



## CREATE A MORE INCLUSIVE ECONOMY

### Accelerate minority and women-owned businesses

*Support the creation and growth of minority and women-owned businesses*

- Develop a business plan for and launch a business accelerator focused on growing minority-owned businesses
- Continue to expand the Baton Rouge Procurement Opportunity Partnership
- Partner with nonprofits such as TruFund to roll out the revolving loan fund for minority-owned businesses
- Expand BRAC's existing social media efforts to recognize minority-owned businesses in the region

### Drive investment into neighborhoods in need

*Advance reinvestment and redevelopment within our underserved communities*

- Build a new for-profit investment fund to redevelop commercial properties and land
- Identify reinvestment and redevelopment opportunities in the underserved areas of the region
- Develop an inventory of abandoned, publicly-owned land and buildings to put out for redevelopment bids
- Create an online portal for showcasing reinvestment and redevelopment opportunities and related financing tools
- Assemble a list of funding, incentives and financing resources available to potential investors
- Continue to connect minority-owned businesses with business opportunities in development projects

## Boost diversity and inclusion in the workplace

*Elevate our region's commitment to diversity and inclusion practices in regional businesses*

- Establish and promote a Diversity Learning Lab for organizations interested in expanding their diversity and inclusion efforts
- Expand the reach of the annual Diversity in Business event and Diversity Star awards
- Continue to provide matching grants for businesses to participate in Dialogue on Race
- Enhance existing BRAC events with content and perspectives that share D&I goals
- Create a BR Business Diversity Pledge for companies to voluntarily adopt
- Drive media coverage on the importance of D&I initiatives and progress
- Continue efforts to build a more diverse team and board at BRAC