



West Des Moines Chamber of Commerce Diversity, Equity, and Inclusion Committee Charter 2022 - 2023

Background

In June of 2020, The WDM Chamber of Commerce developed a Diversity, Equity and Inclusion Committee to better understand and serve the needs of our diverse community. This project was initiated to recognize and support our minority business enterprises, deliver Chamber programming and resources and an amplified voice in the community to help them succeed. This includes all diverse groups such as Black, Asian, Hispanic, Native American, Women Business Owners, LGBTQ+, Veteran-owned, and more. Nitch.com named West Des Moines the most diverse suburban city in Iowa and in 2020 they named West Des Moines the most diverse suburban city in the Greater Des Moines Area and there are 70 languages spoken in West Des Moines classrooms.

Data and Statistics

The number of businesses in our minority communities continues to grow, adding to our city's competitive advantage. Over the last 10 years, in America, minority business enterprises accounted for more than 50 percent of the two million new businesses started in the United States and created nearly five million jobs. There are now more than four million minority-owned companies in the United States, with annual sales totaling close to \$700 billion. Yet, despite that growth, there is still a disparity when it comes to access to capital, contracting opportunities and other entrepreneurial development opportunities for minority-owned firms.

In 2019 survey data from the Federal Reserve details that the median income of a White family has a net worth 10 times more than that of a Black family. We can do our part to help change this disparity. And, according to 2019 U.S. Census Bureau data, West Des Moines population estimates are 67,899 residents of which 7.6% are Asian, 6% are Hispanic, 4.1% are Black or African American, .1% are Native Hawaiian and Pacific Islander, and .1% are American Indian or Alaska Native, 2.5% are two or more races, 3,092 are Veterans. Additional stats can be found here

<https://www.census.gov/quickfacts/fact/table/westdesmoinescityiowa/PST045219>

Obviously, while the numbers of minority-owned businesses are a source of optimism and hold promise for the future, much more still needs to be done to encourage and strengthen the minority business community. That's why ensuring that these minority-owned businesses have access to contracts, access to capital and the technical and marketing assistance needed for success is a top priority for the West Des Moines Chamber of Commerce' Diversity, Equity, and Inclusion Committee. Diversity is one of the nation's greatest strengths, and diverse small-business ownership is essential to our City's continued economic success and growth.

Mission

The mission of the Diversity, Equity, and Inclusion Committee is to help promote and advance all voices within the BIPOC community in West Des Moines – and the State of Iowa and to put a spotlight on West Des Moines as the most inclusive city in the world. We welcome all ideas and perspectives and know that collaboration among a wide variety of groups with different backgrounds leads to a stronger community.

WDM Chamber DEI Committee Goals:

- 1) **Annual nonprofit fundraiser** to benefit social justice/minority organizations / goal of \$8,500+ raised.
 - a. Achieved \$3,000 total donation to Jewels Academy and NAACP Iowa Chapter in 2021.
 - b. Achieved \$4,600 total donation to Hispanic Educational Resources and Willkie House in 2022.
- 2) **Increase minority business membership** / goal of 40 new members by Dec 31, 2021.
 - a. Achieved 20 new members in 2021.
 - b. Achieved 19 new members in 2022.
- 3) Host first annual **Black & Brown Business Summit** / goal of \$10,000 to Pitch Competition Winners.
 - a. Achieved \$10,000 in 2021 to ten (10) Pitch Competition Winners.
 - b. Achieved \$42,000 in 2022 to ten (10) Pitch Competition Winners.
- 4) Actively support A **Diverse Board of Directors** within the WDM Chamber.
- 5) Highlight and **promote minority businesses** to help them succeed and grow their business.
- 6) **Weave diverse voices within all WDM Chamber programming**, events, speakers, attendees, and more.
- 7) Be known as the **City that embraces diversity** and **actively assist minority-owned businesses**.
- 8) Support programming including a **Supplier Diversity Matchmaking Event** and others that fill unique needs.
- 9) Spotlight minority-owned and operated companies all year long and during **Diversity Week** in mid-April.
- 10) **Remain non-partisan** as an organization.

Key Stakeholders:

Committee Chair	Angela Jackson
Committee Vice Chair	Terrence Thames

DEI Committee Members: For a full and current list, click here:
<https://members.wdmchamber.org/groups/GroupRoster/dei-committee-38>

For information on the DEI Committee and Charter, please contact:
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