

National LGBT Chamber of Commerce



## Supporting Baltimore City Council Bill 21-0033

### *Imari's Business Pride Act*

**A Bill to Include LGBT-Owned Businesses in Baltimore's Economic Opportunity Programs**

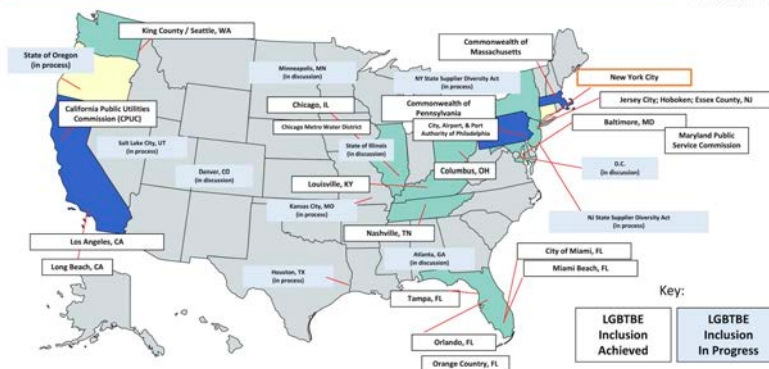
#### WHY THIS WORKS FOR BALTIMORE'S ECONOMY:

- Including certified LGBT businesses will not take anything away from communities already in the MWBE contracting pool. **There are NO set-asides in this policy, only aspirational goals through intentional inclusion. The NGLCC provides verification of LGBTBE status at no cost, keeping the policy revenue neutral and fully constitutional.**
- Our economy simply doesn't work without full participation. **Social progress cannot be achieved without economic progress.**
- **More diverse suppliers help Baltimore achieve its diversity goals and save taxpayer dollars:** greater diversity creates greater competition, greater competition drives bid prices down, lower prices mean major taxpayer savings to be reinvested throughout the state.
- LGBT business owners **add \$1.7 TRILLION** to the US economy (see [nglcc.org/report](http://nglcc.org/report) for more)
- The National LGBT Chamber of Commerce (NGLCC) has a fully accredited, rigorous, and thorough certification processes identical to other third parties recognized municipal governments. **They are a gold-standard utilized across the Fortune 500 and many state & local governments.**

#### PRECEDENT & SUPPORT:

- **Baltimore will be the largest economy in the region to recognize LGBT businesses in contracting programs.** The state will soon join the following in recognizing certified LGBT Business Enterprises (LGBTBEs):
  - **States:** MA, PA, CA
    - In process: OR, NY, NJ, DE, CT, IL
  - **Cities Include:** NYC; Los Angeles, CA; Chicago, IL; Miami, FL; Tampa, FL; Orlando, FL; **Baltimore, MD**; Philadelphia, PA; Newark, NJ; Jersey City, NJ; Hoboken, NJ; Nashville, TN; Seattle, WA; Cleveland, OH; San Francisco, CA

LGBTBE Inclusion in the Public Sector (As of January 2021)



Any questions? We're here in partnership with the City of Baltimore. Contact NGLCC Senior Vice President Jonathan Lovitz at [advocacy@nglcc.org](mailto:advocacy@nglcc.org)



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Testimony on behalf of the Baltimore LGBT Chamber of Commerce

**Supporting Baltimore City Council Bill 21-0033**

**Imari's Business Pride Act**

**A Bill to Include LGBT-Owned Businesses in**

**Baltimore's Economic Opportunity Programs**

March 24, 2021

On behalf of the National LGBT Chamber of Commerce, our local affiliate the **Maryland LGBT Chamber of Commerce**, and the more than 1.4 million LGBT business owners we collectively represent in the United States as the sole certifying body for LGBT Business Enterprises, I thank the Baltimore City Council for their leadership today in looking to cement the 2018 Mayoral Executive Order for economic opportunities to include Certified LGBT Business Enterprise® (Certified LGBTBE®) suppliers.

This is an economically and socially essential issue, which is first and foremost about the economic development of the City of Baltimore and growing its diverse business communities, especially during a time of COVID economic recovery. Having helped usher in this kind of inclusive economic policy in the states of California, Massachusetts, Pennsylvania, across federal agencies, and over 1/3 of the Fortune 500, NGLCC and our partners are here to aid this committee and this state in ensuring that such inclusion is **revenue neutral and free of additional red tape** that is cumbersome to small business development.

The rationale for this policy shift is simple: the state's economy cannot achieve its full potential without the full participation of every citizen of Baltimore. Greater diversity among suppliers encourages **greater innovation and competition**. Greater competition **lowers bid prices**. Lower bid prices results in **millions of dollars in taxpayers savings** across Baltimore.



It is extremely important to note that including LGBTBEs and others will not detract or diminish the contracting opportunities for our friends already in the diverse business community. This resolution DOES NOT make any changes to Baltimore's M/WBE programs or set-asides for diverse communities that conflict with statewide M/WBE policies.

This bill would ONLY empower the state to:

- formally recognize a thriving minority business community as so many major cities/states and all major corporations in Baltimore do;
- recognize an existing gold-standard certification for LGBTBEs in the way it does for other third-party minority certifications;
- codify and expand its existing resource and education sharing initiatives with LGBTBEs in Baltimore

Currently California's Public Utilities Commission (CPUC) is in its fifth year as the first public organization in America to include LGBTBEs, and now has enough data from LGBTBE participation and contracting wins to begin establishing aspirational targets for this community, as well as revisiting and raising them for others. In just the first year of LGBT business inclusion in California there was a 204% increase in certifications—a rapid growth of new businesses and new jobs we can expect to see right here in Baltimore.

Baltimore will be in great national company and supported by tremendous precedent to get this done. In August 2019, at the 2019 NGLCC International Business & Leadership Conference in Tampa, FL, openly LGBT Mayor Jane Castor announced an executive order to include LGBTBEs in her city, following Mayor Eric Garcetti's historic announcement to do the same in Los Angeles just days before. In 2018 and early 2019, NGLCC won the inclusion of LGBTBEs in Nashville, TN; Baltimore, MD; Jersey City, NJ; and Hoboken, NJ, and nearly a dozen more cities and agencies while also advancing statewide bills in New York and New Jersey. Currently, California, Massachusetts, and Pennsylvania also include certified LGBT-owned businesses, along with major cities like Seattle, Newark, Columbus, and Philadelphia.

In January of 2017, NGLCC released a groundbreaking, first ever analysis of the economic impact of LGBT business owners in America. **Each year LGBT-owned businesses add \$1.7 trillion dollars**



**to the economy.** They create lasting businesses that employ tens of thousands of Americans. They diversify local economies and make our cities more attractive to investment. Baltimore's estimated 45,000 LGBT business owners are ready, willing, and able to keep growing this state's economy—they simply need your passage of this initiative to do it.

It's the tax revenue created by LGBT and other diverse-owned businesses that help pay for the billions spend on Baltimore contracts. Opening them up to our communities is simply a matter of fairness and will cement Baltimore as a national leader in economic opportunity, expanding contracting opportunities and allowing *all* diverse communities in Baltimore to thrive.

It's time for Baltimore, a respected leader in business, diversity, and opportunity, to take its place as one of the most inclusive places for minority-owned business in America. I assure you the growth here among new small businesses will astound you. Following the implementation of the California's AB1678 business inclusion law, there was a dramatic spike in the number certified LGBTBEs in California—resulting in a more than 200% increase in LGBT businesses in the state in the first year. We know that can and will happen here in Baltimore.

Strong, modernized, and fully-inclusive WMBE and Supplier Diversity programs prove every day to corporations, governments, and communities that bringing everything we are to everything we do makes us more competitive as businesses, more confident as business people, more connected as a business community, and more successful as an economy.

We are excited to soon count the City of Baltimore among those who believe in the power of inclusion not just as the right thing to do, but also as an economic imperative that benefits every citizen of the state. This state's economy will be more inclusive and successful thanks to your leadership; leadership which our communities are seeking more than ever in these uncertain political times. We look forward to announcing soon that Baltimore is still open for business to everyone who lives here.



# Mayor Brandon M. Scott

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## EXECUTIVE ORDER 2018-02 - INCLUSION OF LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUEER (LGBTQ) OWNED BUSINESSES FOR THE ECONOMIC HEALTH OF THE CITY OF BALTIMORE

Wednesday Nov 14th, 2018

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City Hall  
Mayor's Office of Communications

For Immediate Release

### EXECUTIVE ORDER 2018-02

INCLUSION OF LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUEER (LGBTQ) OWNED BUSINESSES FOR THE ECONOMIC HEALTH OF THE CITY OF BALTIMORE

WHEREAS, Baltimore is one of the most diverse cities in the country with large lesbian, gay, bisexual, transgender, and queer (LGBTQ) populations; and

WHEREAS, ensuring the success of our small business community in Baltimore is vital to our growth and improving quality of life for our residents; and

WHEREAS, the Mayor and City Council of Baltimore (City) is committed to providing historically underrepresented business owners equal opportunities to compete and succeed, and is also committed to increasing the number and diversity of supplier options for city procurement practices; and

WHEREAS, the City already provides inclusionary measures for underrepresented business entities that are minority or woman owned (MWBE); and

WHEREAS, the City already adheres to non-discrimination, affirmative action, and equal employment opportunity (EEO) policies that includes LGBT individuals with regards to individual hiring practices; and

WHEREAS, the City recognizes LGBTQ inclusion as a best practice conducted by large corporations based in the region, governments in California, Massachusetts, and Pennsylvania, as well as with multiple municipalities nationwide in an effort to seek a top score on the Human Rights Campaign's Municipal Equality Index; and

WHEREAS, the City is seeking to better understand the LGBTQ-owned business community by creating a database and registry of these types of businesses so that Baltimore may take part in the \$1.7 trillion dollars added to the national economy as well as tens of thousands of jobs created by LGBTQ-owned businesses;

NOW THEREFORE, I, CATHERINE E. PUGH, Mayor of the City of Baltimore, by virtue of the authority vested in me, do hereby issue the following Executive Order:

BE IT ORDERED THAT:

- The City shall use best efforts consistent with its Charter and Code to implement procurement policies and practices to specifically recognize and identify LGBTQ-owned business entities in addition to MWBEs. The City may also partner with third party organizations as listed below to provide additional support to these business entities.
- Recognition of LGBTQ-owned Business Entity and Certification.
  - Baltimore may recognize LGBTQ-owned business entities as those that are owned by 51% or more by LGBTQ individuals.
  - Baltimore may recognize the National LGBT Chamber of Commerce (NGLCC) as the certifying organization for any LGBTQ business enterprises (LGBTQBES).
    - All processes related to the application for and certification of an LGBTQBE may be handled directly by the NGLCC. Documentation of certification of any LGBTQBES headquartered and/or operating in Baltimore City may be provided directly to the City from the NGLCC.
    - NGLCC and/or an NGLCC affiliate or partner may also provide independent scholarship programs, mentorship and leadership training, networking opportunities, and other business development tools to further support LGBTQBES in Baltimore with the support of the Maryland LGBT Chamber of Commerce.
- Inclusion of Diverse Business Entity as an Additional Business Category.
  - The City shall use best efforts consistent with its Charter and Code to, in addition to the MWBE checklist, request proof of LGBTQBE certification documentation from any business entity participating in any solicitation of proposals (RFP's), qualifications (RFQ's), or for other information about suppliers and contractors (RFI's).
  - Within any vendor or proposal evaluations (if applicable) and subject to the passage of appropriate legislation, the City shall have the option to include LGBTQBE certification as a separate criterion used to evaluate the strength of a proposal or vendor. The weight of this additional certification shall be determined by legislation. Businesses who may qualify as a combination of MWBE and LGBTQBE-owned may only select one for the purposes of applying for a contract. This order shall not alter existing MWBE goals or state-issued set-asides for vendors.
- This Executive Order shall take effect immediately pursuant to its terms.

**MAYOR BRANDON M. SCOTT**  
CITY HALL

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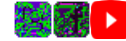
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**For Immediate Release**

## **Maryland Utility Companies Extend Gains in Diverse Business Procurement**

*Annual Hearing will also Examine Impacts of COVID-19 on Minority-, Women-owned Businesses*

(BALTIMORE, MD-July 21, 2020) – For the second year in a row, Maryland utility companies exceeded the Maryland Public Service Commission’s supplier diversity goals, reaching nearly 30 percent and spending almost \$1.1 billion on goods and services from diverse contractors. On July 28, 2020, the Commission will hold its annual hearing for utilities to report on their spending with diverse businesses. The hearing, which will be held virtually, will begin at 10 a.m.

The proceeding will review the 2019 diverse supplier spend by participating companies, which include electric, natural gas, transportation and telecommunication providers. This year’s hearing will also examine the impacts of the COVID-19 pandemic, in particular on minority- and women-owned businesses.

Written comments on this matter may be submitted electronically or by first-class mail by July 31, 2020. Comments submitted electronically must be submitted through the Commission’s Public Comment Dropbox, instructions for which can be found on the Commission’s website: <https://www.psc.state.md.us/make-a-public-comment/>

The Commission’s [Public Conference 52 on Supplier Diversity \(PC 52\)](#) supports Maryland’s commitment to economic development by providing women-, minority- and service-disabled veteran-owned businesses, as well as not-for-profit organizations, with greater opportunities to compete for contracts and subcontracts with public utilities. Last year, the Commission added dollars spent with LGBTQ- and veteran-owned businesses to count toward the goal.

Sixteen companies reported their diverse spend for the 2019 calendar year. Of the 16, five met or exceeded the 25 percent goal in 2019:

- Baltimore Gas & Electric Company (41.86% -- \$437.18 million diverse spend)
- Association of Maryland Pilots (40.77% -- \$407,107 diverse spend)
- Potomac Electric Power Company (37.42% -- \$221.77 million diverse spend)
- Potomac Edison Company (33.44% -- \$26.87 million diverse spend)
- AT&T (27.03% -- \$18.11 million diverse spend)