

2019 - 2024

"Community & Business Training, Economic Development, Partnerships,
Job Creation.....Rural American Indian & Minority Communities Moving Forward"



FOUR WINDS
Diversified Project

QUANTITATIVE PERFORMANCE REPORT



Funded by

Operated by

In Partnership with



505-342-8046



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EXECUTIVE SUMMARY

American Indian, Alaska Native, and Native Hawaiian Project (BAA) – This project provides support for the American Indian, Alaska Native, and Native Hawaiian communities (AIANNH) and has been one focus area of MBDA's overall support for minority business development since the Agency's inception. MBDA incorporated feedback in 2015 from six (6) Tribal Consultations conducted to gain an understanding of ways to better support business and economic development needs in the AIANNH communities.

On November 15, 2021 U.S. Secretary of Commerce Gina M. Raimondo was pleased to announce that the U.S. Department of Commerce Minority Business Development Agency (MBDA) is made permanent and will be expanded and elevated with the passage of this historic legislation. This action allows the agency to increase their programs and outreach to the Nation's more than 9 million minority-owned businesses.

Achievements

"President Biden has made clear his commitment to not just rebuilding to how things were before COVID-19, but to building back better and more equitably," said U.S. Department of Commerce Secretary Gina M. Raimondo. "The Minority Business Development Agency is ready to step into this historic moment and build on its success – because we recognize that America's road to recovery runs through our minority business community. Making MBDA a statutory Agency provides MBDA with the authorities, workforce and resources needed to help level the playing field on behalf of minority businesses and minority entrepreneurs."

Challenges

There are currently 13 AIANNH designated centers dedicated to serving 574 Federally Recognized Tribal communities across the US - Recognized as Sovereign Governments. The AIANNH centers aim to level the playing field by offering technical support and financial education to address challenges in Indian Country such as limited access to capital, business opportunities, infrastructure, broadband, housing, education, high unemployment, and underserved remote reservation areas. Strengthening Business Owners through the AIANNH Funded Centers takes years to form relationships, given the fact that AIANNH centers are a 2-year program compared to traditional MBDA business centers and other equities is an issue that must be addressed to ensure AIANNH clients and their communities have the necessary resources for growth.

Strategic Initiatives

MBDA provided financial assistance to support innovative projects seeking to impact one or more core needs for AIANNH entities and businesses. Although AIANNH businesses experience a range of common needs and problems that impede growth, MBDA has identified the following three Strategic Initiatives to support Tribal and Native business growth:



Innovation and Entrepreneurship

(e.g., business training, access to capital, incubators, accelerators, Federal program coaching)



Strategic Planning

(e.g., fostering, developing and/or implementing entrepreneurial and economic development)



Transformative Projects

(e.g., support for MBEs involved in infrastructure focused public-private partnerships, and broadband projects)

TEAM SPOTLIGHT

56 YEARS COMBINED
EXPERIENCE WITH MBDA



PROJECT DIRECTOR

Darla M. Jones, Project Director for the Four Winds Diversified Project spearheads strategic initiatives and ensures their effective execution. With ten years of experience with MBDA, her focus is client engagement, project management, and expanding markets, primarily supporting the growth of minority enterprises in the U.S. Southwest Region, tribal lands and local communities. Additionally, she is the Creative Director, producing virtual success stories while actively serving on the Lew Wallace Community School Council. Ms. Jones is Dinè and Iroquois descent and an enrolled tribal member of the Navajo Nation.

PROJECT OPERATOR

Mr. Peacock dedicates his business career to serving American Indian and minority-owned businesses, with a deep passion for inspiring and mentoring communities towards self-sufficiency and prosperity. Michael possesses over 33 years of experience in providing comprehensive business, community, and economic development services to individuals, businesses, organizations and tribes throughout New Mexico and the United States through his past and current affiliations with the Minority Business Development Agency and the National Center for American Indian Enterprise Development - Native American Business Consultant Program, Management Consulting Services Program and Marketing and Procurement Services Program. Mr. Peacock possesses a B.B.A. Degree from the College of Santa Fe with concentrations in Accounting and Business Management and is a 2008 Graduate of Tuck School of Business at Dartmouth - MBDA Partnership Program. Mr. Peacock is an enrolled tribal member of the Pueblo of Laguna.

SENIOR CERTIFICATION & BUSINESS STRATEGIST

Russell F. Pedro, President & CEO of Data Management of New Mexico, LLC, is a member of the Pueblo of Laguna. Russell is passionate about creating jobs and economic opportunities, with over 20 years of experience in providing comprehensive business, technical, and economic development services and training to entrepreneurs who are Native-, minority-, veteran-, and women-owned businesses, including Native American Tribes, Tribal Organizations and Native youth in New Mexico, the southwest and across the United States, through past affiliations with the Minority Business Development Agency (MBDA) - Native American Business Enterprise Center, the MBDA Business Center - Santa Fe, the American Indian Alaska Native Tourism Association and the American Indian Chamber of Commerce of New Mexico.

The Four Winds Diversified (FWD) Project "Community & Business Training, Economic Development, Partnerships, Job Creation...Rural American Indian & Minority Communities Moving Forward."

An innovative project providing Access to Unlimited Opportunities, Access to Capital, and Access to Resources & New Markets for American Indian, Alaskan Native, Native Hawaiian and Minority-Owned Businesses located in the Southwest Region, Rural Reservation Lands and local communities

Federal Contracting Strategies
Training & Coaching
Quarterly Small Business Training, One-On-One
Meetings & Business Advisory Services

Access to Opportunities / Access to Resources
& Referrals & Access to Capital, There is no
cost for core services, Minority Certification
Services are fee-based

Assessment & Certification Services for Federal Set-
Aside Programs: SBA 8(a) Certification Program, HUB
Zone, WOSB, SDVOSB, Navajo Nation Business
Opportunity Certification & Buy-Indian Act



Indian Pueblo Cultural Center
2401 12th Street NW Ste. 208N/209N/210N
Albuquerque, New Mexico 87104

AWARDED TRANSACTIONS

\$276,462,431
in contracts & procurements

\$229,713,350
in financial transactions

- 3,213.5 Jobs Created/Retained
- 207 small businesses served
- \$506,175,781 Total Awarded Transactions
- 30 Training Sessions with over 1,600 participants
- 9 Virtual Success Stories with over 5k views on YouTube
- 94 success stories showcased to MBDA





RETURN ON INVESTMENT

*"INVESTING IN EXCELLENCE: FOUR WINDS DIVERSIFIED PROJECT
DELIVERS OVER 350% ROI"*

For every dollar the federal government provided, the Four Winds Diversified Project generated an ROI of over \$41,082. This indicates that their investment has yielded significant returns with each dollar invested.

2022 - 2023

Contracts Awarded \$24,259,289

Financial Transactions \$80,400,000

Jobs Created/Retained 275.5



MBDA
INVESTMENT
\$300,000



RETURNED
INVESTMENT
\$104,659,289

2021 - 2022

Contracts Awarded \$66,381,560

Financial Transactions \$47,118,924

Jobs Created/Retained 445



MBDA
INVESTMENT
\$300,000



RETURNED
INVESTMENT
\$113,500,484

2020 - 2021

Contracts Awarded \$72,090,847

Financial Transactions \$21,342,095

Jobs Created/Retained 502



MBDA
INVESTMENT
\$285,787



RETURNED
INVESTMENT
\$93,432,942

2019 - 2020

Contracts Awarded \$88,699,067

Financial Transactions \$77,333,410

Jobs Created/Retained 1,896



MBDA
INVESTMENT
\$275,000



RETURNED
INVESTMENT
\$166,032,477

**ROI REPRESENTS ONLY HALF OF
TOTAL INVESTMENT TERM**



2023 - 2024

Contracts Awarded \$25,031,668

Financial Transactions \$3,518,921

Jobs Created/Retained 95



MBDA
INVESTMENT
\$300,000



RETURNED
INVESTMENT
\$28,550,589

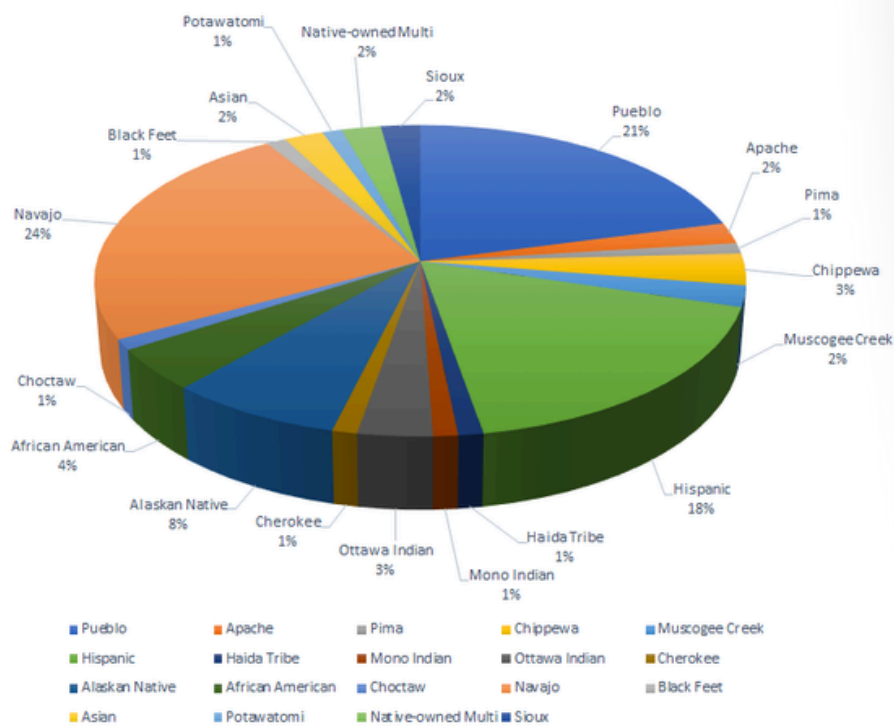
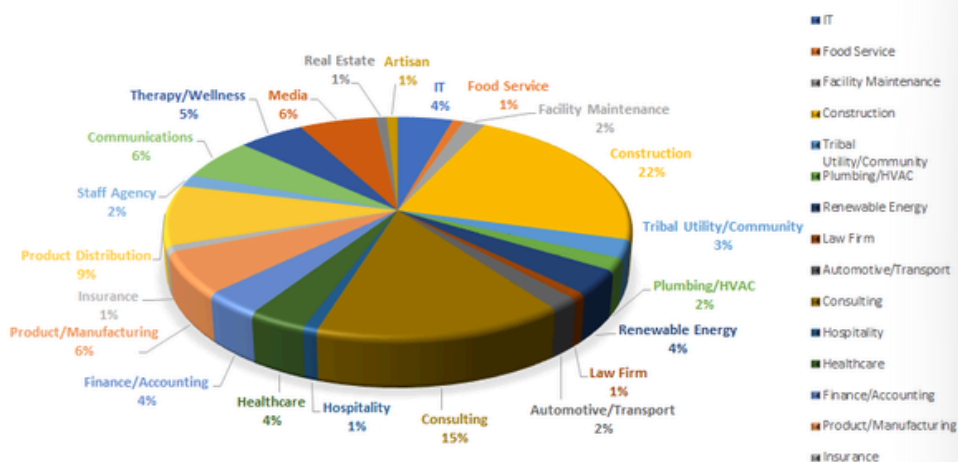
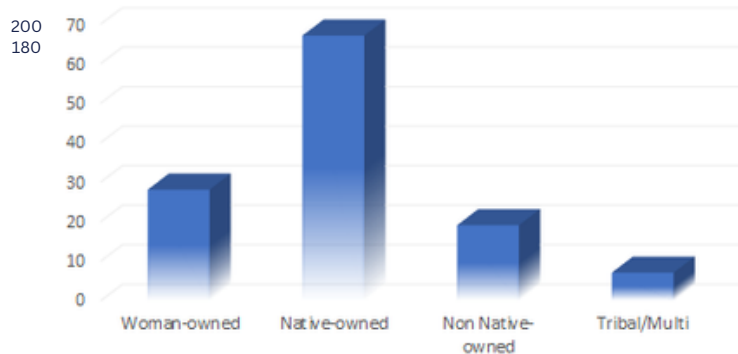
"STAY INFORMED, STAY AHEAD"

The Four Winds Diversified Project hosts monthly small business training webinars providing a convenient and accessible platform for American Indian & minority-owned small businesses to access valuable resources and information.

Four Winds Diversified Project clientele engaged in contracting, providing goods and services to the federal government are eligible to participate in the Neoserra Bid-matching tool, which provides precise and timely procurement opportunities sourced from the federal government, many state and local governments, as well as foreign governments, saving time and effort in the process of identifying potential opportunities.

CLIENTS BY INDUSTRY & DIVERSITY

WOMAN-OWNED & TRIBAL ENTERPRISE



RESOURCE & STRATEGIC PARTNERS

