

**CHARLOTTE REGIONAL VISITORS AUTHORITY  
VENDOR DIVERSITY PROGRAM**

**POLICY:**

It is the policy of the CRVA to provide an equal opportunity for participation in all aspects of the CRVA's contracting and procurement programs, including, but not limited to, the purchase of apparatus, supplies, materials and equipment, construction projects, and service contracts.

Further, it is the policy of the CRVA to prohibit discrimination for or against any person or business in pursuit of these opportunities on the basis of race, color, national origin, religion, sex, age, disability, or veteran status.

References in this policy to a "Minority or Women Business Enterprise" (MWBE) mean a business, at least 51% of which is owned by minority group members or women. For purposes of this definition, "minority group member" means a citizen or lawful permanent resident of the United States who is a member of one of the following ethnic groups:

African Americans - persons of African descent;  
Asian Americans - persons of Asian descent;  
Native Americans - persons of North American aboriginal descent; or  
Hispanics - persons of Spanish and/or Latin American descent.

**PROCEDURE:**

1. Responsibility for implementing the CRVA vendor diversity policy shall rest with the Managing Director.
2. Utilizing the Mecklenburg County/City of Charlotte Minority and Women Vendor and Subcontractor Source List, the resources of the Charlotte Chamber of Commerce, and the Carolinas Minority Supplier Development Councils, the Senior Director of Finance and Administration shall assemble lists of MWBE firms. Such lists shall be organized according to the particular product or services provided.
3. Using the materials assembled by the Senior Director of Finance and Administration, department managers, or their designees shall notify qualified MWBEs by telephone, direct mail, regular newspaper advertisements, and public announcements at seminars and workshops of opportunities to bid for CRVA contracts. In lieu of independent investigation, the CRVA may rely upon written representation by contractors regarding their status as MWBEs.
4. Department managers shall maintain records of bid solicitations, bid responses, and patterns of inappropriate or incomplete bids from all MWBE bidders. This information will be submitted to the Senior Director of Finance and Administration,

who will assemble Policy status reports which the Managing Director will present to the CRVA board at least annually.

5. If the CRVA provides information about potential subcontractors to event promoters and coordinators making use of CRVA facilities, it will include in such information its list of MWBEs.
6. Each MWBE bidder must meet all local, state and federal licensing, bonding, labor, and insurance requirements and provide certification of such compliance upon request. Contracts obtained by MWBE bidders are subject to the same provisions and requirements as all other bidders, including the awarding of contracts to bidders on the basis of quality, performance, and price.
7. Potential bidders may obtain more specific information concerning a particular project from the department responsible for the contract.

Questions about the CRVA's Vendor Diversity Program should be directed to Larry J. Williams, Sr. Director of Finance and Administration, 704-688-8523.