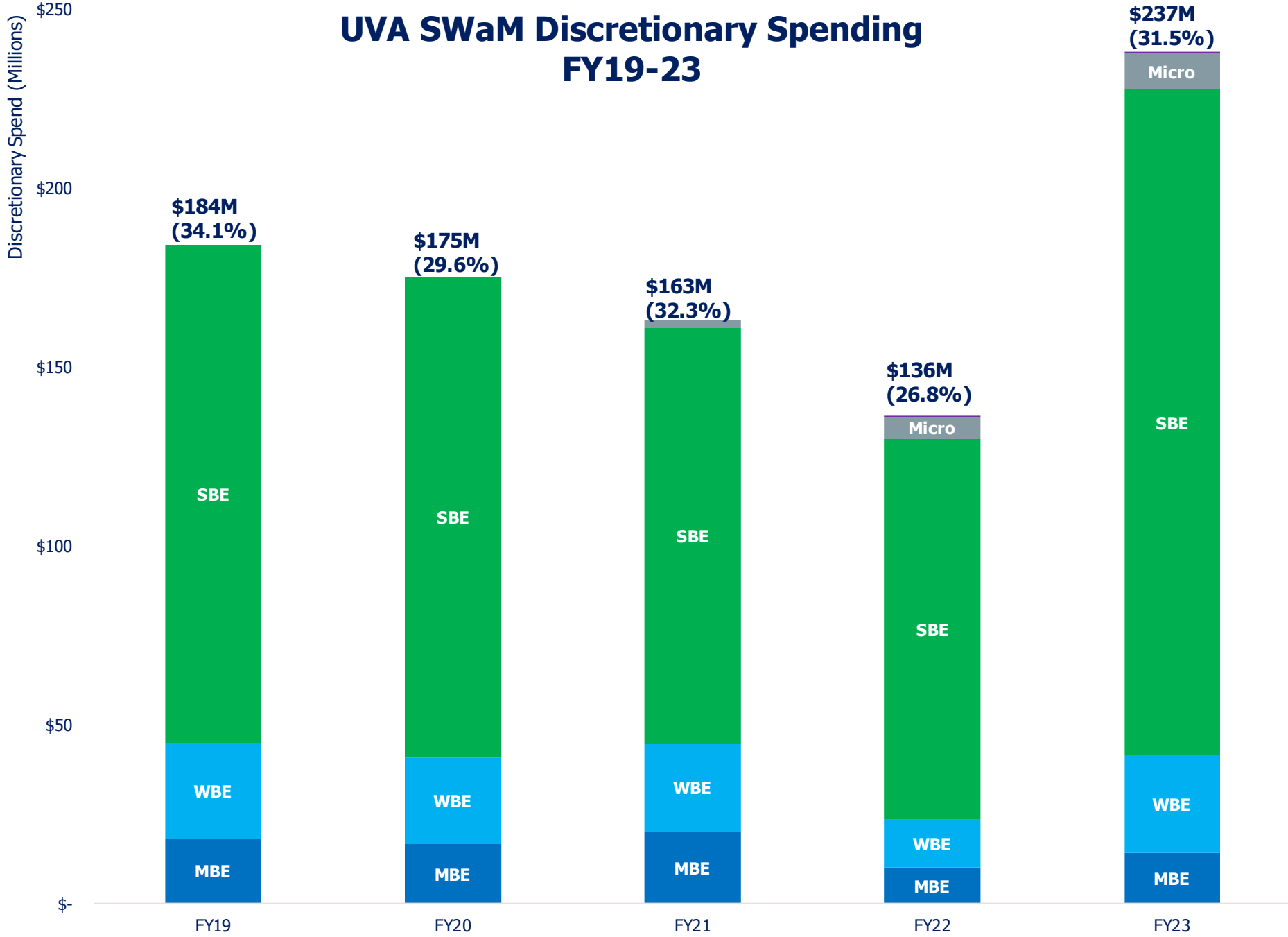
# EASIER SAID THAN DONE



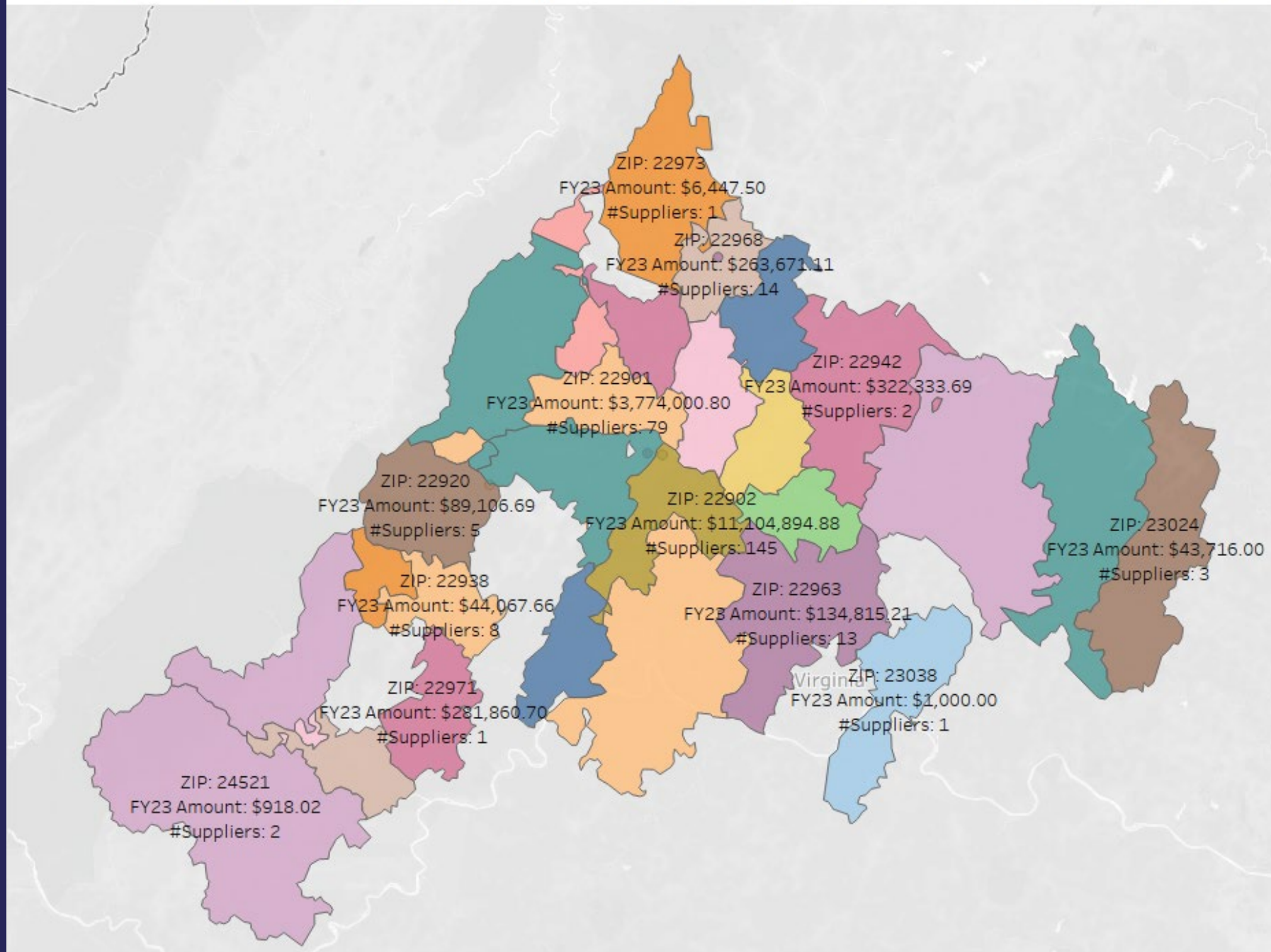
- Contract is too large for local/diverse suppliers
- Existing contracts hinder switching to local supplier
- No existing suppliers provide the needed good or service
- Public regulations prevent the granting of local/diverse preferences
- Sector too competitive for teaming/mentor-protégé relationships

**HOW**

# UVA SWaM Discretionary Spending FY19-23



# The University of Virginia spent \$43.7M (6.09%) in FY23 with Local Suppliers





# LOCAL SPENDING, FY23

FY23 Q1-Q4 (July 1, 2022 – June 30, 2023)

Local Supplier	SWaM Designation	Spend Amount	Percent of Total
N - Not Local	MB	\$7,177,823.75	1.00%
	Non-SWaM	\$539,911,349.92	75.38%
	Micro	\$6,091,215.17	0.85%
	SB	\$109,428,588.85	15.27%
	SDV	\$38,805.84	0.01%
	WB	\$13,195,808.05	1.86%
	<b>Total</b>	<b>\$675,843,591.58</b>	<b>94.38%</b>
Y - Local	MB	\$1,275,297.02	0.18%
	Non-SWaM	\$20,653,708.24	2.89%
	Micro	\$3,750,893.48	0.52%
	SB	\$15,463,992.84	2.16%
	WB	\$2,514,060.67	0.35%
	<b>Total</b>	<b>\$43,657,952.25</b>	<b>6.11%</b>

# IDENTIFY OUR “LOCAL”

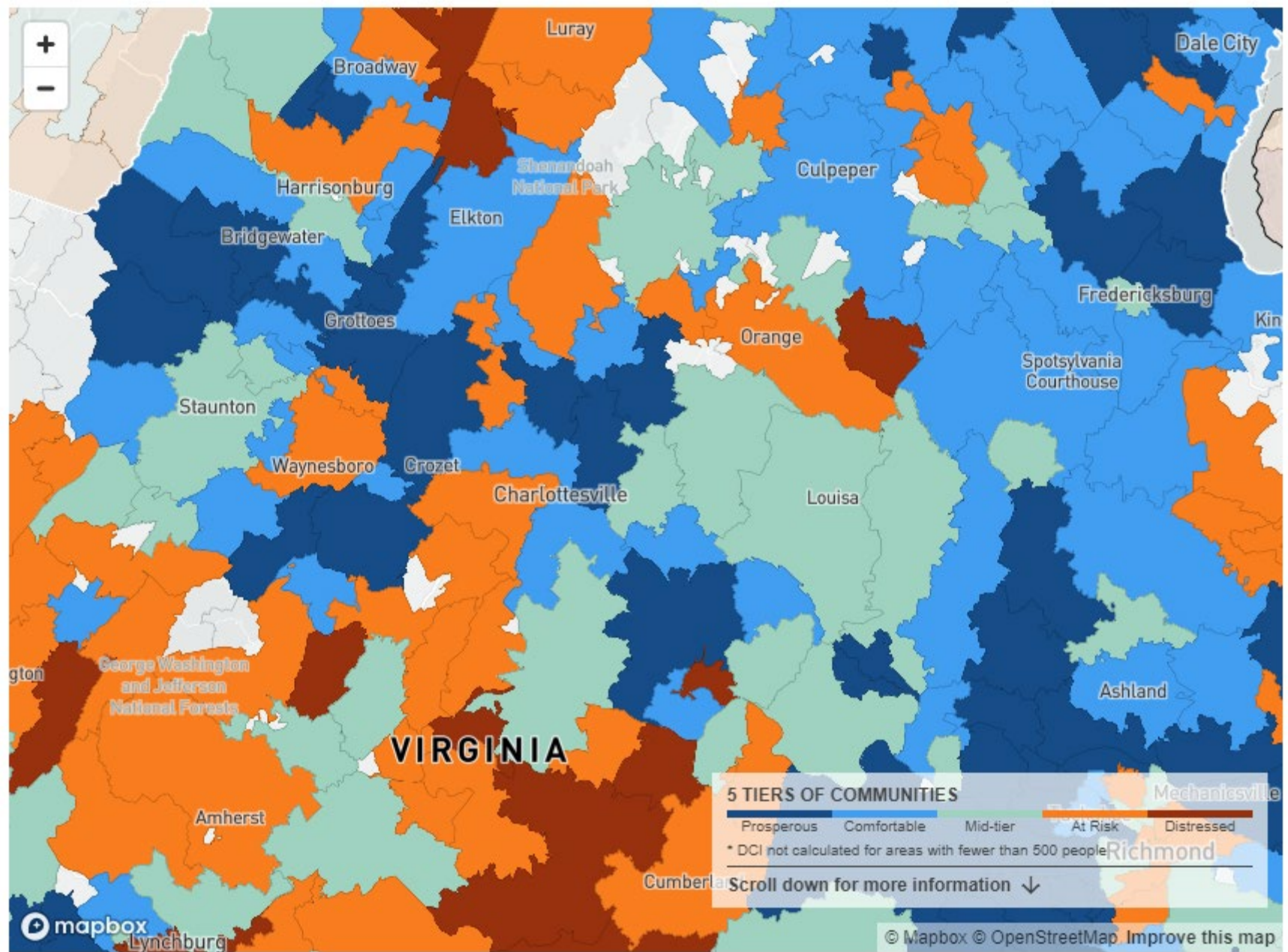
## Local Economy Working Group

(<https://prescouncil.president.virginia.edu/local-economy>)

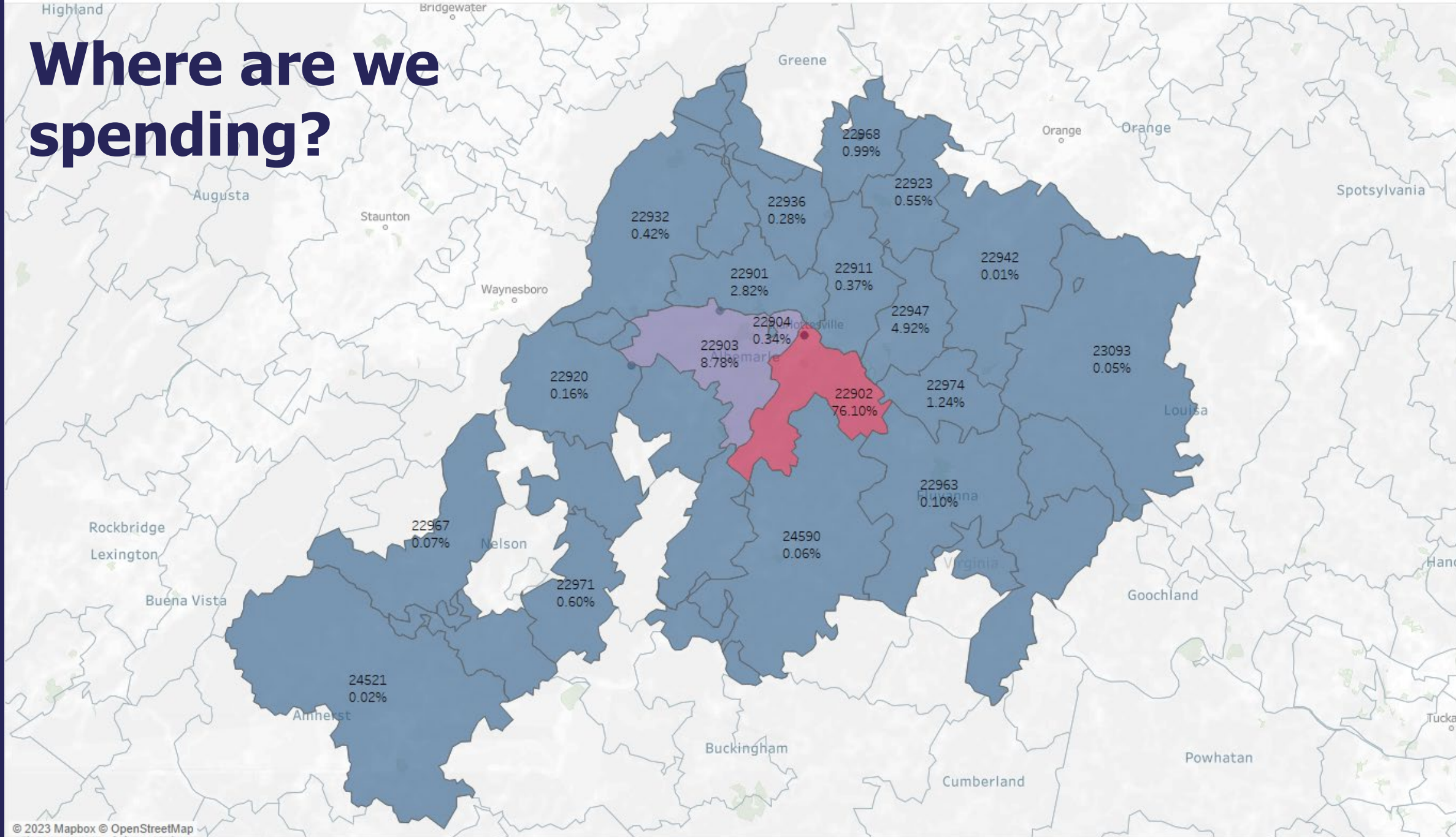
- Goal: Increase number of University procurement relations with and proportion of procurement funds going to local\* businesses, with recommendations for percentage and date to be determined by the working group. As part of this work, review and refine guidelines that will ensure equitable access for local business.

# IDENTIFY OUR COMMUNITY

- How do community vs. student vs. employee vs. supplier demographics compare?
- Have specific populations been identified via a community needs assessment?
- What populations struggle the most with un(der)employment?
- Who are the major actors – large and small – in the local business community?



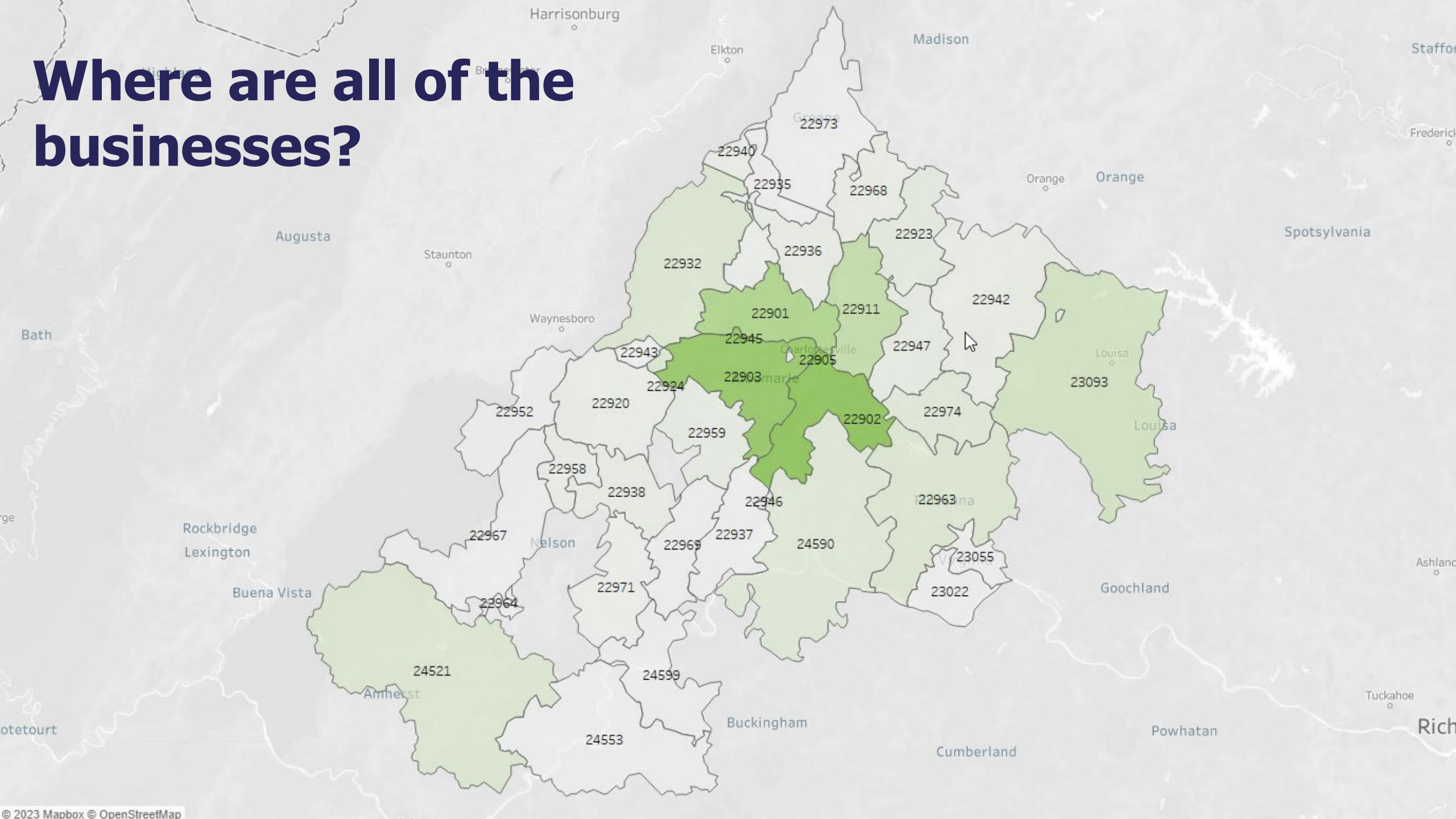
# Where are we spending?



© 2023 Mapbox © OpenStreetMap

Map based on Longitude (generated) and Latitude (generated). Color shows % of Total Spend. The marks are labeled by VENDOR\_ZIP and % of Total Spend. The data is filtered on VENDOR\_STATE and Locality. The VENDOR\_STATE filter keeps VA. The Locality filter keeps 1 member. The view is filtered on Latitude (generated) and Longitude (generated). The Latitude (generated) filter keeps non-Null values only. The Longitude (generated) filter keeps non-Null values only.

# Where are all of the businesses?



**WHAT'S NEXT**

# WHAT WE'RE DOING IN 2024

- Local/SWaM Supplier Expo
- Refreshed Supplier Training course
- Expanding outreach to local business organizations
- Push to certify local and SWaM businesses we're already working with
- Providing local business data and searches to departments





# HOW YOU CAN HELP

- Search for SWaM businesses
  - <https://directory.sbsd.virginia.gov/#/directory>
- Encourage local businesses to connect with Procurement & Supplier Diversity Services for opportunities and resources
  - [askfinance@virginia.edu](mailto:askfinance@virginia.edu)
- Charlottesville Black Business Guide:  
<https://unitedwaycville.org/ourimpact/dei/blackbusiness/>
- Know of groups/engagement opportunities we should be working with?
  - Ajoni Wynn-Floyd: [wgu9pj@virginia.edu](mailto:wgu9pj@virginia.edu)

# PowerBI Link

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