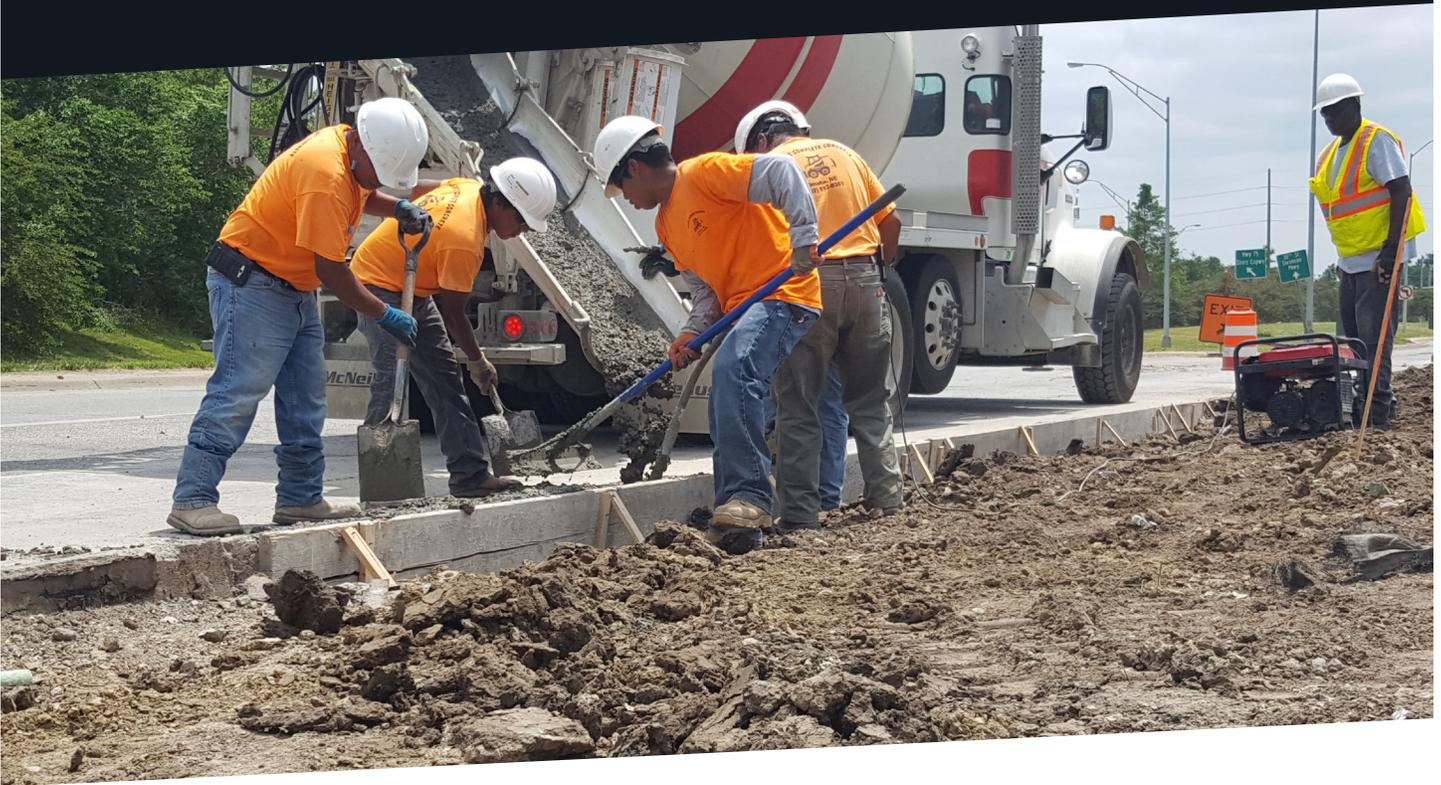


It's All Within

# REACH

Jan. – Dec. 2017 | Annual Report



**Redefining Possible.  
Fulfilling Your Company's Potential.  
Achieving Success.**



**This is what REACH is all about** – Small and Emerging Small Business (SEBs) expanding their overall capacity to do business while gaining unprecedented access to business education, technical assistance, key connections and critical capital. Because of our collaborative efforts, these engaged SEBs are preparing to competitively bid and successfully execute projects to which they might never have had access.

We couldn't be prouder of the progress detailed in this report, or more grateful for the support of our education and industry partners. And, we know we wouldn't be true to the spirit of REACH if we weren't constantly "reaching" ourselves. That is why the breadth and depth of this multi-partner, multi-faceted initiative continues to expand.

We've added a construction certificate program and an in-depth mentoring program to complement our capacity-building one-on-one assistance and individual industry-relevant seminars. In conjunction with our partners, we have greatly enhanced our provision of technical assistance and entrepreneurship education.

As a result, many SEBs are now stronger, better positioned and with larger capacities than their pre-REACH days. Our roster of public and private partners can take great pride knowing they are significantly impacting the long-term success of SEBs.

### **The program's first 30 months (July 2015 – December 2017) exceeded all goals:**

- \$6.1M+ in small and emerging business contracts
- \$1.9M+ in financing
- \$800K+ REACH/NEF invoice financing program
- \$2.8M+ in bonding
- \$1.3M+ first time bonding
- Omaha's certified small and emerging business pool grew by 100+ firms
- 6,400+ hours of one-on-one consultation or group education sessions
  - Construction Certificate program
  - Year-long REACH Beyond Mentoring program
  - Construction Academy in Spanish

As we continue our much-needed work, the fruits of our labors and the crucial investments of our community partners are quite evident. SEB firms are more knowledgeable, have more access to necessary resources and have greater capacity to successfully perform commercial projects.

In short, REACH and its partners continue to cultivate a more robust and dynamic ecosystem, accomplishing more – together.

Thanks for your support,



Winsley Durand, Executive Director - REACH

**Partners** — City of Omaha | Metropolitan Community College | University of Nebraska Medical Center |  
Seventy-Five North Revitalization Corp. | MCL Construction

# REACH your potential.

Growing certified small and emerging businesses in the City of Omaha

## Total Outcomes to Date

The City of Omaha and REACH work collaboratively and inclusively to certify new SEBs, helping to ensure an ample number of active and engaged SEB firms.

- REACH refers its pool of new and existing contractors, that are not certified, to the City of Omaha Human Rights & Relations (HHR) Department for certification as an SEB.
- Conversely, HHR refers newly-certified firms to the REACH program for technical assistance.

Even with normal yearly attrition from the SEB program, the numbers of certified SEBs has risen each year. The goal for the first three years of the program was to increase the pool by 20 certified SEBs annually. This goal has been exceeded – and dynamic, new SEBs continue to be added.

### CERTIFIED SEB ATTAINMENT



## 2018 Goals

- Continue to promote Omaha's SEB certification
- Tout the value of certification
- Assist HRR in improving the program through new processes and the provision of relevant data
- Work to increase the current certified small and emerging business pool by an additional 20



# REACH new opportunities.

Providing one-on-one consultation and group education to increase awareness and access to resources and avenues of assistance

“ I found that small gaps and lack of knowledge became a huge road block and a barrier to successfully executing a bid. I needed help on-demand, and I found that assistance at REACH! It has been a lifeline for the business. Their formal courses and scheduled meetings with industry professionals have also proven very helpful. I appreciate the supportive entrepreneurial services REACH has provided in the Omaha community.”

– Gieslia McGuire, Binyard Specialty Cleaning

## Total Outcomes to Date

Our educational sessions and one-on-one training have totaled 6,400+ hours. During the first three quarters of 2017, we continued to hold a-la-carte classes.

### Session topics included:

- Branding Across Cultures, *Keystone Intercultural Services*
- Credit Remediation, *Wells Fargo*
- Financial Planning, *Wells Fargo*
- Insurance Basics, *Farm Bureau Financial*
- OSHA & Safety Training, *Kiewit Building Group & McCarthy Building Companies*
- Small Business, *Operation Hope*
- Statement of Qualifications & Networking 101, *SMPS*
- WordPress Web Design, *Elevated SEO & Web Design*

Thirty-one education sessions were offered in 2017, contributing to a total of 81 sessions offered to date. While participants found these a-la-carte classes beneficial, we started to restructure how we offered educational opportunities to ensure optimal value for our participants. Additionally, the fall quarter of the 10-week Construction Industry Certificate was completed in 2017.



## Construction Industry Certificate

Over the summer, we worked with the Continuing Education Department at Metropolitan Community College to develop a robust, 10-week construction industry course. By completing the course, participants received a certificate of completion and three CEUs to apply towards a higher credential or degree.

**This course was offered for the first time during fourth quarter of 2017.**

- 25 participants
- 10 graduates
- Survey satisfaction rating: 4.69 out 5
- Participants may attend subsequent quarters to complete any unfinished classes for graduation.

### Course Layout:

- Employment Law & Human Resources – CQuence Health Group
- Accounting, Bookkeeping & Tax – Affordable Bookkeeping & Tax
- Construction Law & Contracts – Woods & Aitken
- Insurance – Farm Bureau Financial
- Surety Bonding – Omaha Business Insurance Solutions
- Print Reading & Spec with Blue Beam – Kiewit Building Group
- Scope Identification & Takeoff with Blue Beam – Kiewit Building Group
- Pricing – Kiewit Building Group
- Building an Estimate – Kiewit Building Group
- OSHA & Safety Training – McCarthy Construction

We partnered with various industry experts to bring the best resources to the table. Our goal is to send contractors away more confident and knowledgeable in operating their businesses.

## REACH Beyond Mentoring Program

- Pilot year (launched summer of 2017)
- Developed specifically to provide top-performing SEBs with guided resources to further them along and graduate from REACH

### **Six construction firms are currently participating in the pilot year:**

- Corrado Construction — Masonry
- Future Construction Specialties — Finishes
- Gala Painting — Painting
- Ken & Associates — Concrete
- Perkins & Perkins — Demo & Concrete
- Superior Heating & Cooling — HVAC

*“My mentor and I both came to the table with an openness that set the foundation for a strong and successful business mentoring relationship. As a small business owner, you have to be open to the reality of what you know, what you don’t know and what you can learn. You can’t be afraid to ask for help because that is how you’re going to truly grow. My mentorship with MCL Construction has been an eye-opening experience, and I am grateful to REACH for making this opportunity possible.”*

– Cameron Gales, Gala Painting

### **The program is comprised of three phases:**

#### **Phase I:**

Each protégé undergoes a heavy assessment process by taking the Gallup CliftonStrengths, Gallup BP10 and Bellewether Fliter.

#### **Phase II:**

Protégés are matched with a mentor from a general contracting firm and collaborate with their mentor on guided monthly pillars. We are grateful for the significant buy-in we received from area general contractors/mentor organizations: Dicon, JE Dunn, Kiewit, McCarthy, MCL and Roloff.

#### **Phase III:**

Protégés are matched with a secondary support team of experts in various business areas, including finance, accounting, legal, HR, operations, strategy and sales.

Seven months into the pilot year, all mentees and mentors have reported excellent progress and positive experiences. We are excited to take what we have learned this first year to make the next years of REACH Beyond of utmost value and benefit to the contractors who pursue the program.

## MCC’s Contractor Academy (in Spanish)

REACH has continued its partnership with Metropolitan Community College (MCC) to offer MCC’s Contractor Academy in Spanish.

- Students spend two hours each week learning from professionals who provide expert insight on various construction-related topics.
- A special thanks to Armando Salgado who has been extremely instrumental in the development of these existing and aspirational entrepreneurs.

# REACH **plan room.**

The REACH Plan Room provides small and emerging construction businesses with expert tools and knowledge to assemble competitive and profitable bids.

- The REACH Plan Room moved to a new home in the Construction Education Center (CEC) on the Metropolitan Community College Fort Omaha Campus.
- The CEC has state-of-the-art technology, including iPlanTables and estimating software, which has been made available to REACH participants.

We appreciate our partnership with MCC and the opportunity to utilize this space. We are also grateful to the firms that volunteer time and expertise to the REACH Plan Room, including BCDM Architects, DLR Group, Lamp Rynearson, Kirkham Michael, McCarthy and MCL Construction.

## Collaboration in Action

In the theme of collaboration, REACH has partnered with other technical assistance providers to provide education on pertinent construction industry topics.

- September 2017 | REACH partnered with Nebraska Business Development Center (NBDC) to conduct a workshop on partnering to achieve success.
- October 2016 | We created the Entrepreneurs' Education Collaborative (EEC) with SCORE, the U.S. Small Business Administration, Nebraska Business Development Center and Nebraska Enterprise Fund. The group held seminars on strategic pricing decisions and human resources legal best practices in 2017.

Our goal is to combine our efforts when delivering needed education and services to small businesses. Moving into 2018, we have a better understanding of how we can maximize our efforts and bring more opportunity to a wider range of businesses.

## 2018 Goals

- Provide 500+ hours of one-on-one and group education and consultation
- Provide eight group educational sessions in conjunction with strategic educational and technical assistance provider partners
- Graduate the inaugural class of the REACH Beyond Mentoring program
- Launch the second class of the REACH Beyond Mentoring program
- Launch and graduate three cohorts of the REACH Construction Industry Certificate program
- Build upon the Plan Room with industry training by local industry experts
- Provide access to industry professional services to REACH participants

**Strategic Partners Gained in 2017** — City of Omaha | Metropolitan Community College | University of Nebraska Medical Center | Seventy-Five North Revitalization Corp. | Creighton University | MCL Construction | Catholic Charities Micro Business Program Nebraska Business Development Center | Nebraska Enterprise Fund | SBA/SCORE | Nebraska Business Development Center | Society for Marketing Professional Services

# REACH new partners.

Connecting project owners, general contractors and A&E firms with small and emerging businesses – creating opportunities for SEBs to bid on projects

*“We are committed to promotion of the SEB movement and culture and continue to serve the community through private enterprise and economic inclusion.”*

– Mark Santo, Mark VII Enterprises, REACH Participant

## Total Outcomes to Date

Average contract sizes for REACH participants: \$91,781 with the majority of contracts under \$100,000.

Contracts were entered into and completed due to technical assistance and/or capital facilitation provided by REACH.

Program-to-date **\$6,975,374**

**28 CONTRACTS  
SECURED IN 2017**

Contract Value \$1,873,431

2017 CONTRACTS SECURED

..... YEARLY GOAL: \$2M

## 2018 Goals

- Create opportunities and provide education for REACH participants to obtain \$2 million in contracts.



# REACH the next level.

Matching small and emerging businesses with financing opportunities

## Total Outcomes to Date

### Financing

With the goal of increasing the capacity of small and emerging businesses, Nebraska Enterprise Fund and REACH created and expanded a new business loan program exclusively for SEBs.

The product enables firms – unable to receive financing prior to this partnership – to work on and handle larger projects, hire additional crew members, and gain greater profit margins, offering an affordable alternative to predatory lending.

- The average loan value for participants: \$13,291
- Since the inception of the program, there have been no loan defaults.

Results of this magnitude are possible through enhanced communication between all parties, as well as the wealth of resources provided to the REACH participant, including a wide range of financial literacy offerings.

Program-to-date \$2,006,881

**49 LOANS 2017**

Loan Value \$883,727

2017 FINANCIAL LOANS

..... YEARLY GOAL: \$500,000

### Bonding

Through their hard work in building stronger, more viable businesses, and their engagement in REACH educational sessions, four of the firms we worked with have received first-time bonding. A necessary tool for SEB's growth, bonding has allowed these firms to engage in institutional projects for REACH organizations.

Program-to-date \$2,422,924

**8 BONDS 2017**

Bond Value \$1,102,867

2017 BONDING

..... YEARLY GOAL: \$600,000

## 2018 Goals

- Facilitate \$500,000 in financing for participants unable to receive traditional bank financing
- Facilitate \$600,000 in bonding for participants with emphasis on first-time bonding
- Work to increase opportunities for SEBs in areas of high unemployment

“ I wanted to take a moment to thank you for all the help and support you’ve given me in the two years I’ve been in the REACH program. I count you among my biggest cheerleaders, and I appreciate your ability to see how my talents can make a difference. After I talk with your team, I always feel more confident and capable – you’ve made me a believer in myself – and for that, I will always be grateful! ”

– Tina Diaz-Ciechowski, Future Construction Specialties LLC





[OmahaChamber.org/REACH](http://OmahaChamber.org/REACH)