

Supplier Diversity at Tyson Events Center owned by Oakview Group

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Organization Overview

Who is Oakview Group?

- Arena and venue development/management company specializing in live entertainment and sporting
- Based out of Denver
- 400 venues across the globe
- 50k+ employees

What is Tyson Events Center?

- Multi-event center located in Sioux City, Iowa
- 190,000 square feet
- Holds 10,000 people
- 28 luxury suites



Mission and Vision Statements

Mission: “We are here to be a positive disruption to business as usual in the sports and live entertainment industry” (“Tyson”, 2024).

Vision: “At OVG, we own the space between the “What If” and the “How To.” We believe it is not enough to consider what our clients could be, we build businesses by dreaming of the impossible while thinking strategically and how to execute flawlessly” (“Tyson”, 2024).

Overall DEI Strategies

Categorized into 3 Pillars:

- Workforce
- Workplace, Culture & Engagement
- Marketplace & Community Impact

Efforts:

- ERGs
- DEI Council
- Supplier Diversity Program
- Mentorship Programs
- DEI Training & Education
- CSR



DEI Leadership Roles

Chief People & Culture Officer: Ann Jackson

- Develops company HR strategy
- Oversees DEI initiatives



VP for DEI: Debonair Oates-Primus

- Overseer of all company DEI initiatives



DEI Management Strategy: Supplier Diversity Programs

Supplier examples:

- Crowns & Hops
- Brûlée Catering



- :
- OVG aims to have diversity all around in the workforce, workplace and the marketplace

Tim Leiweke, chairman and CEO of Oak View Group, emphasized, “We understand that to provide exceptional guest experiences at our venues, we need to think beyond customer service and start to deepen our commitment to underrepresented communities. Minority-owned businesses are the social, economic, and cultural fabric of our economy and we want to be a part of empowering those communities.”

Supplier Diversity Programs: Strengths and Weaknesses

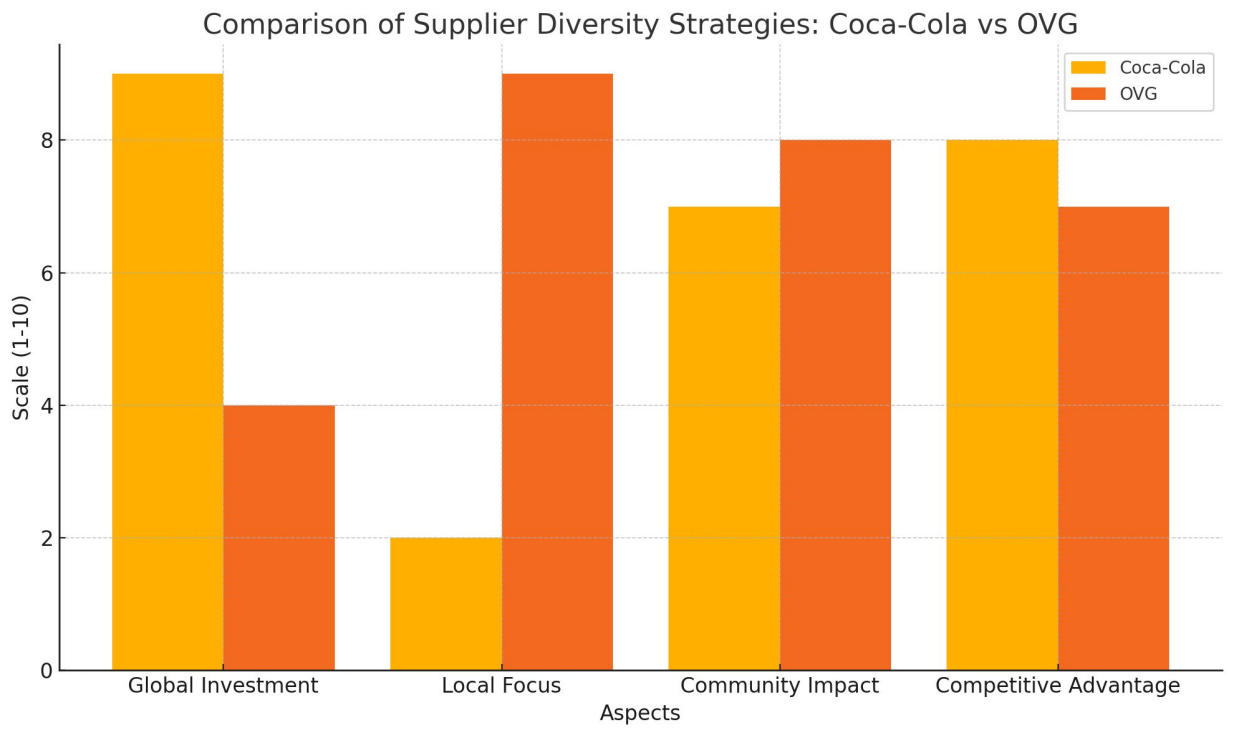
Strengths:

- Strategic Alignment with Diversity Pillars enables OVG to practice DEI in all operations.
- Because of their alignment with Diversity pillars, they are naturally committed to economic inclusivity, which is important to having diverse suppliers

Weaknesses:

- Capacity and scalability issues working with small suppliers
- Maintaining this program can be costly

Comparison of Supplier Diversity Strategies OAK VIEW GROUP vs COCA-COLA



DIFFERENCES

Coca-Cola Diversity Supplier Strategy

- Spent \$900 million in 2024
- Aims to increase spending by 2025
- Supports local economies and understands diverse markets
- Provides a competitive edge in global markets

OVG's Supplier Diversity Strategy

- Focuses on supporting local businesses
- Integrates supplier diversity into venues and events
- Promotes economic inclusivity

SIMILARITIES

Both, Coca-Cola and OVG focus on:

- Supplier diversity for competitive advantage
- Emphasize economic support and community

impact



To Summarize:

Both, Coca-Cola and OVG demonstrate that supplier diversity strategies can be customized to meet different goals. While Coca-Cola takes a global approach, OVG focuses on local economic inclusivity. These strategies enhance brand presence and community engagement.



The infographic features four red Coca-Cola bottles of increasing height, representing the years 2019, 2020, 2021, and 2022. To the right of the bottles, the text reads: "Journey to \$1 BILLION" in large, bold letters, followed by "The Coca-Cola system is committed to spending \$1 Billion dollars with diverse suppliers." Below the bottles, it says "TOTAL SPEND: THE COCA-COLA COMPANY & US BOTTLERS".

Journey to
\$1 BILLION
The Coca-Cola system is committed to spending \$1 Billion dollars with diverse suppliers.

TOTAL SPEND: THE COCA-COLA COMPANY & US BOTTLERS



The bottom right section of the infographic contains three logos: "SUPPLIER Diversity PROGRAM" with a blue circular icon containing a white 'D', "Brolee CATERING" in a cursive font, and "OVG OAK VIEW GROUP" with a blue circular icon containing a white tree.

SUPPLIER Diversity PROGRAM
Brolee CATERING
OVG OAK VIEW GROUP

Suggestions to Strengthen Supplier Diversity Programs

- Hosting informational Events & Workshops
- Reconstruction of Contracts



Rationale for Suggestions

Hosting Informational Event & Workshops

- Enable diverse suppliers an opportunity to learn about TEC and their standards/requirements
- Suppliers have the opportunity to showcase their abilities and knowledge
- Impacts brand/social image

Reconstruction of Contracts

- Shows appreciation towards current long time suppliers
- Offers performance incentives to encourage suppliers to work more efficiently

Pros vs Cons

Pros

- Suppliers receive knowledge and the necessary tools to meet TEC procurement processes
- Engaging in CSR activities presents a positive image to the public
- The opportunity to reconstruct contracts & leads to increased job satisfaction/performance

Cons

- Cost associated with the events/workshops can be expensive
- The time and resources it takes to plan/organize these events
- The smaller supplier business may not have the travel budgets nor the time available to attend the events/workshops proposed

Impact Statement

TEC and OVG are committed to fostering a more inclusive environment by strengthening their supplier diversity programs. Broadening outreach efforts through hosting targeted informational events and workshops to engage and educate diverse supplier businesses. In hopes of developing a trusting long term partnership that benefits both parties not just economically, but within the local communities as well, TEC and OVG aim to create a sustainable future for all current and potential partnerships.



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