

# The North Carolina Institute of Minority Economic Development

Building Businesses.  
Building Communities.



NCIMED 1

Andrea Harris, President  
NC Institute of Minority Economic Development

# The Institute Who We Are

The North Carolina Institute of Minority Economic Development (the Institute) is a statewide non-profit whose mission is to build the asset base among limited resource populations through research and information, education and training, and business development.

**It's about business.**

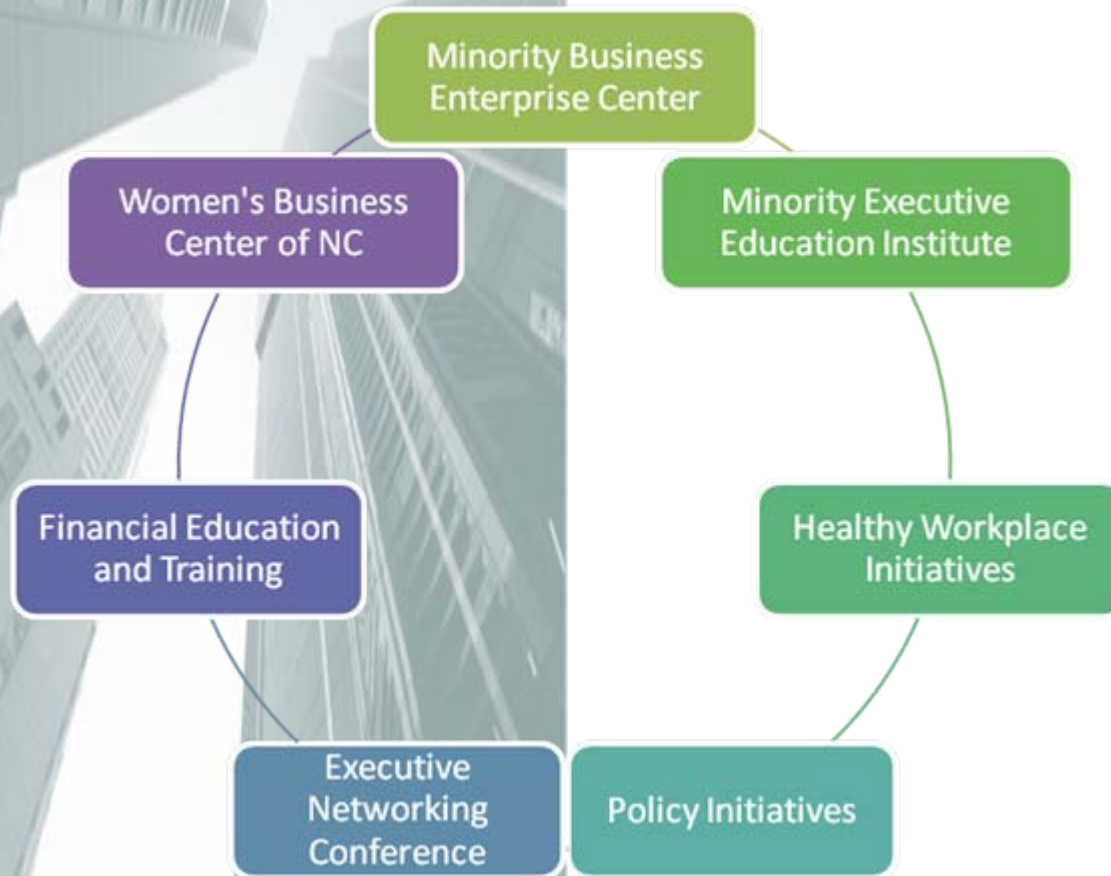
It's understanding that a healthy economy is balanced and agile, and whether the business climate is booming or challenging, we must always work to sustain existing companies and to stimulate new ones.

In every sector of every community, we must accept that economic diversification is an imperative to business in the 21st century. We must recognize that thriving communities are essential to thriving economies, that small businesses make up the very backbone of our economy, and that human potential and innovation live as much on the edges of a diverse society as in the center. Business must capitalize on the power of inclusiveness and broad vision. **It's about business.**



# The Institute Economic Development Programs

## Institute Programs



- NC Minority Business Enterprise Center™
- Minority Executive Education Institute
- Women's Business Center of North Carolina
- Financial Education and Training
- Healthy Workplace
- Executive Networking Conference
- Research and Policy



# Business Development Impact

**\$127,082,743**

Contracts awarded

**\$103,345,843**

**Client financial transactions**

(loans, bonding, lines of credit, equity financing)

**2,218**

Jobs created

**7,051**

Jobs retained

**3,620**

Businesses served

**11,614**

**Women entrepreneurs** receiving training and education

**14,646**

**Clients trained by Financial Education and Training** *since 2003*

FY 2004 - 2009



# Business Development Impact

NCIMED FY Impact	Categories
\$2,835,946	Contracts Awarded
\$21,963,300	Client Financial Transactions
71	Jobs Created
18	Jobs Retained
42	New Business Clients
610	Entrepreneurs Trained
3,166	Students Trained

FY 2009-2010



# The Institute NC Minority Business Enterprise Center



Impact Category	July 1, 2009 to October 30, 2009
Clients Counseled	83
Market Opportunity Client Awards	\$1,792,600
Financial Client Awards	\$21,963,300
Jobs Created	71







# The Institute NC Women's Business Center

Client Impact Category	July 1, 2009 to October 2009
Seminars/Workshops Conducted	35
Training attendees	610
Clients Counseled	185
Certifications	1
Businesses launched	2
Number of Loans	0
Total amount of loans	\$0
Total amount of contract awards	\$1,043,346





# The Institute Financial Education and Training



Client Category	July 1, 2009 To October 30, 2009
Credit Analysis Clients	44
Higher Education Trainings	763
Consumer Trainings	42
Special Project Trainings	--







## The Institute

# Minority Executive Education Institute (MEEI)

- EMPIRE: Executive Minority Program in Real Estate  
(January 8, 2010 – March 31, 2010)
- Construction Executive Education Program  
(January 31, 2010 – February 2, 2010)  
Kenan Flagler School of Business
- Entrepreneurial Challenges Program  
(Level 100: January 31, 2010 – February 2, 2010)  
(Level 200: February 2, 2010 – February 4, 2010)  
Fuqua School of Business and Duke Corporate Education, Duke University
- Women's Business Executive Institute  
(March 10-12, 2010)  
Center for Creative Leadership, UNC-G, Bennett College, Meredith College, Peace College
- Nonprofit Executive Education Program  
(June 2, 2010 – June 4, 2010)



# The Institute Training Activities

Program Area	Activity/ Topic	Attendees
MBEC	MED Week Green Economy Seminar	27
MBEC	MED Week Certification Workshop	19
MBEC	MED Week Awards: Presentation from MBDA Regional Director on MBDA Assistance	100
MBEC	MED Week Trade Fair: MBEC assisted as Facilitator	200
MBEC	Doing Business With NC Government Workshop	57
MBEC	Grant Writing/Funding Workshop	39
WBC	Credit: Effective Budgeting & Credit Tips (2 events)	16
WBC	Marketing: 50 Low Cost marketing Strategies (2 events)	26
WBC	Tax Planning: Sales & Use Tax	12
WBC	Business Plan: Planning Your Entrepreneurial Venture	22
WBC	Marketing: Raising the purple cow	23



# The Institute

## Training Activities

Program Area	Activity/ Topic	Attendees
WBC	Marketing: 100 Days of abundance	7
WBC	How to start a home- based business- (2 events)	78
WBC	Non-Traditional Approaches	13
WBC	Entity Formation	6
WBC	Small Business Protection Strategies	12
WBC	Collections	3
WBC	Business Hardship	1
WBC	Building a Business through Referrals	34
WBC	Keeping Daycare Afloat	25
WBC	Option for Funding	4
WBC	How to Start a Women Owned Business	48
WBC	Recordkeeping	19
WBC	SBA Community Express Loan Program	90



# The Institute Training Activities

Program Area	Activity/ Topic	Attendees
WBC	Tax Planning: Tax Implications for Starting a Business	39
WBC	Managing Business: Resources for Small Business Owners	20
WBC	Managing Business: How to Start a business	10
WBC	Marketing: Women Owned Business Trends, Sales Tactics & Opportunities	9
WBC	Online Business: How to start an Online Business	43
WBC	Business Plan: Writing a Business Plan	11
WBC	Finance: Financing your Business	5
WBC	Certification: Should your business be certified?	10
WBC	Finance: What is required to apply for a loan?	7
FE&T	High school Summer Leadership Program (2 events)	53
FE&T	JBC Institute/ JBC Power Girls at Bennett College	26
FE&T	South Atlantic Region DST Conference	23



# The Institute

## Training Activities

Program Area	Activity/ Topic	Attendees
FE&T	NCCU Financial Seminar	150
FE&T	Durham Chapter of DST High school participants	5
FE&T	NC Assets Alliance Financial Stability Panel	30
FE&T	Bennett College ACES Financial Session	300
FE&T	Genworth Financial/ NCIMED Housing Discussion	12
FE&T	Livingstone College Financial Literacy Week	20
FE&T	Citizens Schools at Lowes Grove Middle School (4 events)	42
FE&T	NC Financial Literacy Conference	35
FE&T	UNCG Financial Seminar	35
FE&T	Shaw University	40





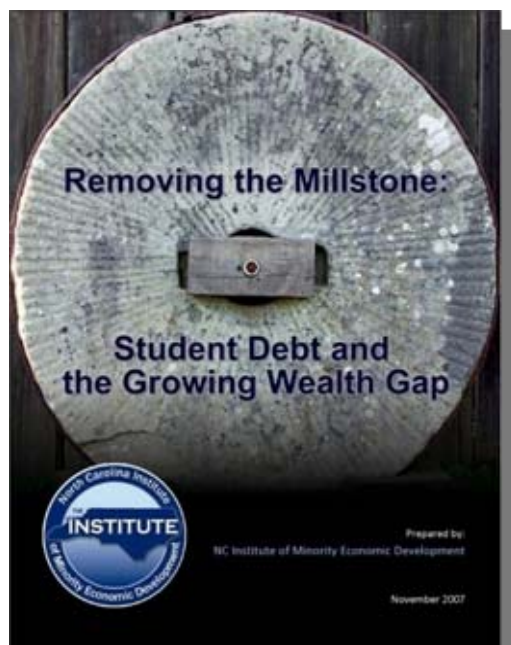


## The Institute Healthy Workplace Initiatives

Healthy Workplace Initiatives Impact	Total Number Reached For Each Area Listed
12 Awareness and Education Sessions	703
Community Prostate Cancer Screening – Raleigh	257
Community Prostate Cancer Screening – Elizabeth City	30
PC Ambassadors Training	12



# The Institute Policy Research Initiatives



Dr. William "Bill" Cosby, HBCU  
Straight Talk Symposium

The Impact of Mortgage  
Policies On LMI and Upper  
Income Communities



Economic Impact of  
HBCUs on NC  
Communities – Due 1/10





## The Institute

# Our Legacy. Our Inheritance

“Whatever part you play, be remembered as part of a legacy...of sharing dreams and changing humanity for the better. For it's that legacy that never dies.”

~ Anonymous



*Building Economically Vibrant and Socially Responsible  
Communities through Research and Information, Education and  
Training, and Business Development*

NC **Institute** of Minority of Minority Economic Development

114 West Parrish Street

Durham, NC 27701

919-956-8889

[www.ncimed.com](http://www.ncimed.com)

