

Cleveland Metroparks Vendor Diversity Program
Three (3) year Implementation Plan

2010

- Expand Race Minority contracts by 10%.
- Match Maker program at the Zoo on September 2010.
- Through NOMSDC, send out email blast and mass mailing of our updated “How to do Business with CMP” brochure.
- Sign up for MBISYS – national online database for 15,000 MBE firms.
- Add bids to Cleveland Metroparks website and email notifications of bids as appropriate.
- Attend MBE conferences as appropriate.

2011

- Expand Race Minority contracts by 10%.
- Continue Match Maker program at Zoo, every September.
- Possibly conduct another event such as golf outing, in cooperation with NOMSDC and PNC.
- Continue email blast and mass mailings with NOMSDC.
- Attend MBE conferences as appropriate.

2012

- Expand Race Minority contracts by 10%.
- Continue Match Maker programs – to be held yearly at Zoo in September.
- Continue email blasts and mass mailings.
- Attend MBE conferences as appropriate.

**Cleveland Metroparks
Purchasing Division
Annual Performance Measurements for 2012**

Year	Vendors on Procard	Amt from Procard	Vendors from CDC	Amt from CDC, Contracts	Total Vendors	Total Amount Contracted
2008			20	\$74,288.81		
2009 (3/1 -12/31)	269	\$382,466.47	10	\$92,832.00	279	\$475,298.47
2010	309	\$421,061.39	10	\$170,382.60	319	\$591,443.99
2011	235	\$344,059.74	26	\$228,082.06	261	\$572,141.80
2012	269	\$364,200.99	22	\$1,024,694.07	291	\$1,388,895.06

This analysis measures the number of transactions, contracts and dollars spent with MBE's. Data was difficult to retrieve prior to 2009. The number of pCard transactions and dollars spent has increases slightly in 2012, and we are looking to continue our focus and rebuild familiarity of our procurement activities with MBE vendors to increase our contracts/transactions yearly.

When comparing the number of contracts compared to 2011, the total number of vendor's increases slightly, but there was a 50% increase in dollars spent. This was due to a large contract awarded for new exhibits located at Cleveland Metroparks new reservation, West Creek Watershed Center.

One of goals of Purchasing is to continue to rebuild familiarity and awareness each year with MBE's, thus increasing the number of contacts by 10%, hence increasing the number of contracts.

MBE Three Year Initiative Plan - Recap

In 2009, Cleveland Metroparks set a three year initiative plan to increase awareness and rebuild familiarity with the MBE Vendor Community. In 2010 and 2011, Purchasing held an outreach program at Cleveland Metroparks Zoo to engage the vendors on how to conduct business with the Park District and discussed other purchasing related functionality such as how to submit a bid.

In the fall of 2012, the Purchasing Division set up one-on-one follow up sessions during the week of September 10-14, 2012 to recap our overall goal and to evaluate the success of the program. An invitation was sent to 80 vendors who had previously attended the outreach program and had a response from 10.

The response from the 10 vendors was very positive. They felt the one-on-one session was very beneficial and provided them time to present their business to Purchasing. The division also explained various procurement processes such as how the Purchasing Link, located on Cleveland Metroparks website, is a valuable tool to utilize to review a bid and submit a bid.

The Purchasing Division also increased awareness on how to conduct business with Cleveland Metroparks to 600 plus vendors in 2010-2012 by attending various Reverse Trade Fairs in Cleveland, Columbus, Dayton, and Mansfield, Ohio.

Moving forward, the Purchasing Division will continue to attend Reverse Trade Fairs with the goal in mind to increase the awareness on how to conduct business with Cleveland Metroparks.