



NFL DRAFT

IMPACT REPORT

The mission of the Michigan Black Business is to help close the racial wealth gap by creating programs and advocating for policies that result in profitable and sustainable Black Businesses that are connected to public and private economic opportunities while building trusted relationships.

The NFL draft in Detroit gave us the opportunity to put that mission into action.

The Michigan Black Business Alliance (MBBA) worked diligently during the entire NFL Draft process, from pre-draft preparation to after draft impact. Preparation for the NFL Draft included:

 Nominating
60+
businesses for
NFL contracts.

 Attending
50+
Committee
Meetings

 **PRE-GAME** 

Also, we played a pivotal role in working with other ethnic chambers to foster a collaborative response to meet the demands of the NFL Draft opportunities.

It was vital to communicate and create a space for our members to get the necessary information concerning their contracts. To set members up for success, we organized MBBA sponsored events to ensure our members were prepared. Some of the events held included a Google Business Readiness workshop and a Pre-Event Preparation meeting focused solely on communicating expectations, answering questions and sharing information to ensure our selected members were set up for success.

Most notably, the MBBA hosted a private certification workshop in collaboration with Civil Rights, Inclusion & Opportunity Department (CRIO) for members selected. Certifications include the Minority Business Enterprise and the Women Business Enterprise certificate.

The MBBA covered the cost for **33** Black owned businesses to get certified. 

In collaboration with the NFL, many members participated in a variety of Pre-Draft events such as the NFL Business Connect Supplier Diversity Networking Event at The Garden Theatre, aiming to further bolster supplier diversity efforts.



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DURING THE DRAFT

After months of preparation, the MBBA recognized that even though we were getting our members ready for these contracts, there were still opportunities for other members to participate. As a result, we curated the BLK Market vendor event at Shed 5 in Eastern Market. This MBBA sponsored event gave opportunities to nearly 60 vendors who generated over \$25,000 in one day at the Eastern Market. Additionally, we partnered with the Recess Pop-Up experience that gave opportunities to 6 MBBA members and generated over \$164,000. The Recess activation was successfully held over four days. One of the days served as an opportunity to fundraise and promote the work of the Michigan Black Business.

Finally, we leveraged our relationship with MBBA member, All Things Detroit, to get more of our members activated in spaces such as Grand Circus Park (West & East), Capital Park, Harmony Park, and Beacon Park. Thirteen of our members were given this opportunity and collectively made close to \$25,000.

25k

Generated in
one day at
BLK Market

Recess Pop Up
Experience

164k

25k

Grand Circus Park,
Capital Park, Harmony
Park, Beacon Park

“IMPACT OF THE DRAFT”



60

were nominated
for contracts



34

were awarded
contracts



60%

of contracts
awarded were Black
owned businesses



\$518k

made by Black owned
concession stands in
the NFL Footprint

MBBA members who were selected for contracts included **15** Black owned concession stands, **3** staffing companies, **3** caterers, **2** bartenders and **1** food truck. Other MBBA awarded contracts went to those working in laundry, photography, hauling, decor, and the arts.

We are proud to report that our members hired approximately **500** staff to meet the demand and made over \$1.5 million during draft week through all these efforts.

\$1.5M ^{over}

was made during draft week
through all of these efforts

“LOOKING FORWARD”

The Michigan Black Business Alliance is committed to connecting our members to opportunities that will help them thrive. We are also committed to creating opportunities where they may not exist. Our work on the NFL Draft demonstrates our commitment to this effort and we are looking forward to more partnerships and opportunities for Black Businesses in Detroit and throughout the State of Michigan.