



SUPPLIER DIVERSITY PROGRAM



ANNUAL REPORT 2022

Candace Bingham
Director, Procurement



SUPPLIER DIVERSITY PROGRAM ANNUAL REPORT 2022

Purchasing Department
Finance Division

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LETTER FROM THE PURCHASING TEAM

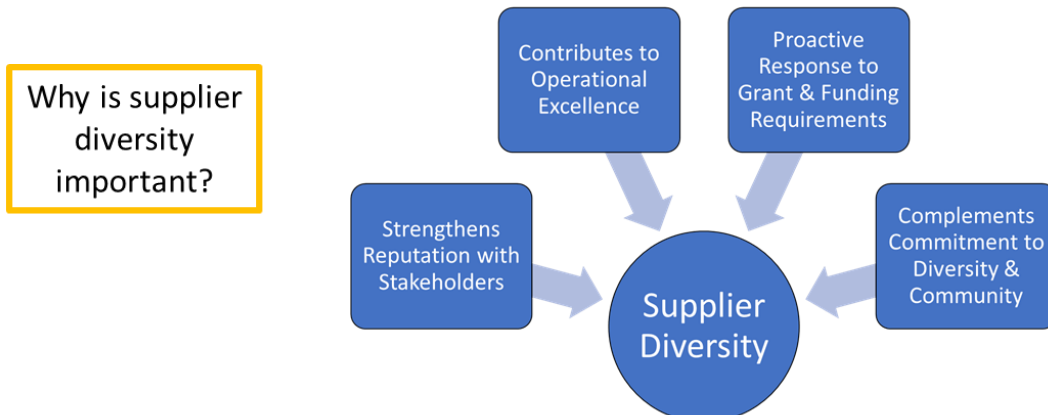
The Purchasing Team is committed to enhancing and championing the Supplier Diversity Program at the Saint Louis Zoo in order to bolster opportunities for underrepresented businesses in the St. Louis metropolitan area. We are emboldened to mobilize a robust program on behalf of the Zoo's decentralized purchasing community. The Policy on Supplier Diversity on Saint Louis Zoo Contracts provides a sturdy foundation to guide our efforts as we continue to discover new opportunities to improve the Zoo's goals and performance.



With the support of the Zoo's Strategic Operations team and the Supplier Diversity Committee, the Purchasing Team has built a framework to continue to enhance our efforts through collaboration and consistency. We are purposeful with our outreach to support marginalized businesses. We believe in educating internal and external stakeholders on the importance of a diversified vendor base, how vendors become certified and highlight this commitment in all our endeavors. Our team strives to stress how purchasing and supplier diversity are intertwined. The Zoo's collective efforts are amplified when purchasers utilize this model as a matter of daily standard practice.

Paramount to our charge is the commitment of our office to champion supplier diversity. We are excited for the opportunity to grow the program and appreciate the tools provided to carry us to the next level!

Respectfully,
Candace Bingham, Director of Procurement
Amanda Pedigo, Purchasing Administrative Assistant



SUPPLIER DIVERSITY COMMITTEE

MISSION STATEMENT

We celebrate and encourage supplier diversity within the entire Zoo community on all purchases and contracts. We value diversified vendor relationships and their importance to drive competition, promote innovations, and provide multiple channels to procure good and services.

We take our commitment to championing supplier diversity beyond our campus with intentional outreach, celebrating partnerships with vendors, networks and communities to support businesses and help marginalized communities thrive and grow financially.

We encourage diversified vendors to partner with the Zoo community and promote the importance to all vendors. By working together, we will continue to make our Zoo an inclusive place for all.

VISION-GUIDING DOCUMENT

The Supplier Diversity Committee's role is, but is not limited to, making decisions regarding supplier diversity and outreach initiatives, overseeing the vendor database and vendor management system, and coordinating with the Diversity, Equity, Accessibility and Inclusion committees.

2020-2022 INAUGURAL SUPPLIER DIVERSITY COMMITTEE



Thank you to the inaugural Supplier Diversity committee!

Pictured left to right: Joe Thoele, Manager of Financial Accounting & Reporting; Jim Madison, Vice President of Business Operations; David McGuire, William Bernoudy Vice President Architecture & Planning & Chief Architect; Cassandra Ray, Chief Financial Officer; Dolores Dunsford, Facilities Managements Administrative Manager; Candace Bingham, Director of Procurement; Amanda Pedigo, Purchasing Administrative Assistant

Not pictured: Mike Engelken, Food & Beverage Buyer; Caroline Abraham, Distribution Manager; Keri Lammering, Conservation Education Liaison; D’Juan Wiley, Food Service Assistant Manager

ZOO OUTREACH

The Supplier Diversity Program showcases its mission and goals through internal and community outreach.

These include:

- Educational opportunities
- Communicating and encouraging M/WBE community businesses to register as vendors to receive notifications to solicit bids
- Connecting prime contractors to diversified subcontractor businesses
- Connecting new vendors to Zoo staff
- Collaborating with community partners and Zoo staff to host informative seminars
- Highlighting the Zoo's commitment to Supplier Diversity



The Saint Louis Zoo Marketing Team along with Candace Bingham at the Vendor Meet & Greet, October 2022

Events

- SLC3 Gateway to Inclusion Workshop
- Lunch and Learns
- Alberici- Zoo Supplier Diversity Outreach Webinar
- State of the Zoo Spotlights
- Boyd Gaming Supplier Diversity Fair
- Construction Inclusion Week
- Supplier Diversity Day

BUILDING VENDOR RELATIONSHIPS

DIVERSE VENDOR & PROJECT HIGHLIGHTS

J-West (MBE): Bird Department, Penguin & Puffin Coast lighting upgrade; Herpetarium Department, generator upgrade

David Mason & Associates (MBE): Architecture & Planning, various engineering services

Radio Comm Co. (WBE): Security, campus radio upgrade

T.G.B. (WBE): Facilities Management, electric train infrastructure

Rhodey Construction (WBE): Saint Louis Zoo WildCare Park & Facilities Management, various projects

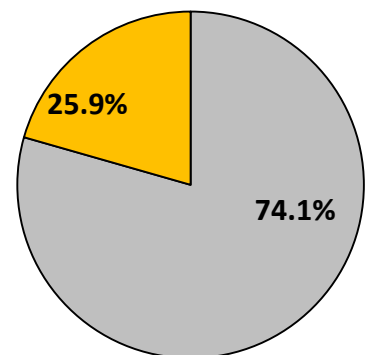
Ole Tyme Produce (WBE): Animal Nutrition, animal produce vendor of record

Hicks Carter Hicks (MBE): Internal Relations, culture assessment study

Legacy (MBE): Saint Louis Zoo WildCare Park and Saint Louis Zoo Sears Lehmann Jr. Wildlife Reserve, utility installation projects

K & M International (MBE): Retail Operations and Membership, plush animals

2022 Vendor Registrations



■ Vendors Onboarded ■ Diverse Vendors

In 2022, 529 vendors registrations were onboarded into the vendor registration portal, Vendor Registry. One-hundred thirty-seven are diverse vendors!

COMMUNITY PARTNERS OUTREACH



The St. Louis Anchor Action Network (STLAAN) drives sustained investment in St. Louis people and places, guided by a shared commitment to advance racial equity, remove barriers to economic opportunity and create a more inclusive regional community.

The St. Louis Anchor Action Network is a coalition of institutions and companies working with community leaders and stakeholders to collectively leverage spending in the focus footprint to drive equitable wealth building and economic development in the region.

The Zoo's Purchasing team coordinates with the STLAAN Procurement Working Group (PWG) in an advisory and presenter capacity plus routinely reports diversified spend upon request. Additionally, meeting notes and calendar details are recorded for use by the committee and various stakeholders.

Data Analysis	Certification Workshops	Policy Reviews	Searchable Business Directory/ Data Tool	Business Engagement Event	Price Waterhouse Organizational Analysis
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https://www.stlaan.org/stlaan_anchor_networkcommunity_business_tool

THE STLAAN GOAL

To leverage intentional purchasing across the Network, institutions and companies are building connections between footprint businesses and procurement leaders, forming business development partnerships focused on consistent areas of spending, and improving institutional practices that increase access to business opportunities.



St. Louis Anchor Action Network Focus Zip Codes in St. Louis City and County

63101	63114	63135
63102	63115	63136
63103	63118	63137
63104	63120	63138
63106	63121	63140
63107	63133	63147
63112	63134	63155
63113		



Following a hiatus at the onset of the pandemic, the St. Louis Supplier Diversity Professional's Network regrouped in 2022 under new leadership. With the Zoo leading the membership role, the network conducted interviews consisting of 41 organizations to determine the direction of the group and ideas to share best practices. More to come!

POLICY UPDATES

1. The policy underwent a name change! From the Policy on Minority and Women Business Enterprises on Saint Louis Zoo Contracts to the Policy on Supplier Diversity on Saint Louis Zoo Contracts.
2. Broadened policy language. Previous policy solely spoke to contractors. The enhanced language addresses vendors, distributors and consultants.
3. Additional language added to provide project owners a method to recommend a bidder other than the lowest bidder. For all projects over \$25K, a 10% evaluation pricing variance is now in place. For diversified businesses that are either 100% MBE or WBE or meet the Zoo's contract goals of 25% MBE and 5% WBE, this calculation can be used as a contributing factor to award a project.

REPORTING NOTES

PARAMETERS

Minority- and women-owned business enterprise prime and subcontractor/ subvendor/ subconsultant (tier 2) participation is highlighted. To calculate figures, the Supplier Diversity Program reports utilizing collective vendor spend as invoiced on construction, architectural/engineering, professional services and good/ products that were awarded in 2022. This report does not include information on specific projects awarded and it does not take into consideration the lifecycle of a project, yet reports spend activity from January 1 to December 31, 2022.

PARTICIPATION

The Saint Louis Zoo measures prime and tier 2 participation when payment participation of tier 2 spend is rendered. This action is reported to the Zoo when the prime submits a M/WBE Zoo Contract Participation Form with their pay application/invoice to the Project Owner. Incorrect reporting or lack of reporting negatively affects the calculation of participation. The data is manually calculated with the current process spanning multiple databases. Sub spend is deducted from the prime spend. Actual payments made to tier 2 businesses are not confirmed.

Institutional spend does not include payroll, employee reimbursement, donations, conservation contributions, utilities, insurance or payment to governmental agencies. Construction spend does not include architectural/engineering professional services.

The Policy on Supplier Diversity Participation on Saint Louis Zoo Contracts establishes goals of 25% for minority-owned business enterprises and 5% for women-owned business enterprises. Per policy, when a prime or tier 2 is an MBE and a WBE, spend is counted as MBE. The tier 2 participation only accounts for M/WBE spend yet does not capture non- M/WBE spend.

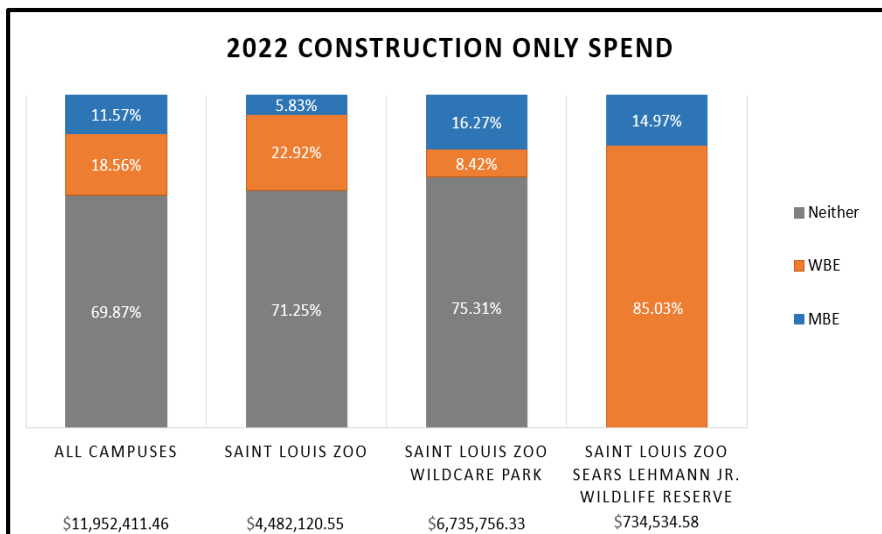
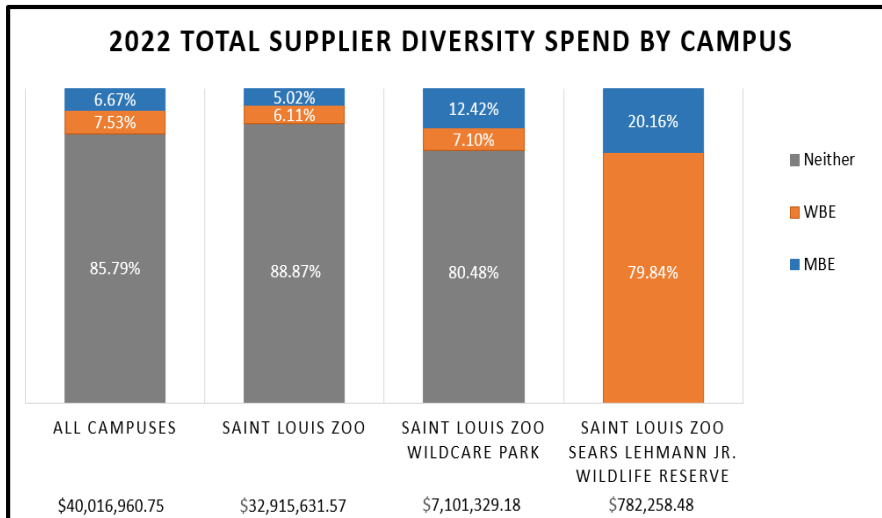
SUPPLIER DIVERSITY TRACKING

SUPPLIER DIVERSITY TRACKING

In 2022, the Purchasing Team continued to build out the vendor management system to assist with the tracking and reporting of prime and subcontractor/ subvendor spend on contracts. VIVA- IT Stars, an M/WBE vendor will be able to track vendor commitment, prevailing wage and workforce participation. The platform is able track by project, division and department, allowing goals to be set accordingly. The Zoo will be able to track tier 2 spend and indirect spend with distributors. Implementation was intended to roll out in fall 2022 however, there were minor setbacks with limitations to connect to closed accounting software. Working through these details, implementation is now expected in 2023.



2022 YEAR IN REVIEW



2019-2022 M/WBE SPEND

As expected, collective year-over-year numbers fluctuate primarily due to construction projects at hand. It is acknowledged that 2019 had reporting gaps due to a change in the Purchasing Office. In 2020, the Zoo contracted with Tarlton (WBE) on Primate Canopy Trails. This is reflected in the 2021 numbers as reporting is by invoice spend. The 2022 numbers do appear to be increasing above the trend when construction spend is omitted.

	2019	2020	2021	2022
MBE Total	5.75%	1.76%	3.32%	7.53%
WBE Total	1.89%	45.45%	19.20%	6.67%

Primate Canopy Trails (Tarlton- WBE)

CURRENT INITIATIVES & FUTURE OPPORTUNITIES

PROMPT PAYMENT AND ACHIEVEMENT TO COMMITMENT TO GOALS

When a small business is not paid on time, it can have dire ramifications on its success. Primes need to be held accountable to pay subcontractors for work performed. Currently, the Zoo cannot confirm if the subcontractor was paid in a timely manner. The VIVA-IT Stars system will allow subs to confirm payment was received, and the project owner will be able to track a project through its life cycle.

NEW COMMUNITY PARTNERSHIPS

The St. Louis region is primed for new opportunities and collaboration. There is a synergy in the area that is palpable. When working with seasoned professionals in this space, it is apparent there is a collective goal and thirst for institutions to work together as never before to promote diverse businesses.

NEW SUPPLIER DIVERSITY TEAM 2023-2024

As per the Supplier Diversity Committee Members Guiding Document, a cross-section of team members throughout the organization were appointed in March 2023 to the Supplier Diversity team. New members are:

Candace Bingham, Director, Procurement;
Joseph Thoele, Manager, Financial Reporting;
Michael Macek, Saint Louis Zoo Director;
Dr. Jo-Elle Mogerman, Saint Louis Zoo WildCare Park Director;
Cassandra Brown-Ray, Chief Financial Officer;
Jim Madison, Vice President, Business Operations;
Leslie Garner, Director, Saint Louis Zoo WildCare Park Architecture & Construction;
Judy Rancour, Director, Retail Operations;
Tim Knock, Director, Food Service;
Tom Sehnert, Director, Maintenance;
Amanda Pedigo, Purchasing Administrative Assistant,
Dolores Dunsford, Administrative Manager, Facilities Management;
Christina Toth, Manager, Creative Services;
Elizabeth Hickcox, Corporate Partnerships Manager;
Mike Engelken, Food & Beverage Buyer

Supplier diversity is the integration of exceptional certified minority, women-owned and other diverse suppliers, contractors, service providers and business partners into the development and execution of the Zoo's mission.