



**City of Hinesville News Release**  
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## **Hinesville City Council Approves Expanded M/WBE Program** *Program and Policy Revisions Promote Greater Business Diversity and Inclusion*

**HINESVILLE, Ga. (May 20, 2021)** – Tonight, the Hinesville City Council unanimously approved an expanded Minority and Women-Owned Business Enterprise (M/WBE) program for the City of Hinesville. As presented by Hinesville City Manager Kenneth Howard and local M/WBE consultant DeLisa Clift, the newly expanded program and policy, which takes effect immediately, seeks to promote greater business diversity and inclusion in contracting opportunities with the City. Key updates to the program and policy, which were last revised in 2012, include an increase in the M/WBE participation goal for construction contracts and the development of an M/WBE certification program for businesses.

“This City’s newly expanded M/WBE program will further promote equal access and increase support efforts to minority and women-owned businesses in our community,” City Manager Kenneth Howard said. “This support is crucial in ensuring that minority and women-owned businesses can continue to be competitive in Hinesville and beyond.”

Prior to tonight’s approval, the City’s standard participation goal for minority and women-owned businesses in construction projects over \$100,000 was ten percent. The newly expanded M/WBE program increases that participation level to a minimum of 13 percent (ten percent to minority business enterprises and three percent to women business enterprises. Revised language also gives the City Manager authority to increase the standard participation level upon justification.

Another key update approved by the City Council was the development of a new M/WBE certification program. As written in the expanded policy, the City will “maintain a formal certification process to substantiate the legitimacy of [a] firm’s ownership and control as an M/WBE firm doing business in this [Hinesville] market.” As a “certifying agent,” the City will have the ability to certify a business as a minority and/or woman-owned business, making that business eligible to be labeled as an M/WBE when partaking in contracting activities with the City. Guidelines, rules and regulations regarding the certification program have all been developed. Staff hopes to execute public workshops, helping businesses to become City M/WBE certified, by mid-July. More details about the certification program will be released soon.

The City of Hinesville actively supports the local business economy. To learn more about City, including how to start a business in Hinesville, visit [cityofhinesville.org](http://cityofhinesville.org). Stay up-to-date with the City by following @HinesvilleGA on [Facebook](#), [Twitter](#) and [Instagram](#).

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### **ABOUT THE CITY OF HINESVILLE:**

The City of Hinesville was established in 1837 and is recognized as one of the fastest growing cities in the State of Georgia in both size and population. As the largest city in Liberty County, it serves as the county seat and is home to more than 35,000 people. To learn more about the City of Hinesville, visit [cityofhinesville.org](http://cityofhinesville.org).