



Report to House Subcommittee on the Economic Recovery of Minority, Female and Veteran Owned Enterprises
September 10, 2020



Highlights of the program through September 9, 2020

- Total applications 23,755
- Total amount paid \$27,115,878
- Total amount paid to minority business enterprises \$20,937,894
- We are on budget and on track to meet our minority business enterprise (MBE) goal of awarding \$40M to minority, women, and veteran owned businesses in the first 60 days.
- 10,994 of applicants have identified as being either a minority, woman, or veteran owned business. Of those:

77.15% are minority owned
74.73% are women owned
13.34% are veteran owned



Outreach

1. Conducted 182 webinars or in person events since June 2020.
2. Partnering with a diverse group of chambers and associations to help reach these important groups to include the New Orleans Black, Hispanic, and Asian Chamber of Commerce, Junior League of New Orleans, American Business Women's Association, Department of Veterans Affairs, Together Baton Rouge, and GNO, Inc.
3. Hosting weekly "Tuesdays with Treasurer" statewide outreach calls that are open to all members of the public, small business owners, chambers, associations, and legislators.
4. Organizing and participating in local community events statewide with local small business leaders, legislators, and mayors.
5. Implementing a statewide media program that includes Hispanic media.
6. Created a new Facebook group to engage constituents and answers questions.



Snap Shot of the Media Strategy Targeting Minority Business Enterprises (MBE)

Our strategy to reach MBE includes:

1) Mass Media

- Digital advertising- employing a data driven approach to reach MBE audiences.
- TV advertising- utilizing testimonial advertising from actual applicants to encourage MBE to apply. For the next 3 weeks, there will be TV advertising on 8 channels in targeted media markets.

2) Virtual Outreach

- Social media- disseminating program information to over 150 diverse Facebook groups with over 300,000 members.
- Direct messaging on Individual Business Websites- targeting MBE through direct messaging on their individual business websites.



Program Stats – Applications by Region as of September 8, 2020

Region	Applicant Volume	% of Total
Blank	26	0.11%
Region 1	8,168	34.40%
Region 2	4,556	19.19%
Region 3	1,661	7.00%
Region 4	2,390	10.07%
Region 5	770	3.24%
Region 6	811	3.42%
Region 7	1,830	7.71%
Region 8	1,134	4.78%
Region 9	2,395	10.09%
Total	23,741	100%

➤ Parishes are aligned to Regions in accordance with Louisiana Department of Health

