



EDA and HBCUs:
*Cultivating Strategic Engagement
for Regional Economic Development*
Philadelphia Regional Presentation
November 18, 2020

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*

UPDATED: CEDS CONTENT GUIDELINES

US Economic Development Administration - 020420

Comprehensive Economic Development Strategy (CEDS) Content Guidelines: *Recommendations for Creating an Impactful CEDS*

Contents

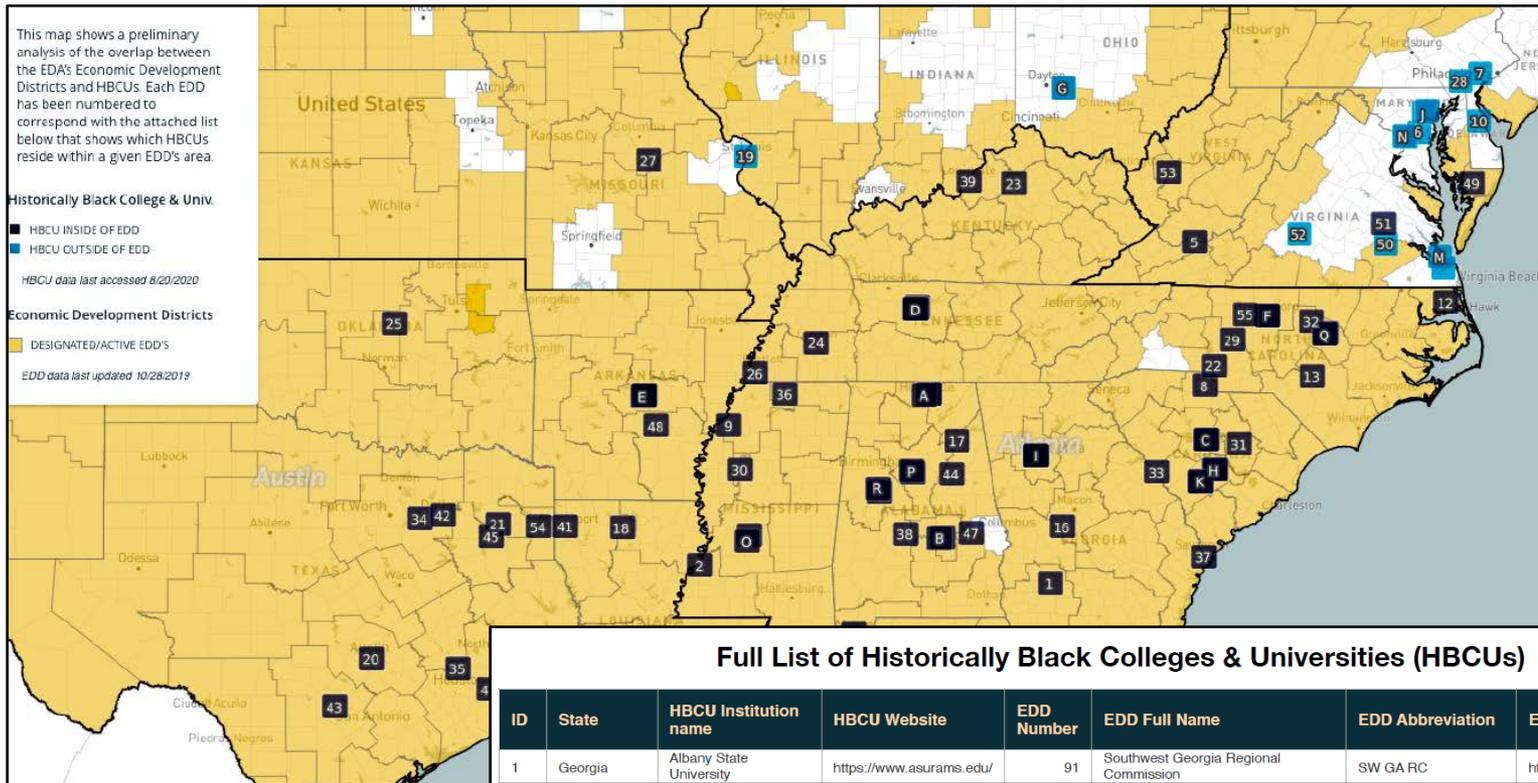
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- Economic development starts with good planning
- Comprehensive Economic Development Strategies (CEDS) provide a framework for regional economic development capacity building
- Institutions of higher education like HBCUs can be key contributors to 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/>

RECENTLY RELEASED: HBCU/EDD OVERLAY MAP

HBCU/EDD Overlay Map and Contact List (September 2020)



1. Map and contact list can be found at NADO's CEDS Central (<https://www.cedscentral.com/edds-and-hbcus.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*

PROGRAM OVERVIEW

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



PROGRAM FUNDING

- ❖ 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.

EDA UNIVERSITY CENTERS

- ❖ As of FY 2018, there are 64 active UCs in 45 states and Puerto Rico.

UNIVERSITY CENTERS



HBCU/UC OVERLAP

- ❖ 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.

State	University Center	Regional Office	Year 1 of Funding
Delaware	Delaware State University	Philadelphia	2016
Maryland	University of Maryland and Morgan State University Joint Center for Economic Development	Philadelphia	2016
Florida	Florida A&M University	Atlanta	2017
North Carolina	Fayetteville State University	Atlanta	2017
Louisiana	Southern University and A&M College	Austin	2018

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



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

- 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

- 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.

Comprehensive Economic Development Strategies Plan for the Morgan Community Mile



Prepared by Siddhartha Sen, Ph.D.
for U.S. Department of Commerce
Economic Development Administration
August 2016



Portage Place Revitalization Project

- 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.

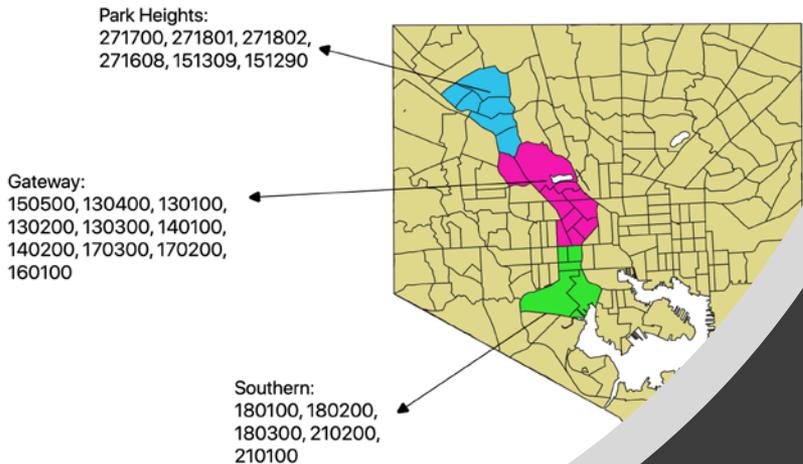


Prepared by Siddhartha Sen, Ph.D.

August 2020



EDA West Baltimore Study Areas and Corresponding Census Tracts (2010)



U.S. Census Bureau (2010).

- 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.

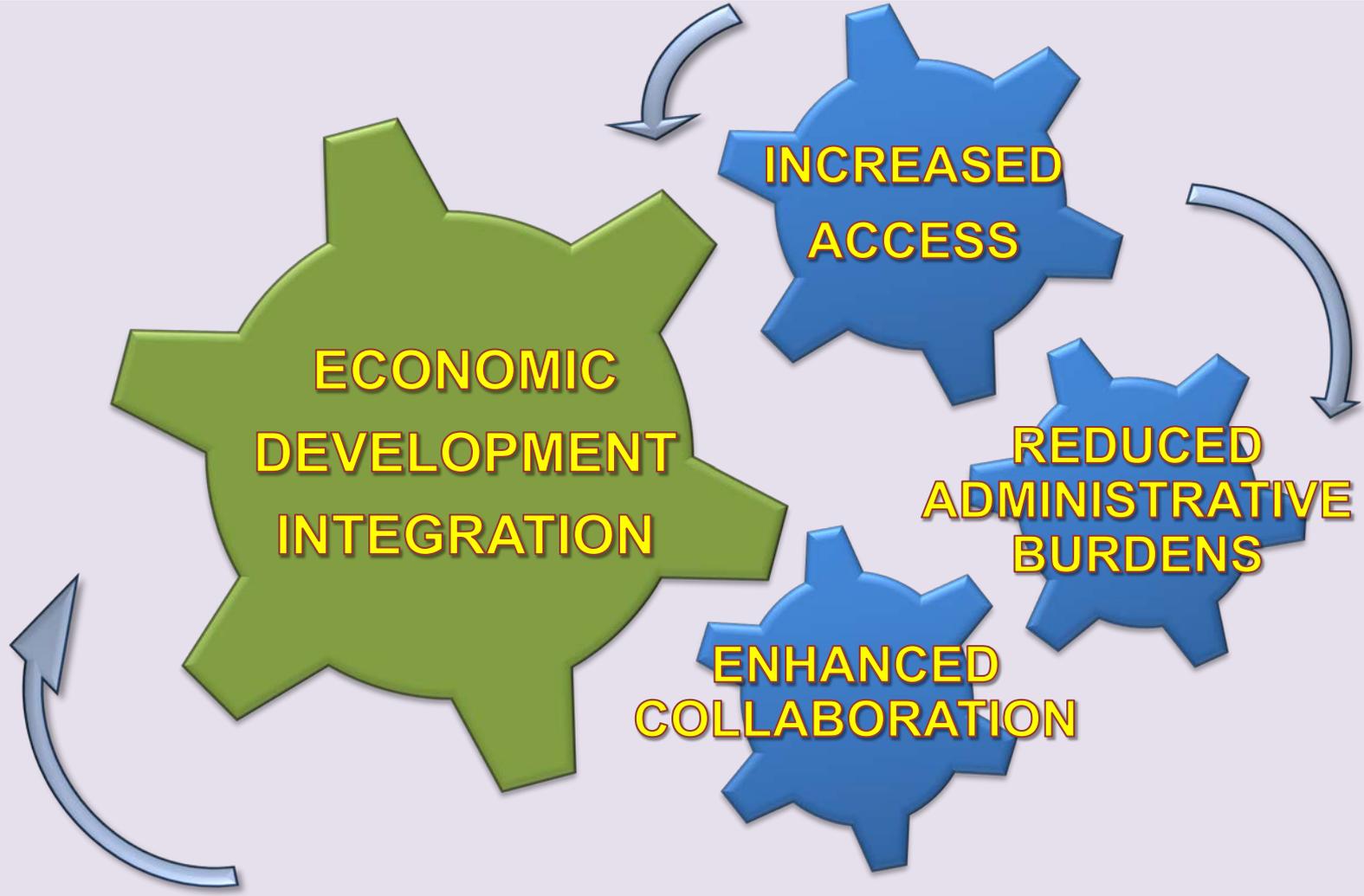


Figure 1: Wallace, B. (2015). Neglecting Baltimore: My story, too. Retrieved from <https://www.pri.org/stories/2015-05-01/neglecting-baltimore-my-story-too>
Figure 2 and 3: Baltimore City Department of Planning. (2006). *Penn North Area Master Plan* [PDF file]. Retrieved from: https://planning.baltimorecity.gov/sites/default/files/penn_n_area_master_plan_0.pdf
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



- 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

CONVENE...

Public Sector

- Federal Government
- State and Local Government
- Tribal Entities
- Higher Education

Private Sector

- Business Owners
- Banks
- Investors

Nonprofit / Philanthropic

- Foundations
- Human Service Providers
- Labor Unions

DISCUSS...

Available Resources

- Program Grants and Loans
- Technical Assistance
- Catalytic Capital
- Best Practices

Current Initiatives

- Existing Partnerships
- Local Programs and/or Projects

Potential Opportunities

- Preliminary Strategic Planning
- Asset and/or Cluster Mapping
- Opportunity Zones
- Identify Aligned Priorities and Goals

ESTABLISH...

Relationships

- Inter-Governmental
- Cross-Sector

Points of Contact

- Name
- Title
- Affiliation
- Telephone
- Email

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:

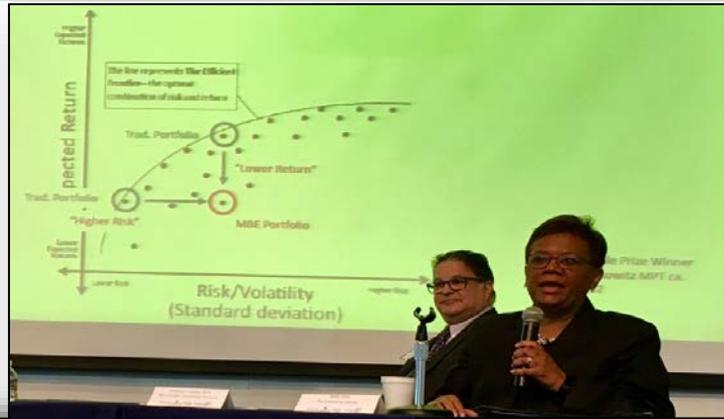
- **NO!**

***Local and Regional Strategic Priorities =
Local and Regional Event and Process***

- I. REDS is a PROCESS, Not a Single, One-Shot Event***
- II. Summit Participation***
- III. Project Implementation Action Team Membership***

PHILADELPHIA REDS – JULY 2018

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**.



CARES Act

Coronavirus Aid,
Relief, Economic
and Security Act

“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
- Texas**
San Antonio MBDA Export 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

Michigan: Sault Ste. Marie Tribe of Chippewa Indians

- 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
- GRANTS WILL ALSO BE ANNOUNCED VIA A FEDERAL REGISTER NOTICE



THE BILLION DOLLAR FUND

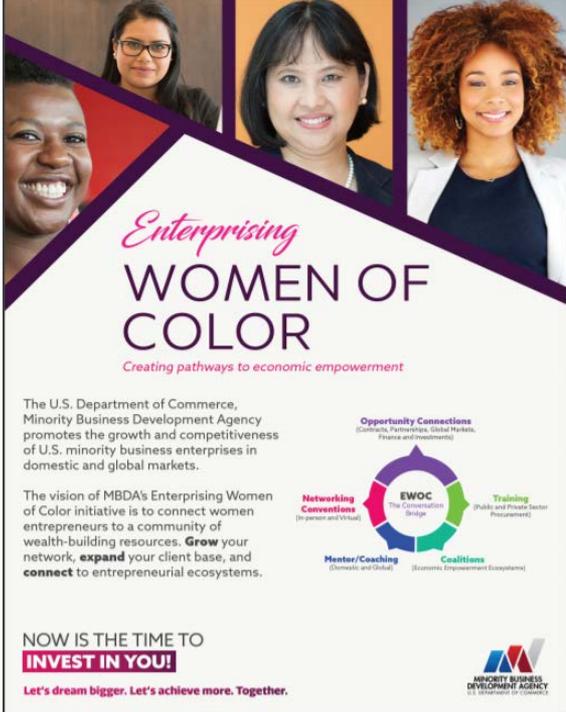
- In 2019, MBDA awarded National Association of Investment Companies (NAIC), the largest network of diverse-owned private equity firms and hedge funds, a **\$1.4 million grant**.
- The grant will be used to support the **Minority Growth Equity Funds Initiative** and will facilitate the aggregation and 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 entrepreneurial ecosystems
- 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.



The graphic features four portraits of diverse women of color at the top. Below them, the title "Enterprising WOMEN OF COLOR" is displayed in a mix of purple and pink fonts. A central circular diagram shows "EWOC The Entrepreneur Bridge" at its core, surrounded by five colored segments: Networking Conventions (red), Opportunity Connections (purple), Training (green), Coaltions (blue), and Mentor/Coaching (orange). Text on the left describes the U.S. Department of Commerce, Minority Business Development Agency's role and the initiative's vision. At the bottom, it includes the slogan "NOW IS THE TIME TO INVEST IN YOU!" and the MBDA logo.

Enterprising
**WOMEN OF
COLOR**

Creating pathways to economic empowerment

The U.S. Department of Commerce, Minority Business Development Agency promotes the growth and competitiveness of U.S. minority business enterprises in domestic and global markets.

The vision of MBDA's Enterprising Women of Color initiative is to connect women entrepreneurs to a community of wealth-building resources. **Grow** your network, **expand** your client base, and **connect** to entrepreneurial ecosystems.

Networking Conventions (In-person and Virtual)

Opportunity Connections (Commerce, Partnerships, Global Markets, Finance and Investments)

EWOC The Entrepreneur Bridge

Training (Public and Private Sector Procurement)

Mentor/Coaching (Domestic and Global)

Coaltions (Economic Empowerment Ecosystems)

NOW IS THE TIME TO INVEST IN YOU!

Let's dream bigger. Let's achieve more. Together.

MINORITY BUSINESS DEVELOPMENT AGENCY

**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**

e



**Post-secondary
program integration**

1
a



**Courses aligned to
AWS Certification**



**Employment
readiness**

RIGOROUS AWS-AUTHORED CURRICULUM

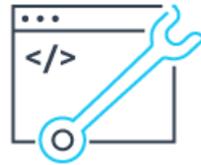
- AWS Academy students take courses that give them the opportunity to develop a range of skills and expertise.



**Foundational
cloud concepts**



Architecting



Developing



Operations



Data analytics

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

(202) 482-2332

1401 Constitution Avenue, NW ▪ Washington, DC 20230

THANK YOU!

ADDITIONAL INFORMATION

TOPIC	HOME PAGE
EDA Regional Contact Information	www.eda.gov/contact
Economic Development Districts	www.eda.gov/edd
CEDS Guidelines	www.eda.gov/ceds
State Resources	www.eda.gov/resources
EDD – HBCU Map	www.cedscentral.com/edds-and-hbcus.html
EDA University Center Program	https://www.eda.gov/programs/university-centers/
EDI Regional Office Contacts	https://www.eda.gov/edi/contact/
EDI Home Page	www.eda.gov/edi
REDS Home Page	www.eda.gov/edi/reds/
MBDA Regional Business Centers	www.mbda.gov/index.php/mbda-programs/business-centers

QUESTIONS?

