



PROSPER

Guide for minority
and/or women-owned
business enterprises



Dear Friends,

We are working every day to make New York the Fairest Big City in America.

No city has more talented, more diverse entrepreneurs. They strive, they thrive and they inspire us all. But for decades, many of those entrepreneurs have not had equal access to economic opportunities, including City government contracts.

City government should open doors to people of every background. Our programs should be tools for equity and empowerment. For this reason, our Administration has made an unprecedented commitment to minority and women-owned businesses: increase City government contract awards to M/WBEs to 30 percent by the end of Fiscal Year 2021 and \$20 billion by end of Fiscal Year 2025.

When hardworking M/WBEs get opportunities, they pass along that shared prosperity to more New Yorkers in more neighborhoods, and our entire economy grows stronger. Last year alone, the M/WBE program awarded a record \$3.7 billion in contracts.

We fought together with our allies to get the State Legislature to pass much-needed reforms that have expanded economic inclusion to our M/WBEs, including our investment of \$30 million in affordable and accessible loans.

We cannot be the Fairest Big City in America unless we advance the values of inclusion and equity in every aspect of government. Together, we'll get there.

Bill de Blasio

Bill de Blasio
Mayor, City of New York



J. Phillip Thompson
Deputy Mayor for Strategic
Policy Initiatives

J. Phillip Thompson is an urban planner and political scientist. Prior to joining the de Blasio administration, Thompson was

an Associate Professor of Urban Planning at the Massachusetts Institute of Technology and has been a frequent advisor to trade unions in their efforts to work with immigrant and community groups across the United States.

He is the author of *Double Trouble: Black Mayors, Black Communities, and the Struggle for Deep Democracy* published in 2006 by Oxford University Press. He has also written and worked extensively on community health planning, race and community development, and the politics of black economic advancement.

As Deputy Mayor for Strategic Policy Initiatives, Thompson is responsible for signature initiatives across City government, including Pre-K and 3-K for All, and leading the Mayor's comprehensive strategy, DemocracyNYC, to encourage greater voter participation, civic engagement, and improve the way the City carries out elections.



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 for the Minority and Women-owned Business Enterprise (M/WBE) Program.

Mr. Doris is responsible for implementing and overseeing the Mayor's 30% M/WBE utilization goal, OneNYC target of \$20 billion to M/WBEs, and certification of 9,000 firms. In his role, Mr. Doris oversees the city's engagement with the M/WBE and prime contractor communities, as well as city agencies, and the state and city legislatures as it relates to M/WBE related issues.

In addition, Mr. Doris has helped spearhead efforts to improve economic access by securing \$41M in investments from city depository banks to further increase the City's initial investment of \$30M in contract finance and loan funds awarded. He is also a former small business owner who understands firsthand the challenges M/WBEs face.



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 for
all New Yorkers.

Born in Grenada and raised in East Flatbush,
Brooklyn, Bishop began his career at SBS in
2008. He served as Deputy Commissioner of
the Business Development Division and Assistant
Commissioner of the Division of Economic
and Financial Opportunity, where he oversaw
M/WBE certification and capacity building.

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.



Dan Symon
Director,
Mayor's Office of
Contract Services

Dan Symon is the Director of
the Mayor's Office of Contract
Services (MOCS) and the

City's Chief Procurement Officer. MOCS oversees
and supports agency procurement activity and
deploys technology tools to transform operations.

Dan previously served as First Deputy Director,
leading the development of the City's new
Procurement and Sourcing Solutions Portal
(PASSPort) which expands online vendor
relationship management and will introduce
game-changing efficiency to New York City's
\$21 billion procurement processes.

Prior to joining MOCS, Dan served as Executive
Director of the Health and Human Services
Accelerator initiative, which modernized
procurement for agencies and service providers
who work directly with City residents. Dan has
also served in various government executive
roles, managing multi-million dollar initiatives
and organizations.

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PROGRAMS & SERVICES

NYC Department of Small Business Services (SBS)

Here is a sampling of the services SBS offers to help MWBEs grow their businesses by successfully competing for government contracts.

SBS Connect

SBS Connect has simplified the M/WBE application experience by making built-in guidance available to users at every step. In addition, M/WBEs can upload scanned copies of their required documentation in a secure environment, advancing towards a totally paperless system. SBS Connect maintains user data in a business account that can be verified or updated as needed, eliminating the need to submit duplicative documentation, and serving as a user-friendly dashboard and document backup system for M/WBEs in case of emergencies or routine transitions in digital filing systems. sbsconnect.nyc.gov

Technical Assistance

NYC Procurement Technical Assistance Center

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

Capital Access

Bond Collateral Assistance Fund

Receive up to \$500,000 in Collateral Assistance to enhance your surety bond application to bid on a project as a prime or subcontractor with a City agency or City-funded entity. nyc.gov/bondfund

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 City-funded entity. nyc.gov/contractfinancing

Capacity Building & Mentorship

Strategic Steps For Growth

Develop a customized 3-year Strategic Growth Action Plan while connecting with a group of M/WBE peers, experts in your industry, and an alumni network. Delivered in partnership with NYU and Interise. nyc.gov/strategicsteps

NYC Construction Mentorship

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

NYC Goods & Services Mentorship

Get one-on-one expert advice and learn how to grow your goods and/or services business, connect with City agencies, and learn how to successfully bid on City contracts. nyc.gov/gsmembership

Bond Readiness

Receive education, training, and one-on-one financial management guidance to help obtain surety bonds and increase surety bond capacity for City construction projects. nyc.gov/bondready

Next Level Services

Mentorship program graduates and mature firms can access workshops, webinars, clinics, and one-on-one guidance to take your business to the next level. nyc.gov/nextlevel

NYC Department of Sanitation (DSNY)

Sustainable Operations and Readiness/Resource (SOAR)

SOAR helps M/WBEs identify procurement opportunities and supports business growth through M/WBE capacity building initiatives. This program serves businesses offering goods and services that include, but are not limited to: Waste Disposal, Vehicle Maintenance Supplies, Office Supplies, Building Maintenance, Cleaning Services, Boiler/HVAC Maintenance, Medical Services, IT Services, Construction, Design, and Architecture & Engineering.

Key program highlights include:

- SOAR Exploratory Workshop Series
- SOAR Micro-hauling/Composting Committee
- SOAR Link-Up Events
- SOAR M/WBEs Video Gallery (Webinars and Testimonials)

To learn more, visit nyc.gov/dsnymwbe

NYC Department of Housing Preservation & Development (HPD)

HPD has developed programs to support and maximize the participation of M/WBE developers and vendors. They work to increase the community of M/WBE affordable housing developers by offering an annual Building Capacity Course. Topics include:

- Intro to Affordable Housing: New Construction and Special Needs Housing
- Intro to Affordable Housing: Preservation
- Assembling a Team/Joint Ventures
- Tax Incentives
- Responding to HPD RFPs/Qs
- Predevelopment Financing
- Underwriting
- Navigating ULURP/Community Engagement
- Marketing and Homeless Placements
- Asset Management

For questions about the course or upcoming classes, contact mwbecourse@hpd.nyc.gov

NYC School Construction Authority (SCA)

SCA's MWLBE program provides opportunities to participate in the SCA's contracting and RFP processes and gain valuable experience. Key programs include:

Mentor Program: Four-year program that pairs MWLBE contractors with large, well-known Construction Managers who provide individualized on-the-job training and guidance. Additional support includes:

- **Mentor Loan Program:** small contractors are eligible to apply for loans of up to \$150,000.
- **Construction & Information Technology Training:** offered in a variety of disciplines.
- **Surety Bond Program:** get help applying for and obtaining surety bonding.

Graduate Mentor Program: Two-year program provides MWLBE firms that have successfully completed the Mentor Program with the experience and support necessary to transition from smaller projects to compete successfully in SCA's Capital Improvement Program.

To learn more and apply, visit nycsca.org/MWLBE/Mentor or call (718) 472-8760

NYC Economic Development Corporation (NYCEDC)

Through **Opportunity M/W/DBE**, NYCEDC helps M/W/DBEs grow and overcome challenges that may make it more difficult to win contracts and work on NYCEDC projects.

Construct NYC connects small-to-mid-sized minority, women, and veteran-owned as well as disadvantaged business enterprises with exclusive opportunities to work on NYCEDC projects through contracts up to \$1 million and provides top-notch training in critical areas. To learn more, visit nycedc.com/constructnyc

Emerging Developer Loan Fund provides low-interest loans to New York City-based real estate projects including mixed-income housing, mixed-use, industrial and commercial projects, and projects with development costs under \$30 million. To learn more, visit nycedc.com/edlf

M/WBE NONCOMPETITIVE PURCHASE METHOD

The M/WBE Noncompetitive Purchase Method is one of the newest tools in the City's effort to expand economic opportunity for M/WBEs and increase their participation in City contracting.

Enacted in 2018, this method allows City agencies to limit the competition pool for procurements valued between \$20,000 and \$150,000 to certified M/WBE firms only. Human service contracts are excluded and the micro-purchase limit for construction contracts remains at \$35,000.

This motivates agency buyers to discover the capabilities of firms in the NYC Online Directory of Certified Businesses, and significantly shortens the procurement cycle for agencies, allowing them to meet public needs more efficiently.

Goods and services procured through this method are not generally publicly solicited. Obtaining and maintaining your M/WBE certification gives your firm access to these contract opportunities.

In March 2019, Mayor de Blasio announced a proposal to increase the discretionary spending limit for M/WBEs to \$1 million for goods, services, and construction. Stay tuned for further developments in this area of M/WBE policy.

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. Check or update codes in the NYC Procurement and Sourcing Solutions Portal (PASSPort) nyc.gov/passport
- Update your listing in the NYC Online Directory of Certified Businesses nyc.gov/buycertified
- Develop a City government-focused Capabilities Statement that describes your company's expertise, lists past performance, differentiates your firm from competitors (unique value proposition) and provides contact information (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, build relationships with agency staff, and receive valuable information that may not be written in the solicitation
- Maintain a functional, attractive, up-to-date website or none at all

Researching Opportunities

- Enroll in City Record Online and check the website regularly for upcoming opportunities nyc.gov/cityrecord
- Ask questions before submitting bids/proposals
- Attend pre-bid conferences — and ask questions
- Review agencies' annual procurement plans online, then connect to ask to be notified when the planned procurements occur

Building Capacity

- Focus on contract opportunities that will use your core business strengths
- Use SBS’ financing assistance services including the Bond Collateral Assistance and Contract Financing Loan Funds to access affordable capital to perform on City contracts
- If you can’t handle the project alone, consider teaming with another M/WBE
- Participate in SBS’ Mentorship, Technical Assistance, and other capacity-building programs for education and training

Top Tips for Contracting Success

- Visit nyc.gov/sellitogov to find out how to do business with the government
- Respond promptly to opportunities
- Get help preparing proposals/bids: email techassist@sbs.nyc.gov or call 311
- Do not over promise and under deliver
- If you did not win a contract, get a debrief from the agency ACCO for insights on how you can improve

M/WBE OFFICERS

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This list is subject to change. Find updates at nyc.gov/mwbe

SUCCESS STORIES



“SBS gave me a new sense of confidence as an NYC vendor. The mentorship program’s speakers and assignments provided a broader scope on how to work with government agencies we had no idea existed. Our class is now an extended network, capable of helping and working with each other.”

Chimere Ward
Clean Plate Co.

Awards from: DCAS, DOC, MOIA, NYCEDC, NYCHA, NYPD, OCME, PARKS



“As a foreign-born minority entrepreneur, it would have been next to impossible to win any work with the government and be successful if it wasn’t for SBS. SBS services empowered my firm to compete at the highest level of expertise and professionalism, and win multimillion-dollar contracts.”

Nure M. Aiza Bezares
Toll International LLC

Awards from: DDC, DEP, NYCEDC, SCA



“M/WBE certification allowed my company to be identified by a large prime for a private job. I like living in a world of possibilities. Be open minded because having tunnel vision will make you miss them.”

Jamie Alexandra Galvis
Styling Your Space LLC

Awards from: DEP, DHS

The City is committed to awarding
30 PERCENT
of the value of City contracts
to M/WBEs by the end of FY 2021

PRODUCTS & SERVICES
THE CITY OF NEW YORK BUYS

PRODUCTS & SERVICES

CITY OF NEW YORK BUYS

	Administration for Children's Services	Administrative Trials & Hearings	Aging	Buildings	Chief Medical Examiner	City Planning	Citywide Administrative Services	Commission on Human Rights	Consumer & Worker Protection	Correction	Design & Construction	Finance	Fire Department	Health & Mental Hygiene	Homeless Services	Housing Preservation & Development	Human Resources Administration	Labor Relations	Landmarks Preservation Commission	Law Department	Parks & Recreation	Police Department	Probation	Sanitation	Small Business Services	Transportation	Veterans' Services	Youth & Community Development
Couriers and Messengers			●	●	●	●		●						●	●		●			●			●					
Other Transportation & Warehousing														●	●		●		●							●	●	●
Employment Services	●							●							●	●	●	●	●				●		●			●
Business Support Services	●															●									●			
Investigation & Security Services				●				●						●		●					●		●			●		
Janitorial Services		●	●		●		●	●			●	●			●		●					●		●				
Other Administrative & Support Services	●						●	●	●				●					●	●		●	●						
Waste Management Remediation Services	●				●					●				●										●				
Health Care & Social Assistance	●													●								●						

	Administration for Children's Services	Buildings	Chief Medical Examiner	Citywide Administrative Services	Commission on Human Rights	Consumer & Worker Protection	Correction	Design & Construction	Economic Development Corporation	Emergency Management	Environmental Protection	Fire Department	Health & Mental Hygiene	Homeless Services	Housing Preservation & Development	Human Resources Administration	Landmarks Preservation Commission	Parks & Recreation	Police Department	Probation	Sanitation	Transportation
Residential Building Construction							●		●						●		●					
Nonresidential Building Construction							●	●	●	●							●				●	
Heavy and Civil Engineering Construction								●			●											●
Foundation, Structure, and Building Exterior Contractors				●			●	●	●						●		●					●
Electrical		●	●	●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●
Plumbing, Heating, & Air Conditioning	●		●	●		●		●	●	●	●		●	●	●	●		●	●	●	●	●
Building Finishing Contractors				●			●	●							●				●			
Other Specialty Trade Contractors	●		●			●	●	●			●	●	●		●		●	●	●		●	●

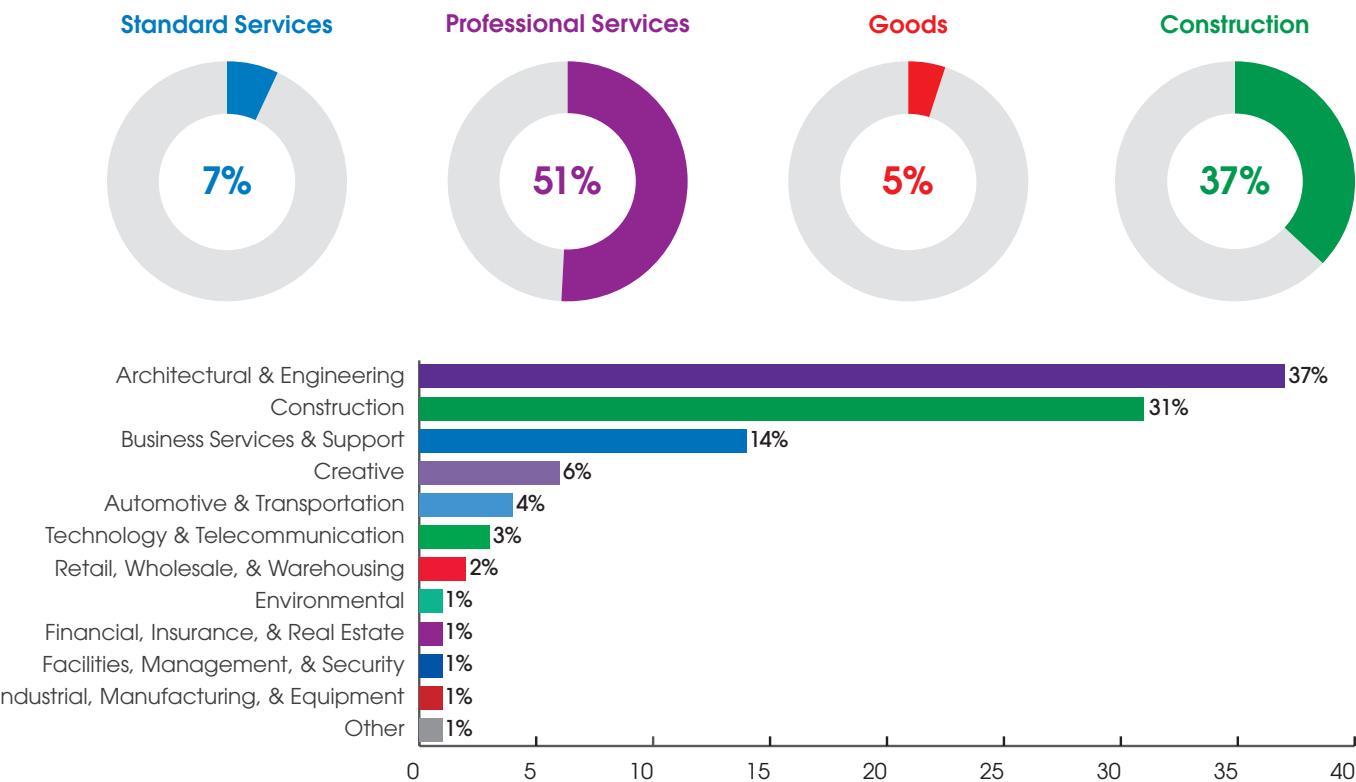
PROFESSIONAL SERVICES

	Administration for Children's Services	Administrative Trials & Hearings	Aging	Buildings	Chief Medical Examiner	City Planning	Citywide Administrative Services	Commission on Human Rights	Consumer & Worker Protection	Correction	Cultural Affairs	Design & Construction	Economic Development Corporation	Environmental Protection	Finance	Fire Department	Health + Hospitals	Health & Mental Hygiene	Homeless Services	Housing Preservation & Development	Human Resources Administration	Information Technology & Telecommunications	Investigation	Labor Relations	Landmarks Preservation Commission	Law Department	Management & Budget	Parks & Recreation	Police Department	Probation	Records & Information Services	Sanitation	Small Business Services	Transportation	Veterans' Services	Youth & Community Development	
Telecommunications	●				●			●		●							●		●		●	●	●					●	●		●				●		
Data Processing & Hosting		●			●			●							●	●	●		●	●	●	●	●	●			●			●		●	●	●	●	●	
Other Information Services	●	●			●		●	●	●					●					●	●	●	●	●			●										●	
Finance & Insurance	●																							●												●	
Real Estate & Rental & Leasing													●																								
Legal								●															●	●		●				●						●	
Accounting, Tax Preparation, Bookkeeping, & Payroll																																				●	
Architectural Services							●					●		●			●		●		●				●		●					●		●			
Engineering				●	●		●					●	●	●			●				●				●	●	●		●				●		●		
Computer Systems Design				●	●			●	●					●			●				●		●	●			●				●	●		●		●	●
Management, Scientific, & Technical Consulting	●				●			●			●										●	●							●	●		●	●		●		●
Scientific Research & Development Services								●														●			●					●							
Advertising, Public Relations	●		●	●			●	●	●			●			●			●					●	●					●					●	●	●	●
Other Professional, Scientific, & Technical Services					●	●		●	●	●	●					●		●		●		●	●		●						●	●		●	●		●
Management Companies & Enterprises																								●													
Arts, Entertainment, & Recreation	●							●										●						●							●					●	

	Administration for Children's Services	Administrative Trials & Hearings	Aging	Buildings	Chief Medical Examiner	Citywide Administrative Services	Commission on Human Rights	Consumer & Worker Protection	Correction	Cultural Affairs	Design & Construction	Emergency Management	Environmental Protection	Finance	Fire Department	Health + Hospitals	Health & Mental Hygiene	Homeless Services	Housing Preservation & Development	Human Resources Administration	Information Technology & Telecommunications	Investigation	Labor Relations	Landmarks Preservation Commission	Law Department	Management & Budget	Parks & Recreation	Police Department	Probation	Records & Information Services	Sanitation	Small Business Services	Taxi & Limousine Commission	Transportation	Veterans' Services	Youth & Community Development	
Agriculture, Forestry, Fishing, & Hunting (only landmarks)													●											●													
Printing & Related Support Activities		●	●		●	●	●					●		●	●		●	●	●	●		●		●	●	●	●		●	●	●	●		●		●	
Medical Equipment & Supplies Manufacturing	●				●	●			●						●	●	●											●									
Motor Vehicle & Parts Dealers					●		●					●	●															●				●				●	
Furniture & Home Furnishings	●	●			●	●						●		●	●	●			●			●					●	●							●		●
Electronics and Appliance	●		●				●		●	●	●			●	●	●		●	●	●	●	●			●	●	●	●	●	●	●			●	●		●
Building Material & Garden Equipment Supplies Dealers													●			●		●	●	●							●	●							●		
Clothing & Clothing Accessories	●				●	●	●		●						●				●			●					●			●					●		●
Food & Beverage	●		●	●		●	●	●	●		●				●		●			●			●				●			●	●				●		●
Health & Personal Care	●					●			●								●					●	●						●								
Office Supplies, Stationery & Gifts	●	●	●	●	●	●	●	●	●		●	●	●				●		●		●			●		●	●	●	●	●	●	●	●		●	●	●
Other Miscellaneous	●	●			●		●		●	●		●	●	●					●			●		●			●	●	●	●					●		

M/WBE AWARDS BY SECTOR

The City achieved a combined prime and subcontract utilization of 19% in FY 2018.



Percentage values are approximate and are for illustrative purposes only.

In FY 2018, City mayoral agencies awarded M/WBEs combined prime & subcontracts totaling more than

\$1 BILLION

