



Franchising
Building local businesses,
one **opportunity** at a time.

Luke Yancy, III

President & CEO
Mid-South Minority Business Council

49TH ANNUAL CONVENTION
FEBRUARY 14 – 17, 2009 • SAN DIEGO, CA



Franchising
Building local businesses,
one opportunity at a time.

Public & Private Partnerships and the Impact on Diversity

49TH ANNUAL CONVENTION
FEBRUARY 14 – 17, 2009 • SAN DIEGO, CA



Franchising
Building local businesses,
one opportunity at a time.

Minority Participation

Memphis, TN

Memphis Fast Forward

- Goal to increase minority revenues by 3.5%
- Participation by lead agencies – Bioworks Foundation, Logistics, Music Foundation, Convention & Visitors Bureau

Franchise Model Initiatives

Economic Development Fair

- First annual event – August 2008
- Inner City Franchising Seminar
 - Focus on minority ownership & Inner city locations
- Goal: Five franchises awarded to minorities in inner city locations
- Incentives: HUB Zones, Renewal Community, PILOT

Webinar sessions with progressive franchises

Government Role

City & County Mayors – active roles in economic development

- Emphasis on Inner City Development
- Downtown Development – business, residential, entertainment (Beale Street, Peabody Place, FedEx Forum – Food Court with minority vendors)
- Emerge 200
 - SBA Program – Phase I only 11 cities
 - Memphis had highest number of participants
- Plans to address blighted areas

Community Connection

MMBC Shared Services Model

- "Solo is Dead"
- Organizations Operating in Silos
- Human Resources Committee – Talent Acquisition

Strategic Community Partnerships

- Greater Memphis Chamber
- Memphis Tomorrow
- Work Force Investment Network

Inclusion Factor

Opportunity

- Make opportunities available to all

“Blue Ocean Strategy”

- New ways to approach business

Strategic Plans

- Roadmap and action plan to achieve results

Diverse Staffing

Model Diversity Corporation

- Supplier Diversity – M/WBE Spend
- Workforce Diversity – Mirror Community Demographics
- Diversity Committee – All Management Levels
- Community Giving – 1% of Pre-Tax Profits

Human Resources Committee (Shared Services)

- Bi-monthly meetings to share best practices, identify diverse candidates - local and outside talent, examine ways to retain community's best

Diverse Staffing

First time Felons

- Non-violent offenses
- Programming that addresses re-entry into the workforce
- Address incentives & credits for employers
- Community impact

Luke Yancy, III President & CEO

Mid-South Minority Business Council

158 Madison Avenue, Suite 300

Memphis, TN 38103

Phone: 901.525.6512 | Fax: 901.525.5204

www.mmbc-memphis.org

49TH ANNUAL CONVENTION
FEBRUARY 14 – 17, 2009 • SAN DIEGO, CA



Franchising
Building local businesses,
one opportunity at a time.