

Cuyahoga County Equity Commission Meeting

November 21, 2024 10:00 AM – 11:00 AM

Cuyahoga County Administrative Building – Room 5-006

2079 East Ninth Street, 5th Floor

Cleveland, OH 44115

- I. Welcome
- II. Call to Order
 - a. Review & Approval of Minutes
- III. Public Comment
- IV. Opening Remarks from Equity Commission Members
- V. JumpStart - Programs & Services to support MBEs
- VI. Office of Small Business – Update on work with MBE Commercial Real Estate Developers
- VII. CY2025 Meeting Schedule
- VIII. Closing Remarks
- IX. Adjourn

Next Meeting: February 20, 2025 at 10am

EQUITY COMMISSION

MEETING DATE: November 21, 2024

NAME	EMAIL
Matthew Keri	mkeri@cuyahogacounty.gov
Christopher Murray	Chris.Murray@jfs.Ohio.gov
Waylynn	DonaldDuck@Disney.fun
Aaron Kinney	akinney@cuyahogacounty.gov
Jamillah Murdock	jmurdock01@cuyahogacounty.gov
Jennifer Wilson	JrWilson@cuyahogacounty.gov
Sarah Nemastil	Sanemastil@cuyahogacounty.gov
Mary Paxton	mary.paxton@jumpstartinc.org
Lorne Novick	Lorne.Novick@jumpstartinc.org
Jill Smialek	jsmialek@cuyahogacounty.gov
Matt Riell	Matt.Riell@Jumpstartinc.org
Shawna Layton	SLayton@cuyahogacounty.gov

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Cuyahoga County Equity Commission		
Last Name	First Name	Agency
Murray	Christopher	Health and Human Services (Alternate)
Wilson	Jennifer	Department of Equity and Inclusion (Alternate)
Lockett	Lenora	Department of Equity and Inclusion
Johnson	Vaughn	Department of Development (Alternate)
Nemastil	Sarah	Human Resources (Alternate)
Smialek	Jill	Public Safety and Justice Service (Alternate)
Guests		
Keri	Matthew	Economic Development
Kinney	Arron	Economic Development
Murdock	Jamillah	Department of Equity and Inclusion
Slayton	Shaunna	Department of Equity and Inclusion
Paxton	Mary	Jump Start Inc.
Novick	Lorne	Jump Start Inc.
Riell	Matt	Jump Start Inc.

- I. Welcome
- II. Call to Order (10:01 am) Christopher Murray, Alternate Chairman
 - i. Roll call completed; previous minutes reviewed and approved.
 - ii. Call for Review & Approval of Minutes made by Christopher Murray.
 - Minutes approved: Motion to approve made by Sarah Nemastil, seconded by Vaughn Johnson.
- III. Public Comment
 - There was no public comment.
- IV. Opening Remarks from Equity Commission Members
 - i. Jill Smialek- Public Safety and Justice Services is working on increasing diversity across multiple disciplines of Police, Fire, EMS, Corrections, Clerks, Bailiffs, Dispatchers, and all the above. This is true with age, gender, gender identity, race, and nationality. We have a new Program Officer as of September who is working on improving diversity. We are excited about the progress being made.

- ii. Vaughn Johnson- Introduction of Jump Start Staff and two new Economic Development Staff, Matthew Keri and Aaron Kinney. Internally, staff have helped bridge the diversity gap at their staff meetings. There are many staff and interns from different countries, there was a presentation to highlight diversity (at the staff meeting).
 - iii. Sarah Nemastil- County Council has approved a remote work policy, so the next step we are working on is working with departments and agencies to develop and implement their own remote work policies, consistent with that in terms of the policy that was approved by Council. Late 2023, HR engaged a consultant to conduct a pay equity study for our non-bargaining, classified employees. The consultant has recommended pay adjustments and those adjustments have been included in the Executive's proposed budget update for 2025. We have been working on streamlining and automating tuition reimbursement process. Over 1800 staff members have completed HR Civility Training in 2024. HR's Kimberley Coleman, DEI's Jamillah Murdock, College Now and True to You are collaborating on a Mentors Matter program. We are continuing our newsletter and "Can We Talk" panel discussions.
 - iv. Chris Murray- Our first goals were normalizing Diversity, Equity, Inclusion and Racial, Equity, Inclusion conversations (due to racism being deemed a public health crisis). We are continuing to review policies and procedures and make changes as we see fit. We are fostering vehicles for workforce improvement, including surveys. We are reviewing policies and procedures with an equity lens. Also, we are reviewing and disaggregating employee and service data. Special congratulations to Joanne Pugh Fitzpatrick for fostering a wonderful mentoring program.
 - v. Lenora Lockett- We had our first meet-and-greet October 31, 2024, hosted by our Equity Commissions working group, it was an opportunity to bring different equity teams from different departments together. Also, it was for departments looking to start an equity team. In August, we had the managers make-up DEI training for newly promoted staff and staff who may have missed it before. September was our What's Next, it is about engaging and keeping employees engaged with the progress we are making with equity and inclusion in Cuyahoga County. In October, we had all staff Town Hall Trainings. We are ready to proceed with our annual equity report and our update of our purchasing forecast.
- V. JumpStart– Programs & Services to support MBEs
 - i. Lorne Novick, Mary Paxton, Matt Riell - Power Point attached.
- VI. Office of Small Business- Update on work with MBE Commercial Real Estate Developers
 - i. Vaughn Johnson- We are working with two minority developers; one is woman owned. The combined project cost is over 60 million dollars. One is a brand-new, mixed-use facility, the other is a long-standing historic structure. Our ecosystem partners referred the developers to The Office of Small Business, the word is getting out about the things we do. We launched May 8, 2024, eleven minutes later, we received our first call. To date, nearly 700 small businesses have reached out to us for assistance and support. 75% of the businesses are minority or female owned.
- VII. Meeting Schedule 2025; February 20, May 15, August 21, November 20 at 10:00am
- VIII. Adjourn (10:59 am)

Next Scheduled Meeting: February 20, 2025, at 10:00am

*November 21, 2024, Equity Commission Meeting can be viewed on the Cuyahoga County
YouTube Page*



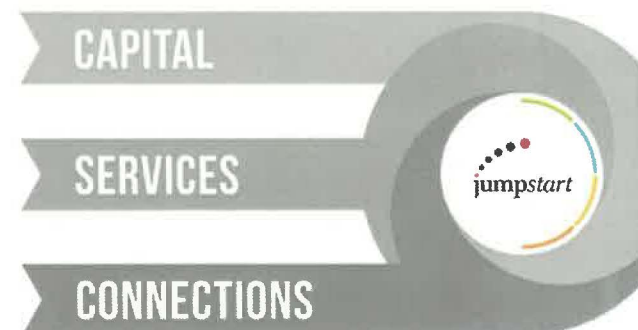
Cuyahoga County Equity Commission Meeting

November 21, 2024



A Proven Combination For Growth

We provide capital, services and connections to accelerate the growth of entrepreneurship. Our teams are uniquely positioned to support four client groups.



TECH STARTUPS

SMALL BUSINESSES

CORPORATE PARTNERS



ECONOMIC OUTCOMES

TOTAL ECONOMIC IMPACT FROM 2010-2023

\$13.3B

GENERATED BY TECH STARTUPS AND SMALL BUSINESSES
SUPPORTED BY JUMPSTART AND ITS PARTNERS



\$97M

SMALL BUSINESS
STATE AND LOCAL TAXES

\$50M+

SMALL BUSINESS
STATE AND LOCAL TAXES

\$3.14B

TECH STARTUP WAGES

\$731M+

TECH STARTUP
STATE AND LOCAL TAXES

\$330M+

REVENUE GENERATED BY
SMALL BUSINESS

\$6.65B

REVENUE GENERATED BY
TECH STARTUPS

\$652M+

REVENUE GENERATED BY
BLACK AND LATINO-LED
COMPANIES [TECH & SMALL BIZ]

\$1.65B

REVENUE GENERATED BY
WOMEN-LED COMPANIES
[TECH & SMALL BIZ]



SMALL BUSINESSES

We offer capital, services and connections to accelerate the growth of local small businesses and our small business ecosystem.

SMALL BUSINESSES



Programs & Services

1:1 Business Assistance

Networking & Learning

Pathways to Capital

Encore Mentoring Program

3,000+

small businesses engaged by
JumpStart and its partners to date

37,000+

advising hours provided to
small businesses by JumpStart
and its partners to date

SMALL BUSINESSES

Impact Program

An intensive, 12-week program where each cohort receives industry-specific mentoring with a special emphasis on financial projections and capital pitches. Target is >\$100K in revenue.



21

Cohorts Graduated



128

Total Number of Graduates



\$581K

Grant Dollars Distributed

Blueprint Program

A foundational, five-week program designed to help founders ready their business for growth.

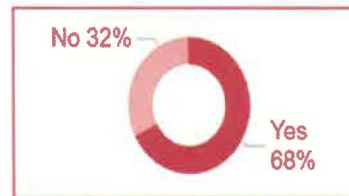
Small Business Client Metrics 2016 – 2024

3005

Total Small Business companies engaged

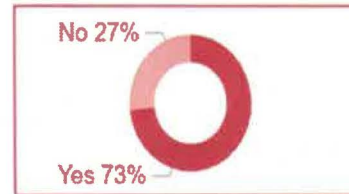
2020

of these companies are owned by women



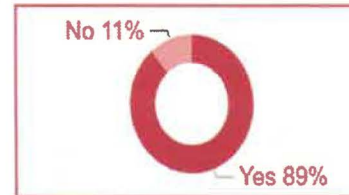
2206

are owned by AA or Hispanic



2665

are owned by women, AA and/or Hispanic



Note: Companies owned by AA or Hispanic are companies with an African American or Latino/a/Hispanic owner.

\$230.8M

Revenue generated by women, AA or Hispanic-owned companies.

1,462

Jobs created & Maintained by women, AA or Hispanic-owned companies.

\$37.5M

Capital raised by women, AA or Hispanic-owned companies.

Small Business Capital Metrics 2016-2024

239

women, AA or Hispanic-owned companies received capital from JumpStart.

\$3.98M

Deployed into women, AA or Hispanic-owned companies.

70.9%

women-owned companies.

58.3%

black-owned companies.

15.6%

Hispanic-owned companies.

\$116M

Revenue generated by women, AA or Hispanic-owned companies.

495

Jobs created & Maintained by women, AA or Hispanic-owned companies.

\$15.98M

Capital raised by women, AA or Hispanic-owned companies.



TECH STARTUPS

We help unlock the potential of early-stage tech startups with both venture capital and the services and connections they need to advance.

TECH STARTUPS

Programs & Services

Cohort-based Accelerators

Networking & Learning

1:1 Advising Services

Burton D. Morgan Mentoring Program

4,700+

tech startups engaged by
JumpStart and its partners to date

518K+

advising hours provided to tech startups
by JumpStart and its partners to date

Tech Start-up Metrics – ESP Network 2016-2024

4072 Total companies engaged

1208

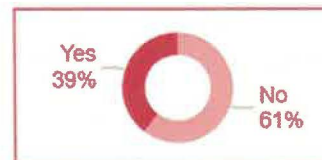
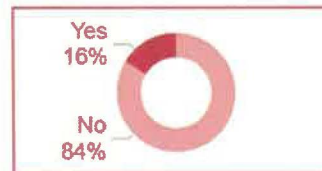
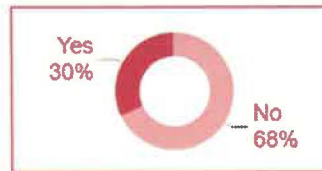
of these companies are founded/led by women

658

are founded/led by AA or Hispanic

1605

are founded/led by women, AA and/or Hispanic



Note: Companies founded/led by AA or Hispanic are companies with an African American or Latino/a/Hispanic founder or leader.

\$1.34B

Revenue generated by women, AA or Hispanic-owned companies.

3,578

Jobs created & Maintained by women, AA or Hispanic-owned companies.

\$1.44B

Capital raised by women, AA or Hispanic-owned companies.

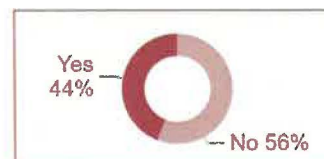
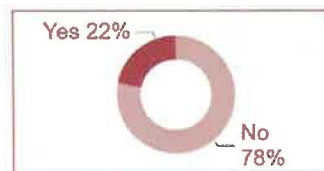
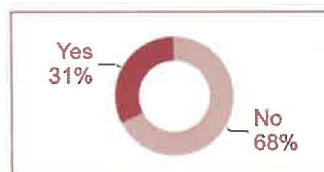
Tech Start-up Metrics – JumpStart 2016-2024

2122 Total companies engaged

↓
652 of these companies are founded/led by women

↓
461 are founded/led by AA or Hispanic

↓
932 are founded/led by women, AA and/or Hispanic



Note: Companies founded/led by AA or Hispanic are companies with an African American or Latino/a/Hispanic founder or leader.

\$1.01B

Revenue generated by women, AA or Hispanic-owned companies.

2,582

Jobs created & Maintained by women, AA or Hispanic-owned companies.

\$1.05B

Capital raised by women, AA or Hispanic-owned companies.



Our **Trailblazer Accelerators** support early-stage health tech and software startups by fostering innovation and preparing them for venture capital readiness. This three-month program offers expert guidance, non-dilutive funding, and opportunities to connect with investors and clients. We provide two tracks: HealthTech and SaaS—to ensure that the curriculum and services meet the specific needs of startups in Ohio

Each startup is provided \$125K by JumpStart (via in-kind services) for milestone projects

Launched in April 2024, the accelerator has already supported **29** tech startups that have raised over **\$9.5 million**

TECH STARTUPS

Venture Capital

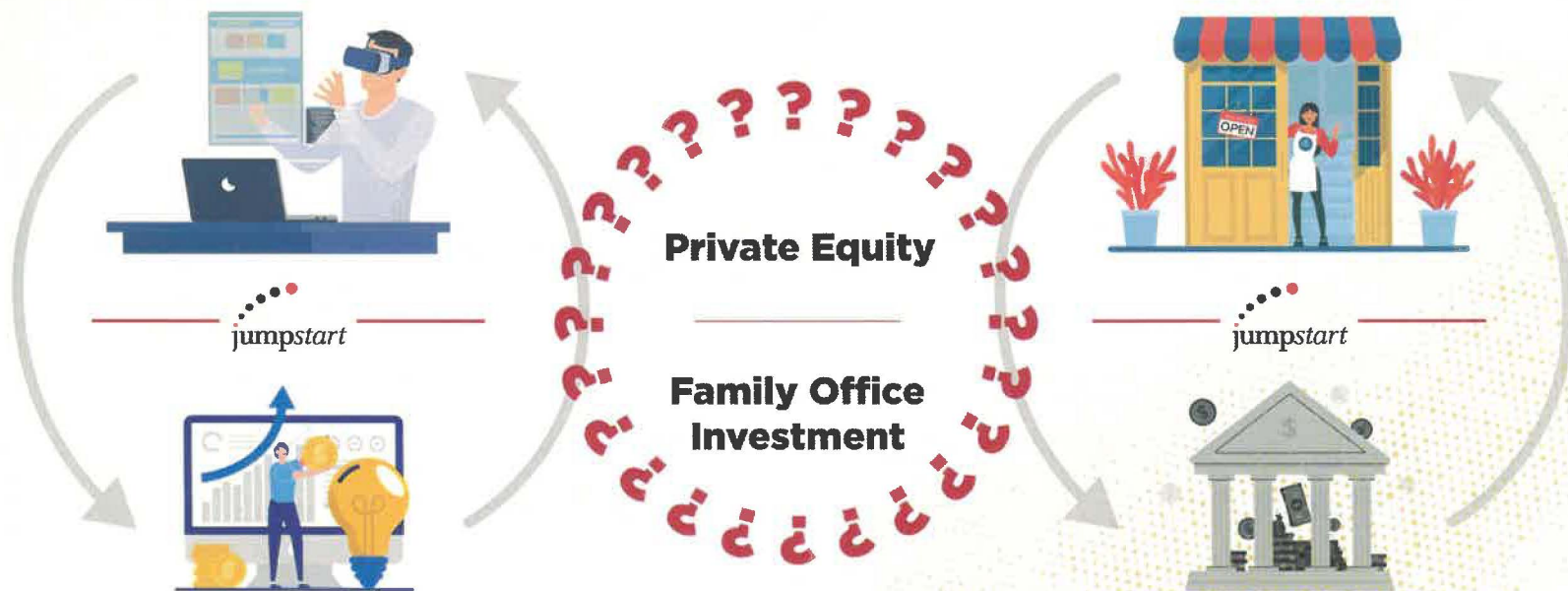
We invest in passionate founders, surrounding them with critical resources in areas like operations, marketing, finance and recruitment, making investments go further, faster.

JumpStart Ventures

JumpStart Ventures is an early-stage venture capital firm helping visionary tech entrepreneurs bring their ideas to life.

Potential Support Expansion

JumpStart will apply the learnings from supporting tech start-ups and small businesses to create a HIGH GROWTH SERVICES LOB that will assist growth companies to achieve bankability and/or encourage acquisitions via Private Equity/Family Offices





CORPORATE PARTNERS

We partner with innovation leaders to identify, access and adopt viable technology solutions that address market pain points.



CORPORATE PARTNERS

Outside-In Innovation

We source and vet solutions developed by emerging technology startups to help corporations solve problems and stay ahead of the curve.

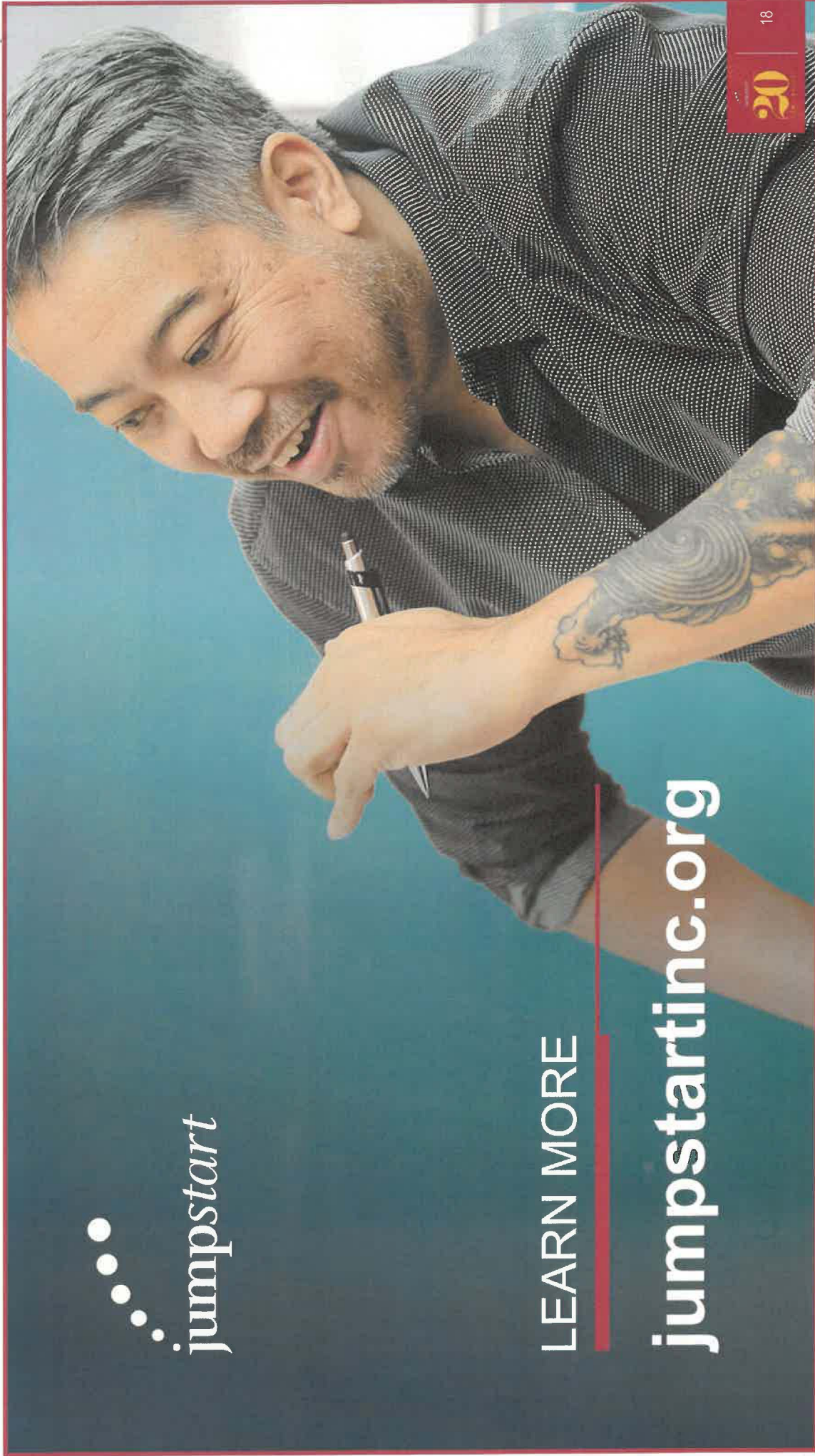
1,350+

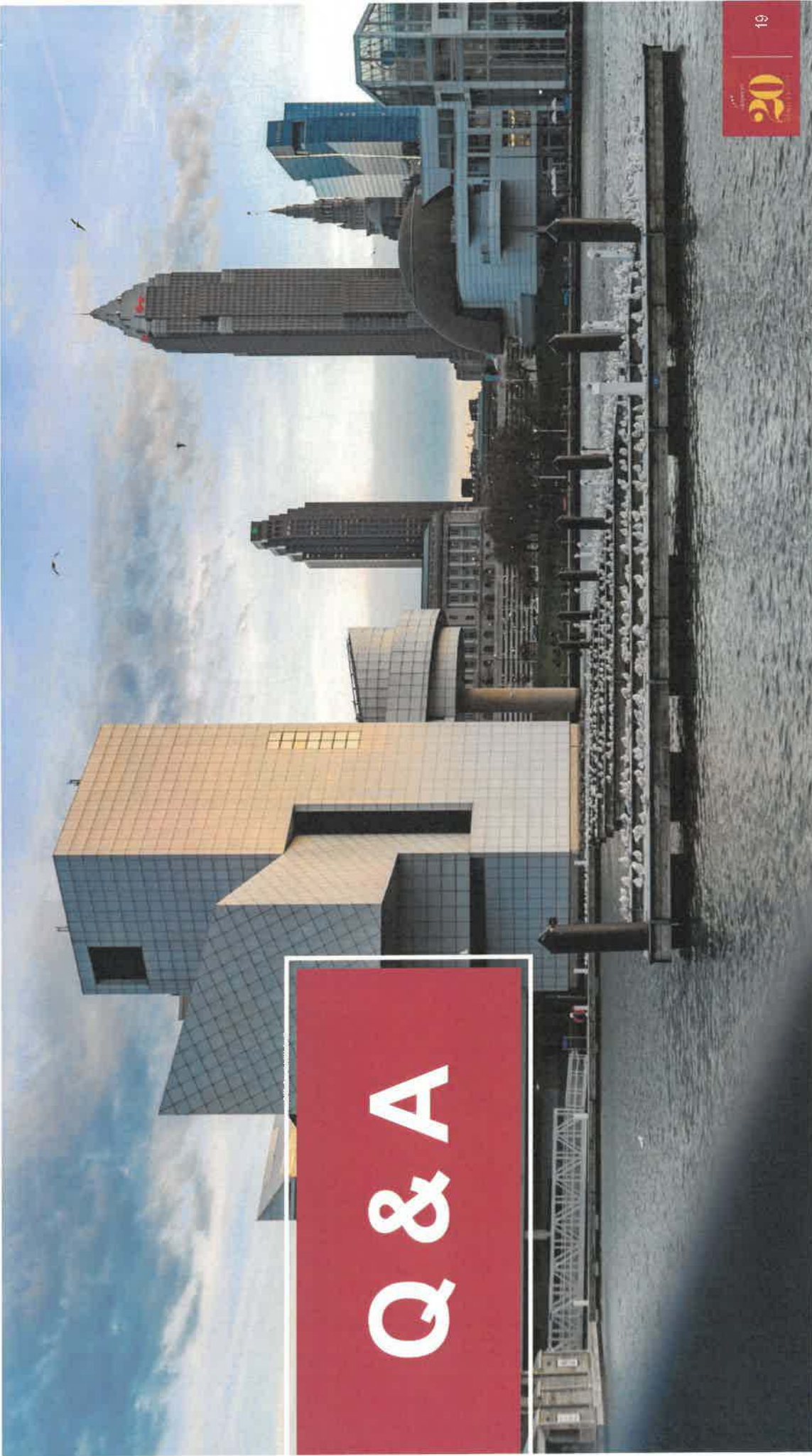
technologies sourced and screened
by JumpStart for corporate partners



LEARN MORE

jumpstartinc.org





Q & A