

**City of Los Angeles  
Responsible Banking Investment Monitoring Program  
For Investment Banks**

Investment banks providing City investment banking services or seeking City investment banking business must complete and submit this form no later than July 1<sup>st</sup> of each year to the City Administrative Officer to comply with Chapter 5.1, Section 20.95.1 of the Los Angeles Administrative Code.

**Contact Information:**

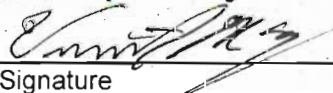
Backstrom McCarley Berry & Co., LLC  
Name of Financial Institution  
115 Sansome St., Mezz A San Francisco, CA 94104  
Street Address City State Zip Code  
Vincent McCarley, CEO  
Contact Person Name and Title  
(415) 857-6101 vmccarley@bmcberco.com  
Telephone No. Email Address

Please answer the following questions for the preceding calendar year.

1. Did your firm make monetary donations to charitable programs within the City limits?  
Yes  No  If yes, please complete the attached form.
2. Did your firm provide any scholarship awards to residents of the City of Los Angeles?  
Yes  No 
  - a. How many scholarships were awarded? \_\_\_\_\_
  - b. What was the total value of the awarded scholarships? \_\_\_\_\_
3. Does your firm have internal policies regarding utilization of subcontractors which are designated as "women owned," "minority owned," or "disabled" business enterprises?  
Yes  No  If yes, please provide a copy of your policies.

**CERTIFICATION UNDER PENALTY OR PERJURY**

I certify under penalty of perjury that I have read and understand the questions contained in this form and the responses contained in the form and on all the attachments. I further certify that I have provided full and complete answers to each question, and that all information provided in response to this form is true and accurate to the best of my knowledge and belief.

Vincent McCarley, CEO  8/8/14  
Print Name, Title Signature Date

**PLEASE SEND THE ORIGINAL SIGNED FORM TO THE ADDRESS BELOW AND EMAIL A COPY TO CAO.DEBT@LACITY.ORG.**

**Office of the City Administrative Officer  
200 North Main St. Room 1500  
Los Angeles, CA 90012  
Attention: Debt Management Group**

**Attachment for Question #1 - Responsible Banking Investment Monitoring Program for Investment Banks**

Name of Charitable Organization	Type	Amount (\$)
Friends of Sisters at the Well, Inc.	Women Empowerment	1,500.00
Asian Americans in Public Finance	Minority Empowerment	1,000.00



## BMCB'S AFFIRMATIVE ACTION PLAN & POLICIES

BMcB is an African-American owned small business enterprise certified by the State of California as a Disadvantaged Business Enterprise, which had a reciprocal agreement with the City of Los Angeles. As a minority owned business, we are keenly aware of the value of efforts to recruit and procure from all sectors of the population with an added outreach toward emerging populations.

Affirmative policies are key within BMcB's business strategies to ensure that our work force and procurement sources are representative of the total community.

### Implementation Process & Recruitment Methods:

- Focus recruitment and procurement efforts through media or with employment organizations, schools, and/or training establishments, which are concerned with securing employment and vendor services for all individuals, including minorities and women.
- Make it clear that minorities and women are encouraged to apply for positions and contracting opportunities in our firm and to place high priority on securing employment and contracts for underrepresented persons.
- Assist local and regional minority law firms to gain valuable securities experience by selecting them as sole or co-underwriter's counsel when our firm acts as senior manager.
- Make every effort to utilize Historically Underutilized Businesses for any available work associated with financings undertaken by our firm.
- Provide equal employment and training opportunities for after-school, summer employment and internships to underrepresented young persons.

BMcB has a total of eleven minority employees, including two women. The firm is certified as a Minority Business Enterprise ("MBE") with several agencies, including a DBE certification with the State of California as mentioned above which has a reciprocal agreement with the City of Los Angeles meeting its MBE requirement.

As a minority firm, we are aware of the value of efforts to recruit and procure from all sectors of the population. BMcB has and continues to partner with "minority/women owned" businesses as opportunities arise.



## Backstrom McCarley Berry & Co., LLC

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### **BMCB'S EQUAL OPPORTUNITY POLICY STATEMENT**

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Backstrom McCarley Berry & Co., LLC is a 100% African-American owned investment banking firm specializing in public finance. It is the firm's policy not to discriminate against any applicant, employee, or vendor on the basis of race, color, religion, national origin, citizenship status, ancestry, gender sexual orientation, marital status, pregnancy or pregnancy-related condition, age, disability, or veteran status. All employment and promotion decisions are made on the basis of job related criteria. Such criteria are used to ensure the principles of equal opportunity. This policy extends to every phase of the employment and procurement process. Recruiting and procurement sources, techniques and achievements are regularly reviewed to assure representative minority and female applicants and candidates. Local, regional and national resources are used. Efforts are utilized to recruit and procure from all sectors of the population with an added outreach toward emerging populations.