

Alabama Black-Owned Business Census

Goal	Develop a comprehensive census of Black-owned businesses in Alabama to connect businesses to diverse suppliers, map sectors void of diverse ownership, and provide a roadmap for future Black-business development in Alabama.
Partners	Alabama Power, Opportunity Alabama (OPAL), Business Council of Alabama (BCA), ASBDC, Urban Impact, Innovate Birmingham, Governor's Office of Minority Affairs
Project Summary	<p>A challenge for developers looking to increase representation for minority and women-owned business enterprises (MWBE) within the development, management, tenanting process and the lack of a comprehensive Census of Black Businesses in Alabama.</p> <p>OPAL plans to remedy this by working with partners to conduct a statewide Census of Black Businesses—starting with construction trades and industries that could serve as potential office and retail tenants—while creating a comprehensive map of those with the strongest capacity in each metro market.</p>
Community Impact	The Alabama Black-Owned Business Census and subsequent directory will help connect Black-owned businesses to supply chain partnership and minority bid opportunities. It will also highlight sectors with a lack of Black-owned representation for future development focus.
Backbone Organization	Opportunity Alabama (OPAL) is a nonprofit organization that serves as the equitable economic development engine for Alabama's low-income places. Since its inception in 2018, OPAL has become the one-stop shop for communities, project sponsors, investors, and others looking to find out how the Opportunity Zone (OZ) program can help move the needle in their backyard. To date, OPAL has made introductions or delivered technical assistance resulting in \$125 million in new community development, provided thousands of hours of technical

**Backbone Organization
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assistance to communities and project sponsors, and received recognition from Forbes as the best statewide OZ economic development program in the nation.

Investment Structure

The project will use a combination of public-private grant and sponsorship funding.

