



MGM SPRINGFIELD

Procurement Diversity and Local Business Plan

March 15, 2018

Massachusetts Gaming Commission

Plan Components

- Diversity & Local Spend Goals
- Project Team
- The Local Procurement Team
- Community Outreach Plan
- Advertising Plan
- Outreach Events & Activities
- Supplier/Vendor Meetings & Site Visits
- Timeline
- Sample Reporting & Tracking



Diversity & Local Spend Goals

MGM Springfield is committed to utilizing Best Efforts to ensure the following goals are met in providing opportunities for diverse and local companies:

Diversity Goals:

Diversity Classification	Goal
Women Owned Business (WBE)	15%
Minority Owned Business (MBE)	10%
Veteran Owned Business (VBE)	2%

Local Spend Goals:

MGM will exercise its best efforts to ensure that at least Fifty Million Dollars (\$50,000,000) of its annual goods and services are prioritized for local procurement, meaning principally Springfield, but including the surrounding Greater Springfield Area, meaning Hampden, Hampshire, Franklin and Berkshire Counties. Such local businesses shall not be guaranteed any awards but shall be given preferential consideration if all other aspects of the respective bid responses are competitive with non-local businesses.

Project Team – Roles & Responsibilities

Steering Committee

- Mike Mathis
- Alex Dixon
- Courtney Wenleder
- Seth Stratton
- Stacey Taylor

- Offer feedback on Diversity reporting and strategy
- Review Diversity reports prior to distribution
- Help guide outreach strategy to meet HCA commitments
- Assist with risk mitigation as necessary

Project Team

- Ryan Geary
- Chelan Brown
- Kenyatta Lewis
- Jack Stone
- Mohamad Reda Bajah

- Develop and drive Diversity strategy
- Compile and distribute diversity reports
- Make award decisions
- Escalate risks to Steering Committee

Functional Leaders

- Jeffery Lynes
- Eddie Estrella
- Daphne Sligh
- Adi Bhardwaj
- Dalen Madina
- Davis Talley

- Conduct targeted vendor outreach
- Issue RFPs / solicit bids
- Document best efforts
- Issue project awards
- Escalate award decisions to Project Team

MGM Springfield Procurement Operations

Meet The Team...

The Local Procurement Team is now onboard and being deployed in the local market. Their main focus is to drive local supplier identification and outreach in order to support upcoming bid opportunities.



Ryan Geary
Operations Controller



Jeffrey Lynes
Manager
Strategic Sourcing



Eddie Estrella
Assistant Manager
Strategic Sourcing

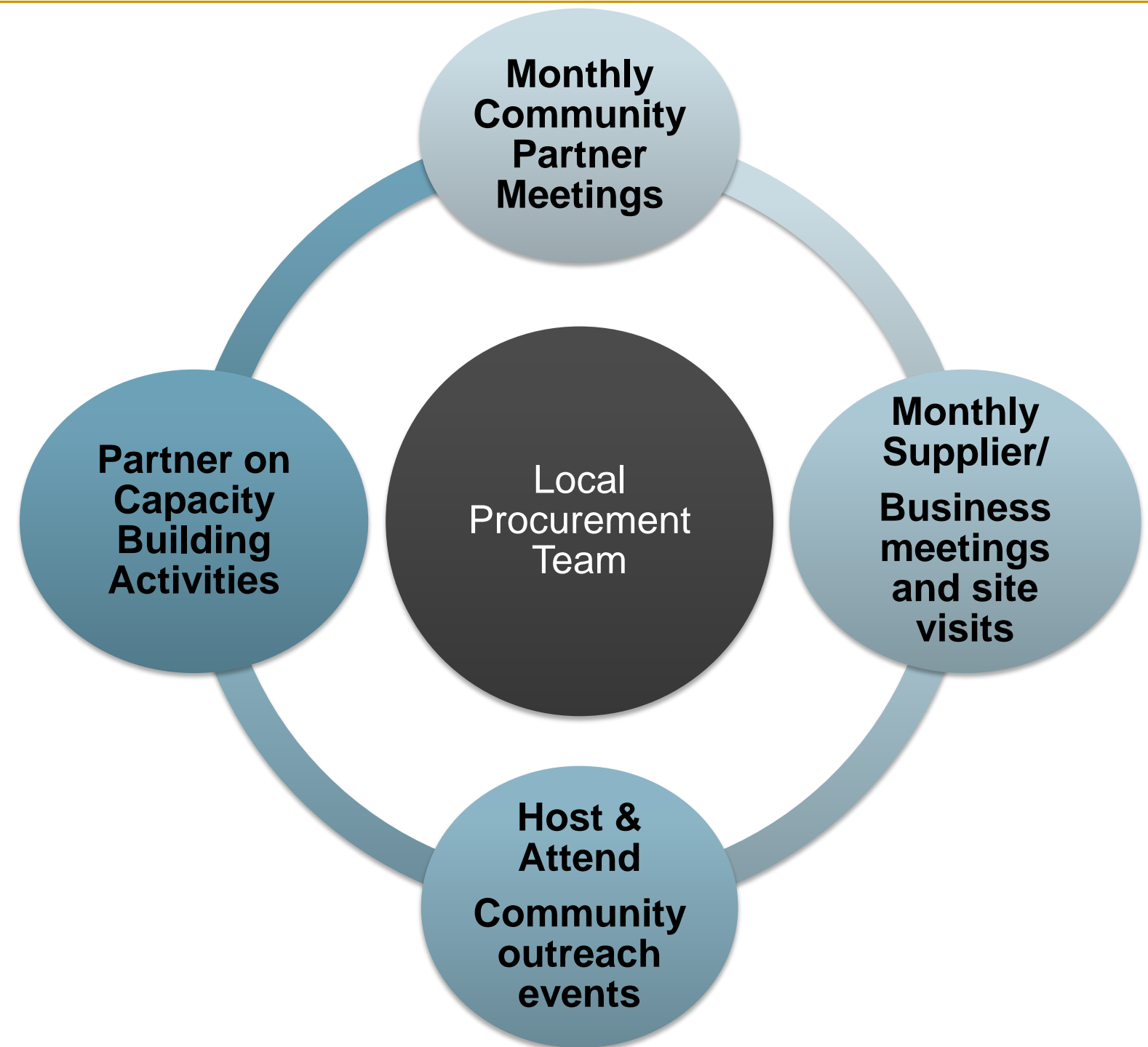


Chelan Brown
Assistant Manager
Procurement Operations

Community Outreach Plan

Overview:

- Enhanced Outreach Plan to be coordinated by the local procurement team members with quarterly participation by corporate procurement
- Outreach events will also be coordinated in partnership with local chambers of commerce and other business development entities
- Outreach activities and success stories will be reported out as part of MGM's on-going reporting to MGC



Advertising Plan

MGM launched a formal advertising campaign in March aimed at helping the local business community become more aware of upcoming procurement opportunities and how to register with MGM.

Targeted Outlets:

- Local Newspapers
- Local Radio Stations

Upcoming opportunities are also being distributed via our local business development network.



ROAR WITH US, NEW ENGLAND.



Are you a local, woman-owned, veteran-owned, or minority-owned company?

If so, we want to meet you!

A SAMPLE OF OUR MANY SUPPLIER CATEGORIES:

Horticulture Supplies	Snow Removal
Surveillance Supplies	Window Cleaning
Housekeeping Supplies	Guest Room Appliances
Spa & Salon Supplies	Water Testing
Banquet Equipment	Bellman Carts
Chinaware	Arcade Games
Glassware	Preventative Repair

...just to name a few!

Learn about upcoming Supplier Outreach events and register your company with us at:
mgmspringfield.com/suppliers/outreach-events.aspx

On-Going Monthly Outreach Activities

The local procurement team will coordinate on-going outreach activities including the following:

- Attend meetings with local chambers, community lenders, Vendor Advisory Task Force, and other business development groups as needed
- On-going local advertising campaign
- Feature procurement information in MGM Newsletter to be distributed to the business community and will include information on present & upcoming procurement opportunities, and local & diverse success stories
- Conduct meetings and site visits with local businesses
- Attend procurement opportunities information sessions
- Other outreach events as appropriate

Community Partners Network (Business Development Team)

CPN Objectives:

The MGM Local Procurement Team and the CPN Business Development Team will meet once a month and work with local business development partners to conduct the following:

- Awareness/Education on the MGM Procurement Process and Timeline
- Networking and engagement opportunities for business development entities and local/diverse businesses
- Assistance in capacity building and technical assistance for local/diverse businesses
- Local Business Mentorship Program

CPN invited Entities include:

- Springfield Regional Chamber of Commerce
- Latino Chamber of Commerce
- Minority Business Alliance
- NAACP Business Development Committee
- MGC Vendor Advisory Task Force
- West of the River Chamber of Commerce
- Hispanic American Institute
- African American Business Development Network
- Others as identified



Visiting with Local and Diverse Businesses

Individual Meetings with Businesses:

The local procurement team has begun meeting and visiting with local and diverse businesses in order to better understand what is available in the market and connect local suppliers with procurement opportunities. These meetings generally cover the following:

- Introductions of the local procurement team members
- Team members share the procurement process, timeline, upcoming opportunities and answer any questions that businesses may have about the process
- An overview of the diversity certification process (if applicable) and MGC registration is discussed
- Capacity challenges and referral to CPN partners to assist business in addressing challenges



*MGC Regional Commercial Lenders Network
March 5th, 2018*

Visiting with Local and Diverse Businesses

Site Visits:

In addition to meeting with local and diverse businesses on site, the local procurement team is now being deployed off site to visit the establishments of local and diverse businesses in the area.

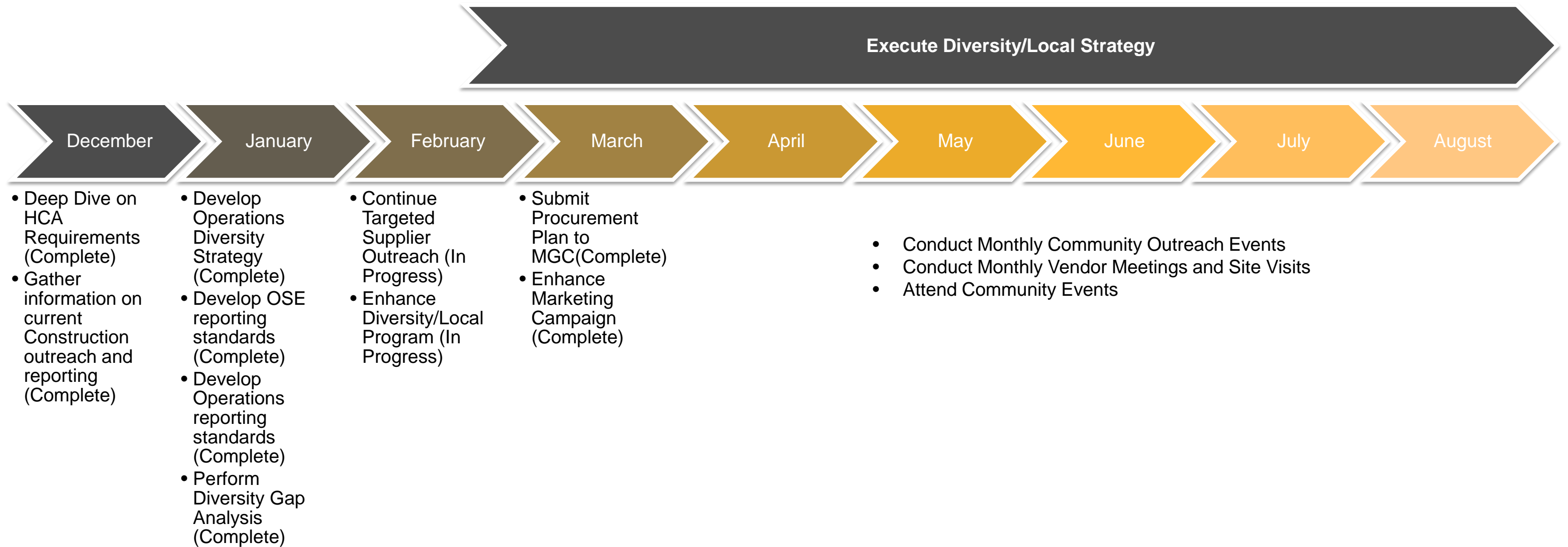


Visiting with Local and Diverse Businesses

MGC Vendor Advisory Task Force



Timeline & Milestones



Sample Reporting & Tracking

Sample Reporting & Tracking

Objective:

As part of MGM's Procurement Diversity and Local Spend Plan, the company intends to use the following sample reports and metrics to identify opportunities/gaps, and create additional strategies to advance the goals set forth in our RFA/HCA.



Outreach Events

Global Procurement Quarterly Visit to Springfield: March 5-9, 2018

The local procurement team partnered with corporate procurement to attend and present at scheduled outreach events including:

March 6th:

West of the River Chamber of Commerce Business Members Meeting
Mayors of Agawam and West Springfield attending

March 5th:

Procurement Info. Night w/Minority Business Alliance (MBA)

March 5th:

MGC Regional Commercial Lenders Network

March 5th:

MGC Vendor Advisory Task Force Meeting

* Throughout the week:

Team members visited local businesses



ROAR WITH US, NEW ENGLAND.

MGM Springfield & the Minority Business Alliance invites you to join us on March 5th from 6pm-8pm to learn more about the process for acquiring minority business certifications including woman, veteran, and minority-owned businesses.

MGM Springfield y la alianza de empresas minoritarias los invita a acompañarnos el 5 de marzo de 6 p.m. a 8 p.m. para obtener más información sobre certificaciones para negocios minoritarios, incluso para mujeres y veteranos.

March 5, 2018 • 6:00pm—8:00pm
Scibelli Enterprise Center
1 Federal Street, 3rd Floor
Springfield, MA 01105

INVITED ORGANIZATIONS: PANEL PRESENTATION
ORGANIZACIONES INVITADAS: PRESENTACIONES DEL PANEL

Massachusetts Office of Supplier Diversity
Center for Woman & Enterprise
Greater New England Minority Supplier Development Council
Massachusetts Gaming Commission
MGM Procurement Team
Hispanic American Institute

SPONSORED BY



Dashboard - Local/Diverse Outreach

OSE:

Ref	Company	Location	Diversity Status
1	DiLaura Naturals Personal Care Products	Springfield, Ma.	WBE
2	Pop's Biscotti & Chocolates	Wilbraham, Ma.	WBE
3	First Light Trading Company	Framingham, Ma.	MBE
4	Kittredge Equipment Co.	Agawam, Ma.	WBE
5	C&D Electronics	Holyoke, Ma.	M/WBE

Professional Services:

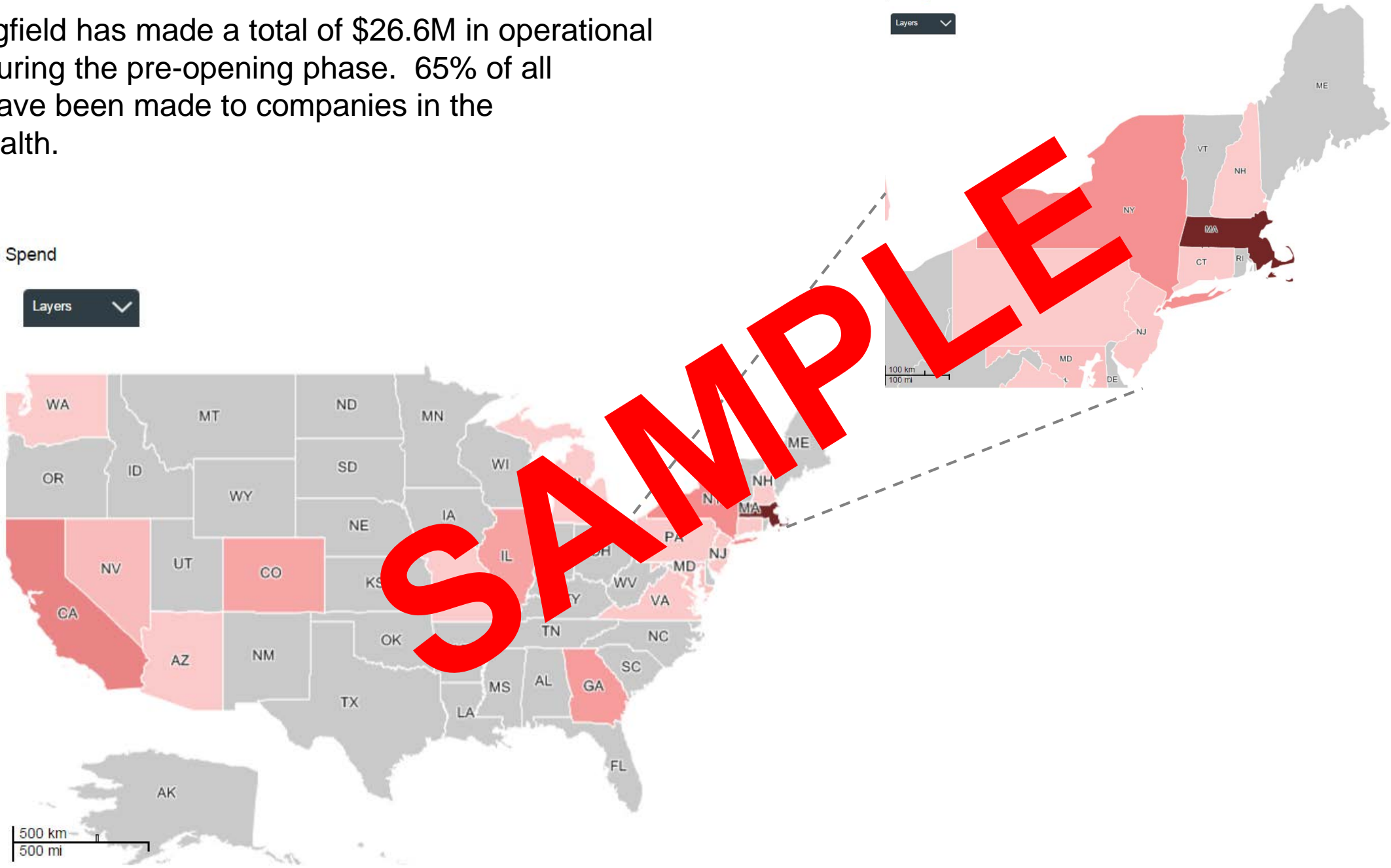
Ref	Company	Location	Diversity Status
1	TSM Design	Springfield, Ma.	WBE
2	White Glove Cleaning Services & Supplies	Springfield, Ma.	MBE

Dashboard - Nationwide Actuals

MGM Springfield has made a total of \$26.6M in operational payments during the pre-opening phase. 65% of all payments have been made to companies in the Commonwealth.

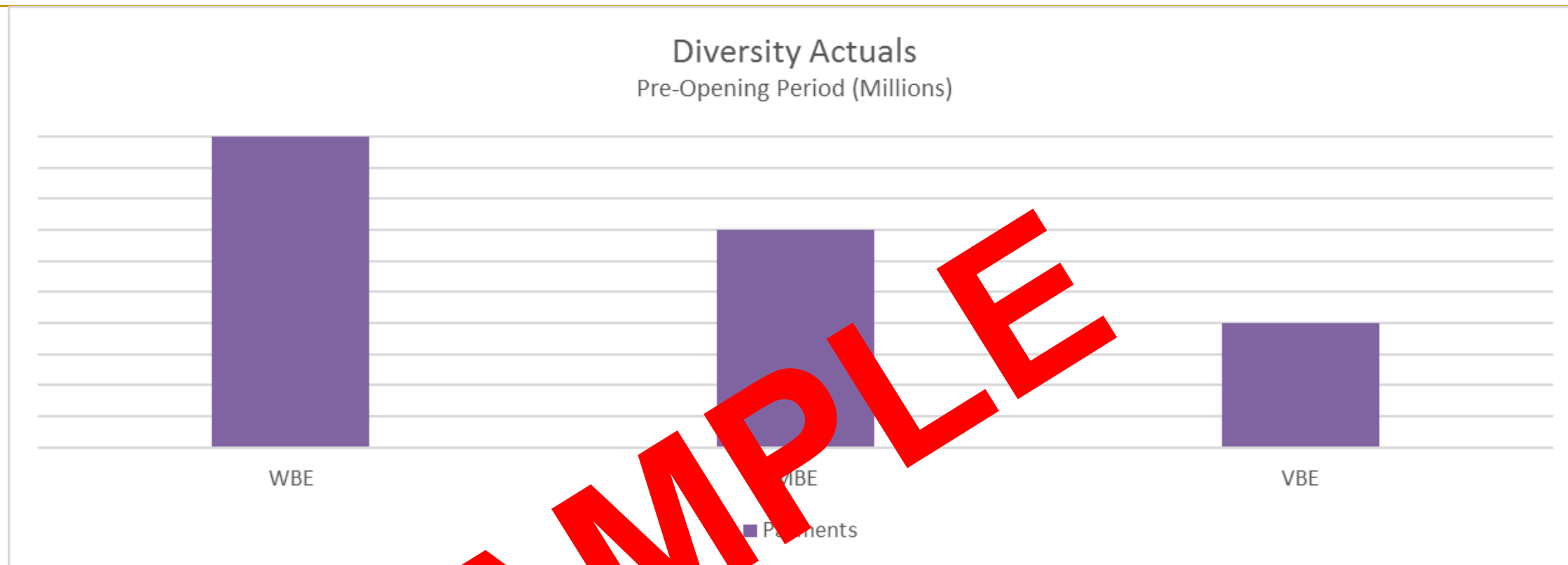
Nationwide Biddable Spend

- Color by:
 TotalBiddableS...
 Layers
- Max (\$9M)
 - Average (\$757k)
 - Min (\$265)



State	Payments
MA	17,150,877
CA	2,025,728
IL	1,998,251
CO	1,980,553
NY	768,657
MD	727,977
NJ	720,394
GA	529,227
NV	500,404
AZ	59,353
CT	56,145
VA	22,888
PA	19,868
NC	17,237
LA	16,410
TX	12,492
OH	10,724
WA	5,190
NH	3,357
MI	2,790
NE	2,216
MO	94
TN	16

Dashboard - Diversity Spend



Group	Payments	Project Goal	Actual	Variance
WBE	-	15%	-	-
MBE	-	10%	-	-
VBE	-	2%	-	-

Dashboard – Local Payments

