Opportunity Rising
For Minority and/or Women-owned Business Enterprises
Dear Friends,

My administration came into office dedicated to making this a better and fairer city for all. One of the most important ways we do that is through increasing opportunities for Minority and Women-owned Business Enterprises. That’s why we have committed to awarding 30 percent of the value of City contracts to M/WBEs by 2021 and increasing the number of City-certified M/WBEs to 9,000 by 2019. We have already awarded more than $5 billion in contracts with M/WBEs.

This is making our City so much stronger. When we employ great M/WBE firms we increase opportunity, we increase prosperity, we lift up businesses, families and neighborhoods, and our tax dollars stay right here.

We are also finding new and innovative ways to support M/WBEs. The Department of Small Business Services provides workshops and mentoring programs to help M/WBEs get certified and successfully bid on contracts. We recently launched the revolving Contract Financing Fund that M/WBEs can apply to and receive loans of up to $500,000 at a low three percent interest rate. We never stop looking for ways to improve our internal processes and we are working hard to change State law to give us the necessary statutory tools to help M/WBEs thrive by removing barriers to their ability to compete for business.

We’re proud of the strides we’ve made in certifying a record number of M/WBEs and connecting them to valuable resources, but we know we must do more. We will continue to support diverse businesses, contribute to their strength, and eliminate barriers that prevent them from competing fairly. Together let’s all continue to advance our collective mission.

Bill de Blasio
Mayor, City of New York
Richard Buery
Deputy Mayor for Strategic Policy Initiatives and Citywide M/WBE Director

Deputy Mayor Buery leads priority inter-agency efforts with City government to increase educational opportunity for New Yorkers and uplift working families through City services. In 2016, he was appointed as Citywide M/WBE Director to oversee the implementation of City initiatives and programs across agencies that benefit M/WBEs.

Deputy Mayor Buery is the architect of Pre-K for All, the Community Schools Initiative, and School’s Out NYC, New York City’s afterschool program for middle school students. He chairs the NYC Children’s Cabinet, oversees the Mayor’s Young Men’s Initiative, and spearheads the implementation of ThriveNYC to overhaul the city’s mental health system. The Department of Youth and Community Development, Department of Probation, Department for the Aging, the Mayor’s Offices for Immigrant Affairs, Veterans’ Affairs, and People with Disabilities are also under his purview, and he serves as the City’s liaison to the City University of New York (CUNY).

Buery was born and raised in East New York, Brooklyn, to immigrant parents. After graduating from Stuyvesant High School, he matriculated at Harvard College at age 16. A graduate of Yale Law School, Buery has taught at the Baruch College School of Public Affairs and New York Law School.

Buery joined the de Blasio administration from the Children’s Aid Society, where he was the youngest president and chief executive officer since the organization was founded in 1863. The recipient of many honors, fellowships, and awards, Deputy Mayor Buery has dedicated his life to improving outcomes for young people in America’s most disadvantaged communities. Buery lives in Brooklyn with his wife Deborah, a law professor, and two sons.
Jonnel C. Doris  
Senior Advisor and Director  
Mayor’s Office of Minority and Women-Owned Business Enterprises

Jonnel Doris was appointed by Mayor Bill de Blasio as the City’s first Senior Advisor and Director of the Mayor’s Office of Minority and Women-owned Business Enterprises (M/WBE) Program. He is responsible for identifying strategic policy guidance, programs, services and accountability mechanisms to increase the number of awards to qualified M/WBEs. In addition, Mr. Doris works with agencies to improve utilization of the City’s M/WBEs and advise the Mayor and Administration on subjects pertaining to M/WBEs and awarding City contracts.

Mr. Doris is responsible for implementing both the Mayor’s 30% M/WBE utilization goal and the OneNYC target of $16 Billion to M/WBEs.

Mr. Doris previously served as the Chief Diversity Officer for the Governor’s Office of Storm Recovery (GOSR). His professional career includes extensive experience in the energy, utility, and government sectors working for Public Service Enterprise Group-Long Island (PSEG), Long Island Power Authority, and KeySpan. He is also a former small business owner who understands firsthand the challenges M/WBEs face.

Mr. Doris holds several degrees and certificates including: both a Master of Arts in Public Policy and Analysis and a Bachelor of Arts in Political Science and Sociology from Stony Brook University; Master of Divinity from Oral Roberts University, and Turner Construction Management Trainee Certificate Program. He resides in Queens with his wife Rev. Aisha Doris and two children.
Gregg Bishop  
Commissioner, NYC Department of Small Business Services

As Commissioner of the NYC Department of Small Business Services (SBS), Gregg Bishop is charged with running a dynamic City agency focused on equity of opportunity, that leads to economic self-sufficiency and mobility for New York City’s diverse communities. SBS actively connects New Yorkers to good jobs, creates stronger businesses, and builds a thriving economy in neighborhoods across the five boroughs.

Born in Grenada and raised in East Flatbush, Brooklyn, Bishop began his career at the agency in 2008. He served as Deputy Commissioner of the Business Development Division and Assistant Commissioner of the Division of Economic and Financial Opportunity at SBS, where he oversaw parts of the M/WBE program including certification and capacity building to support the business needs of City buyers and prime contractors.

Prior to SBS, Bishop served as the Senior Manager of Workforce Development at NPower, and the Director of Web Operations at Oxygen Media. He was the Vice President of Technology Operations at TheStreet.com and began his career at VIBE Magazine during the pioneering days of the web.

Bishop received a Master’s degree in Integrated Marketing and Management Communication from Florida State University, and a B.S. in Business Administration from Florida A&M University. He is a graduate of Harvard Kennedy School’s Senior Executives in State and Local Government program.
Michael Owh
Director, Mayor’s Office of Contract Services

Michael Owh was appointed as the Director of the Mayor’s Office of Contract Services (MOCS) and city chief procurement officer by Mayor de Blasio in March 2016. Responsible for the policy and compliance monitoring of more than $13.8 billion in procurements, MOCS works with City agencies, vendors and community-based organizations to ensure that the contracting process is fair, efficient, transparent and cost-effective for the City. Michael has been with MOCS since 2014, serving as First Deputy Director and Special Counsel. In these roles, he supported the procurement process for City agencies and the growth of initiatives such as the City’s Minority and Women-Owned Business Enterprise (M/WBE) program and the Citywide Procurement Innovation (CPI) project.

Prior to MOCS, Michael was the General Counsel at the NYC Department of Youth and Community Development, where he oversaw the contract award process for 280 after school programs. He also served as Deputy General Counsel at the Department of Small Business Services and helped implement programs such as the Workforce1 Career Centers and NYC Business Solutions Centers, which help foster the City’s small businesses by offering business owners financial assistance, legal advice and more.

Michael received his B.A. from the University of California at Berkeley, and his J.D. from the St. John’s University School of Law.
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Programs & Services
CONTRACT FINANCING LOAN FUND
Access loans of up to $500,000 at an interest rate of 3% APR to work on a project with a City agency or the NYC Economic Development Corporation.
nyc.gov/contractfinancing

PROCUREMENT ASSISTANCE
One-on-one assistance and training to help you learn how to successfully compete for contracts from the City, State, and Federal governments.
nyc.gov/techassist

NYC TEAMING
A series of workshops, webinars, and business matchmaking events to help you learn how to partner with other businesses to pursue larger or new types of contracts.
nyc.gov/nycteaming

NYC CONSTRUCTION MENTORSHIP 8-MONTH PROGRAM
Get expert advice to help grow your construction business, connect with City agencies, and learn how to successfully bid on City contracts.
nyc.gov/constructionmentorship

BOND READINESS 7-MONTH PROGRAM
Receive education, training, and one-on-one financial management guidance to help obtain surety bonds and increase surety bond capacity on City construction projects.
nyc.gov/bondready
NYC GOODS & SERVICES MENTORSHIP 8-MONTH PROGRAM
Get one-on-one expert advice and learn how to grow your (non-construction) goods and/or services business, connect with City agencies, and learn how to successfully bid on City contracts. nyc.gov/gsmentorship

STRATEGIC STEPS FOR GROWTH 9-MONTH PROGRAM
Learn how to leverage your M/WBE certification and position your company for growth. Develop a customized 3-year Strategic Growth Action Plan while connecting with a group of peers, experts in your industry, and an alumni network. nyc.gov/strategicsteps

CORPORATE ALLIANCE PROGRAM (CAP)
nyc.gov/corporateallianceprogram

Navigating the Corporate Supply Chain Workshop Series
Learn how to do business with participating corporate partners. Connect with corporate representatives who present on fundamentals of strategic sourcing, sustainability practices, responding to bids and RFPs, negotiating, and more.

CAP/NYCEO MENTORSHIP PROGRAM 28-WEEK PROGRAM
Get one-on-one mentoring from an experienced and successful entrepreneur and expert advice from corporate professionals to help you grow your professional services, standard services, or goods business.

In Fiscal Year ’18, SBS will continue to build programs and deliver support tailored to the distinct needs of M/WBEs including navigating procurement, business growth and operations, capital access, corporate suppliers, and partnerships.
Success Stories
Being a certified M/WBE enhanced my business visibility for government customers.

Celeste Ramirez
CARA Construction Management, Inc.
Construction Management

MBE certification helped me build up my company. Instead of working with primes, I am now a prime.

Dunyo Awoonor
Skyline Industries
General Contractor and Construction Management

Awarded more than $5 million in City contracts

Approximately $1.9 million in City contracts
Certification has meant access to opportunities sponsored by NYC and faster growth of our firm.

Dawanna Williams
Dabar Development Partners
Real Estate Development and Investment

Certification provides independent verification of a certain level of expertise in a particular area.

Mougondha Acharya
PS Business Solutions
Information Technology

Approximately $83 million in City projects

Awarded $1.7 million in City contracts
Best Practices for Working with Agencies
Marketing Your Business
> Make sure your National Institute of Government Purchasing (NIGP) commodity codes accurately reflect your company’s products/services

> Update your contact information in the NYC Online Directory of Certified Businesses nyc.gov/buycertified and the NYC Payee Information Portal (PIP) nyc.gov/pip

> Develop a descriptive Capabilities Statement that includes your company data, core competencies, past performance, and your unique value proposition (for construction: include all trades, bonding capacity and union affiliations)

> Attend pre-bid conferences - even if you don’t bid - to find subcontracting opportunities, meet prime vendors, and receive valuable information that may not be written in the solicitation

Researching Opportunities
> Enroll in City Record Online nyc.gov/cityrecord and check the website regularly for upcoming opportunities

> Ask questions before submitting bids/proposals

> Attend pre-bid conferences - and ask questions

> Get to know the agencies that buy what you sell, and those agencies’ procurement reps and M/WBE officers

> Take advantage of SBS’ Technical Assistance services to get help with bid strategies and estimating

> Make FOIL requests to obtain the previous winning bid amount before submitting a bid on the same type of work
Building Capacity
> Focus on contract opportunities that will utilize your core business strengths
> Need capital to handle cost of project – utilize SBS’ financing assistance services and the Contract Financing Program
> If you can’t handle the project alone – consider teaming with another M/WBE
> Utilize SBS’ Mentorship, Technical Assistance and other capacity-building programs for education and training

Top Tips for Contracting Success
1. Visit nyc.gov/selltogov to find out how to do business with the government
2. Be able to speak to your company’s core competencies and unique selling proposition
3. Respond promptly to opportunities
4. Develop relationships with agency procurement representatives
5. Get help preparing proposals/bids: email techassist@sbs.nyc.gov or call 311
6. Attend networking events & workshops
7. Do not over promise and under deliver
8. If you did not win a contract, get a debrief from the agency ACCO for insights on where you can improve
Products & Services the Government Buys
## Construction

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## Standard Services

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M/WBE awards by sector

In FY2016, City mayoral agencies awarded a record $728 million in contracts subject to the M/WBE program.
The City is committed to awarding $16 billion in City contracts to M/WBEs by 2025.