



## Economic Impact Reporting

### **A Data-Driven Approach to Demonstrating the Value of Small, Local, and Diverse Business Programs**

In today's environment, organizations are under increased pressure to justify spending, demonstrate ROI, and ensure that all forms of investment are driving meaningful impact. With heightened scrutiny from policymakers, community leaders, and watchdog organizations, the need for clear, data-backed insights has never been greater. Without a compelling, quantitative story, securing funding and maintaining public trust can become an uphill battle. Can your organization prove the economic value of your supplier diversity (DBE, MBE, WBE, VBE, SBE) programs?

Many agency staff struggle to measure and communicate the economic contributions of their small, local, and diverse business programs and other community initiatives. Data often resides in multiple, disconnected systems, making analysis time-consuming and complex. Staff may not have the expertise to apply the right economic models or extract meaningful insights. This lack of clarity can result in missed funding opportunities, decreased stakeholder confidence, erosion of public trust, and difficulty justifying program expansions. Without comprehensive economic impact reporting, groups may struggle to tell the full story of their contributions to local economies, limiting their ability to advocate for continued investment and program growth.

A better approach would be to find a solution that manages your data, calculates the results, and runs economic impact reports for you. When researching these services, look for a software vendor that manages the data in one unified system. The vendor should be able to pull the agency's project or spend data and clean it to provide the best results. The reports should include options for top-level, easy to understand graphics, as well as longer, detailed reports. Running economic impact reports is a complex process, so look for a partner who has deep experience and understanding.

B2Gnow, in partnership with Impact DataSource, delivers Economic Impact Reporting services designed to help agencies accurately quantify and showcase their contributions. This solution transforms raw data into compelling, digestible reports that highlight job creation, income generation, and economic growth, giving agencies the power to justify funding, enhance transparency, and drive informed decision-making. B2Gnow can clarify and augment your data and securely provide it to Impact DataSource to run accurate and detailed reports with the most up-to-date information. B2Gnow's Economic Impact Reporting service, with data from your B2Gnow solution, eliminates the challenges of fragmented data and manual calculations, providing agencies with a reliable way to communicate the real-world value of their programs.

## Key Features

**Economic Impact Reporting** - Gain a detailed understanding of the economic effects of small, local, and diverse business spend—including job creation, income growth, and broader economic activity—through customized reports and dynamic visualizations (e.g., charts and infographics). Insights include year-over-year trends, geographic breakdowns, certification categories, and direct, indirect, and induced impacts.

**Certified Category Insights** - Evaluate the unique economic contributions of certified business groups (DBE, WBE, MBE, SBE, VBE, etc.) to distinguish the impact of Diverse Spend versus Non-Diverse Spend, using the familiar certification data from your B2Gnow solution.

**Complimentary Initial Consultation** - Begin with a no-cost strategy session with B2Gnow experts and Impact DataSource to align goals and ensure a successful project.

**Secure Data Infrastructure** - Rely on enterprise-grade security and reliability, including a SOC 2 Type 2 certified environment, 99.9% guaranteed uptime, full redundancy, and mutual NDAs to safeguard your data.

**Data Scrubbing (Optional Add-On)** - For optimal results, B2Gnow can extract and clean your project or spend data before it's analyzed by Impact DataSource—available as a premium service.

### Benefits:

- **Proven Accuracy** - Ensures accurate, credible analysis, removing concerns about data misinterpretation, powered by Impact DataSource's 30+ years of experience and thousands of completed reports.
- **Enhanced Public Transparency** - Enables the sharing of clear and concise reports, and overall project spend, with the public, showcasing how funds are spent and the positive economic outcomes achieved through small, local and diverse business programs.
- **Accountability** - Provides reports meaningful to higher-level watchdog agencies (Inspector General, Oversight Body) to demonstrate proper use of funds and impact of programs.
- **Data-Driven Decision Making** - Utilizes accurate economic data to inform policy decisions, optimize program strategies, and demonstrate the value of small, local, and diverse business initiatives to the community and oversight bodies.

To learn more, request a [demonstration](#)



**400+**

Diversity Management  
Clients



**130+**

Tracks over 130 different  
certification types



**\$3 Trillion**

\$3 Trillion in monitored  
contract value

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