Discussion Points

Welcome & Thank you!
Introductions
2019 Performance
2020 - Looking Forward!
Questions & Answers
## 2019 NWMMMSDC Members

### Regional Members
- AT&T, Inc.
- Branch, Richards, & Co., P.S.
- Coca-Cola Company
- Costco Wholesale
- Enterprise Holdings
- Howard S. Wright
- Intel Corporation
- MUFG Union Bank, N.A.
- Northwest Natural Gas Company
- Oki Development
- Puget Sound Energy
- Sellen Construction
- Standard Insurance

### National Members
- BGIS Global Integrated Solutions US, LLC
- Microsoft Corporation
- Nike, Inc.
- O.C. Tanner Company
- Starbucks Corporation
- The Boeing Company
- T-Mobile USA, Inc.
- Wieden + Kennedy

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*Northwest Mountain MSDC*

2019 Year-End Meeting
December 10, 2019
<table>
<thead>
<tr>
<th>2019 Agency &amp; Nonprofit Members</th>
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<tbody>
<tr>
<td>- Cambia Health</td>
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<td>- City of Seattle</td>
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<td>Seattle City Light</td>
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<td>Seattle Public Utilities</td>
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<td>Department of Transportation</td>
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<tr>
<td>- Greater Seattle Business Association</td>
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<tr>
<td>- King County Business Development</td>
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<td>- Minority Business Development Agency</td>
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<td>- Tacoma Business Center</td>
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<td>- Washington State Office of Minority and Women’s Business Enterprises</td>
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<td>- Port of Seattle</td>
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<td>- Seattle Latino Metropolitan Chamber of Commerce</td>
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<td>- Seattle Metropolitan Chamber of Commerce</td>
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<td>- Snohomish County</td>
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<td>- Sound Transit</td>
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<td>- State of Washington Department of Enterprise Services</td>
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<td>- State of Washington Department of Transportation</td>
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<td>- University of Washington</td>
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GOLD SPONSORS

- Boeing

SILVER SPONSORS

- AT&T
- Costco Wholesale
- General Microsystems
- Minority Business Development Agency

Tacoma Business Center
THANK YOU TO OUR ANNUAL SPONSORS!
2019 Performance Categories

5 KEY MEASUREMENTS

1. FINANCIALS
2. OPERATIONAL
3. MARKETING
4. CUSTOMER SERVICE
5. LEARNING & DEVELOPMENT/GROWTH PERFORMANCE
Financial Performance Year-to-Date

1. 93% of $806,000 Planned Revenue Achieved: Forecast 100% Achievement
2. 84% of $786,165 Planned Expenses Achieved: Forecast < 100% Achievement
3. 410% of $20,544 Net Income Achieved: Ahead of Planned – Forecast > 100% Achievement
4. Planned Budget Achievement – Forecast Better than Planned Performance
Operational

2. Performing at 100% Compliance with NMSDC Affiliation Agreement & Z.O.N.E. Performance Metrics
3. Launched Internal Quarterly Business Review Process
4. Led the “Serve the Corporate Customer” workstream for the NMSDC
5. Redeveloped Council Roadmap
Marketing

1. Chase Ascend Grant – Renewed in 2019
   a. Up for 4th Year Renewal in Spring 2020
2. City of Seattle – Technical Assistance Support Contract signed October 31, 2019
3. Website enhancement has improved Communication & Engagement with all Stakeholders
4. “Relevant – Deep Down” Propagated
5. Supported Members, MBEs, Councils, & Partners across the region and country
Customer Service

1. MBE Portfolio grew 3.43%
2. Member Portfolio Remained Flat
3. Member & MBE Engagement netted Growth
   a. $1B in Growth Year-over-Year to $8B
   b. > $3.1B in Wages
4. Supporting other Regions per Member & MBE Requests
5. Council Experience, Competency, and Brand Reputation helped retain Grant and win Contract
Learning and Development/Growth Performance

1. External
   a. Year-to-Date – Awarded $20,000 in MBE Scholarships
   b. Hosted 8-Major Learning, Developing, Networking Events in 2019
   c. Presently Piloting a 9-hour Sales Course for Rollout in 2020
   d. UW C&BDC Student Project: Supplier Diversity Toolkit Development
   e. Northwest Natural: Official Review of Supplier Diversity Policy

2. Internal
   a. 12-hour Sales Training Program
   b. University of WA – Consulting and Business Development Center Certificate Program
   c. All Staff Participated in RFP Development and Response
   d. Professional Self-Development
   e. Playbook Development
   f. Executive Summit Participation
2020 – Looking Forward!
2020 Performance Categories

5 KEY MEASUREMENTS
1. FINANCIALS
2. OPERATIONAL
3. MARKETING
4. CUSTOMER SERVICE
5. LEARNING & DEVELOPMENT/GROWTH PERFORMANCE
Financial Performance

• 2020 Budget:
  • 23% Year-over-Year Revenue Growth
  • 22% Year-over-Year Expense Growth% of Planned Revenue Achieved – Forecast 100% Achievement
  • 40% Year-over-Year Net Income Growth
Operational

1. Execute all Activities within Planned Budget
2. Add Resource to Support Activities
   1. Increase Network Engagement
3. Excel in all Activities
   a. Member and MBE Retention
   b. Grant and Contract Retention
   c. Z.ON.E. Compliance
4. Focus on Continuous Staff Development
5. Value in Efficiency
Marketing

1. Lead Continuous Website and Analytics Enhancement
   a. Manage all Social Media to drive Customer Engagement
2. Leverage Analytics to improve Customer Service and Retention
   a. Members & MBEs
3. Execute City of Seattle Technical Assistance Service Communications Plan
   a. Press Release announcing partnership with City of Seattle to be released December 10, 2019
4. Launch 2020 Branding & Theme
5. Executive Briefings
Customer Service

1. Grow Member Portfolio – 36 to 45
   a. Long-term Goal - 100
2. Grow MBE Portfolio from 313 to 350
   Regional MBEs
   a. Net Increase - 37
   b. Long-term Goal - 500
3. Decrease MBE Attrition Rate to 5%
4. Support Members and MBEs with Strategic Search Inquiries
5. Customized Value Delivery
Learning and Development/Growth Performance

1. External
   a. Award $20,000 to $25,000 in MBE Scholarships
   b. Industry Sector Summits
   c. Rollout 9-hour Sales Course
   d. Leverage Technical Assistance Services to support City of Seattle and Build a pipeline
   e. Launch Phase II of Supplier Diversity Toolkit - Implementation

2. Internal
   a. University of WA – Consulting and Business Development Center Certificate Program
   b. Professional Self-Development
   c. Update Desk Manuals
Questions & Answers!
Thank you!