

NYC
M/WBE

30 30 ANNIVERSARY



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MAYOR'S LETTER & BIOS

01



ERIC ADAMS

MAYOR,
City of New York

Dear Friends

New York City is on the cusp of an economic resurgence, and we have a once-in-a-generation opportunity to reinvigorate our city's economy while making it more equitable than ever before.

In March 2022, my Administration released "Rebuild, Renew, Reinvent: A Blueprint for New York City's Economic Recovery" to address the devastating economic impacts of the COVID-19 global pandemic and ensure that we are centering our plans and policies in equity at every turn. Small businesses are at the heart of our recovery, and we must tap into the creativity, hard work, and resilience of our minority and women-owned business enterprise (M/WBE) community to continue building on a foundation that serves as a model for our country. My Administration is committed to strengthening our M/WBE community and giving them the opportunities and tools they need to reach their fullest potential.

Since Mayor David N. Dinkins, our city's first African American mayor, created the M/WBE program 30 years ago, New York City has certified a historic 10,000 firms, and we are on track to exceed the commitment of awarding \$25 billion to these firms by the end of Fiscal Year 2025. We fought together with our allies to reform and expand the City's M/WBE program. In addition, we are working in concert with State partners to make it easier for M/WBEs to get certified, increase the number and size of City contracts going to M/WBE firms, and support those who have not sufficiently benefited from the program.

Government contracting is a powerful tool to help us reinvigorate our economy through inclusivity. This is how we "Get Stuff Done" and make New York a place that we are proud to call home.

Sincerely,



MARIA TORRES-SPRINGER

DEPUTY MAYOR,
*Economic and
Workforce Development*

Maria Torres-Springer is the NYC Deputy Mayor for Economic and Workforce Development, charged with spearheading the Administration's efforts to strengthen and diversify its economy, invest in emerging industries, bolster small business, connect New Yorkers to family-sustaining jobs, and expand access to arts and culture.

She was previously Vice President of US Programs at the Ford Foundation where she oversaw the Foundation's domestic grant making and made historic investments in support of racial equity, workers' rights, voting rights, and arts & culture across the country.

Maria has a long track record of public service with the City of New York, having led three agencies with more than 3,000 employees and approximately \$2 billion in annual operating budgets, addressing some of the city's most significant public policy challenges. She worked to create powerful partnerships among communities, business, and the agencies she has led in pursuit of expanded economic opportunity for all New Yorkers.

Maria served as commissioner of the NYC Department of Housing Preservation and Development, the nation's largest municipal housing agency. During her tenure, she led the

implementation of Housing New York, a five-borough, 12-year plan to create or preserve 300,000 affordable homes, steered the financing of approximately 60,000 affordable homes, and focused on the production of housing for the city's most vulnerable communities while launching several new programs to protect tenants' rights.

Earlier, as the first woman to serve as president of the NYC Economic Development Corporation (NYCEDC), Maria led the implementation of the new citywide ferry service, made major investments in key sectors of New York City's economy, and spearheaded several neighborhood revitalization plans across the city.

As commissioner of the NYC Department of Small Business Services, Maria prioritized efforts to raise wages and support women and immigrant-owned businesses. She also launched Women Entrepreneurs NYC and, with the innovative Tech to Talent Pipeline program, worked to prepare New Yorkers for 21st century jobs.

Maria earned her bachelor's degree in ethics, politics, and economics from Yale University and a master's in public policy from the Kennedy School of Government at Harvard University.



KEVIN D. KIM

COMMISSIONER,
*NYC Department of
Small Business Services*

Kevin D. Kim was appointed by Mayor Eric Adams to serve as the Commissioner for the NYC Department of Small Business Services (SBS), a dynamic City agency focused on equity of opportunity leading 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.

Commissioner Kim is an attorney, entrepreneur, and public servant. As a son of immigrant small business owners, and a former co-founder/operator of several small businesses, he understands first-hand the various challenges small businesses face.

In public service, Commissioner Kim served as the first Asian American commissioner of the New York State Liquor Authority. For more than a decade, he has been a recognized

community leader serving on the boards of various non-profit organizations, including the Board of Trustees of the City University of New York, Friends of THIRTEEN, and the Asian American Bar Association of New York. He is also a certified community mediator through his participation in the Black Korean Mediation Project. In February 2022, Commissioner Kim was sworn in as a member of the President's Advisory Commission on Asian Americans, Native Hawaiians, and Pacific Islanders.

Commissioner Kim is a proud product of the NYC public school system, having attended K-12 in both Sunnyside and Bayside, Queens, and graduated as part of the first graduating class at Townsend Harris High School at Queens College. He received his B.A. and M.A. from Stanford University and his J.D. from Columbia Law School, where he was a member of the Columbia Law Review.



LISA FLORES

DIRECTOR,
*Mayor's Office of
Contract Services*

Lisa M. Flores was appointed Chief City Procurement Officer and Director of the Mayor's Office of Contract Services by Mayor Eric Adams effective January 2022.

Lisa Flores brings a vast amount of knowledge of procurement rules and the procurement systems that NYC utilizes, as well as the business processes common across all NYC agencies. She also has a passion for equity and increasing opportunities for local minority- and women-owned business enterprises.

Prior to becoming Director, Director Flores served as the Deputy Comptroller for Contracts and Procurement, where she oversaw the review of all contracts, contract amendments, leases, and concessions between City agencies

and vendors to determine whether the agreements should be registered.

Director Flores has worked for New York City since September 2003, first working within the Department of Citywide Administrative Services, then transitioning to the Department of Small Business Services, before her first tour at the Mayor's Office of Contract Services and, finally, the NYC Comptroller's Office before returning to serve as MOCS Director.

Director Flores received a Bachelor's Degree in International Politics and Spanish from Pennsylvania State University and a Master's Degree in Public Administration from New York University's Robert F. Wagner Graduate School of Public Service.

PROGRAMS & SERVICES

NYC Department of Small Business Services

Here is a sampling of the services SBS offers to help Minority and Women-owned Business Enterprises (M/WBEs) grow their businesses by successfully competing for government contracts.

SBS CONNECT

We have simplified the M/WBE application experience with SBS Connect, which offers built-in guidance to users at every step. M/WBEs can also upload scanned copies of required documentation in a secure environment. 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 serves as a user-friendly dashboard and document backup system in case of emergencies or routine transitions in digital filing systems.



sbsconnect.nyc.gov

TECHNICAL ASSISTANCE

NYC Procurement Technical Assistance Center (PTAC)

We offer one-on-one assistance and training to help businesses learn how to successfully compete for contracts from City, State, and Federal governments.



nyc.gov/techassist

CAPITAL ACCESS

Contract Financing Loan Fund

We offer Contract Financing Loans of up to \$1,000,000 at an annual interest rate of up to 3% to eligible businesses working on, or hoping to work on, a project with a City agency or City-funded entity as a prime or subcontractor.



nyc.gov/contractfinancing

02

CAPACITY BUILDING & MENTORSHIP

M/WBE Mentors

We have recruited highly successful M/WBE entrepreneurs who represent a variety of industries and backgrounds serve as mentors, providing insight their peers need to succeed and chart their own path of growth through government contracting.



nyc.gov/mwbementors

Bond Readiness Program

We provide education, training, and one-on-one financial management guidance to help construction companies obtain surety bonds and increase surety bond capacity for City construction projects.



nyc.gov/bondready

M/WBE Contract Legal Services

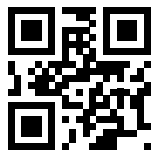
We offer free workshops and legal clinics to help NYC-certified M/WBEs understand business contracts, agreements, and related legal situations.



nyc.gov/mwbelegal

JOE AND CLARA TSAI FOUNDATION'S SOCIAL JUSTICE FUND

The Social Justice Fund was created by Joe and Clara Tsai to work toward racial justice and economic mobility in Brooklyn. The Social Justice Fund is part of the Joe and Clara Tsai Foundation's five-point plan to promote inclusiveness, justice, and equal opportunity. The Fund made a \$50 million commitment over ten years to make community investments in Brooklyn's BIPOC – especially Black – community. The fund seeks to address system injustice and the root causes behind racial gaps in education, health, and wealth. The fund is also committed to providing platforms that help leaders in this community elevate their voices in these areas.



bksjf.org

03



RYEN WILLIAMS
Founder of Under Her Empire
EXCELeRATE Loan recipient

BEST PRACTICES FOR WORKING WITH AGENCIES

Maintaining Your Certification

- Review your listing in the NYC Online Directory of Certified Businesses [nyc.gov/buycertified] to confirm the accuracy of your profile including:
 - **Contact Information:** Is the contact person, email address, phone number, and address correct?
 - **Business Description:** Does my business description succinctly define my core competencies?
 - **Contracting Experience:** Is the experience recent, relevant, and reflective of your firm's capacity?
 - **Commodity Codes:** Do the NIGP Commodity Codes accurately reflect your company's products and services?
- Visit SBS Connect: [sbsconnect.nyc.gov] to make modifications to your business contact information, business description, contracting experiences, and Commodity Codes
- Maintain your certification by completing your Annual Affirmation when prompted
- Firms will be notified 90 days prior to their Certification expiration date to apply for recertification

Marketing Your Business

- Ensure your Commodity Codes are reflected in both the NYC Procurement and Sourcing Solutions Portal (PASSPort) [nyc.gov/passport] as well as SBS Connect [sbsconnect.nyc.gov]
- Develop a business outreach strategy that works for you and your business
- Create a City government-focused Capability Statement that describes your company's core competencies, lists relevant 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
- Consistency is key to marketing and connecting with City procurement staff
- Maintain a functional, attractive, up-to-date website

Researching Opportunities

- Register in PASSPort and check nyc.gov/businessopportunities regularly for upcoming opportunities
- Review agencies' procurement websites and annual procurement plans online, then connect to be notified when the planned procurements occur
- Conduct market research through City open data resources like City Record Online [nyc.gov/cityrecord] and Checkbook NYC [checkbooknyc.com] to understand past contracting trends
- For construction firms, review subcontracting opportunities through the Industrial and Commercial Abatement Program [nyc.gov/icap]

Building Capacity

- Focus on contract opportunities that will leverage your core business strengths
- Use SBS' financing assistance services [nyc.gov/financingassistance] including the Contract Financing Loan Fund to access affordable capital to perform on City contracts
- Participate in SBS' Technical Assistance, M/WBE Mentors, and other capacity-building programs for education and training
- Subscribe to SBS' monthly M/WBE newsletter [on.nyc.gov/sbsupdates] highlighting various resources including upcoming workshops, notable solicitations and highlighting key M/WBE success story vendors
- Consider teaming with another M/WBE as a pathway to handle larger scale projects

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Top Tips For Contracting Success

- 1 Get help preparing proposals/bids through SBS' Procurement Technical Assistance Center (PTAC): email ptac@sbs.nyc.gov or call 212-513-6444
- 2 Visit nyc.gov/selltogo to find out how to do business with the government
- 3 Acknowledge receipt and intent to respond to bids promptly to opportunities on PASSPort
- 4 Understand the evaluation criteria of a solicitation prior to preparing your response
- 5 Ensure success by understanding the contractual scope of work and aligning activities to complete all deliverables and comply with deadlines
- 6 If you were not selected, schedule a debrief from the agency ACCO for insights on how you can improve

SUCCESS STORIES

05

“SBS helped me accelerate the learning process of selling to the government”

MOLA GROUP

EMMANUEL OLA-DAKE



AWARDS WITH: HPD, OTI, DOHMH, DCAS, FDNY, DOT, DSNY, DEP, DDC, OEM, DCP, NYPD, OATH, FISA, DSS, DHS, DORIS

“Being able to do business with the City of New York allowed us to build past performance to secure the next deal. I started with a small purchase order and now am successfully performing on different City, State, and Authority contracts.”



ARMAND CORPORATION

BARBARA ARMAND KUSHNER



AWARDS WITH: DDC, HHC, DOC, EDC, NYCHA

“The NYC M/WBE Certification was a catalyst to Armand's growth as it helped me gain entry with City agencies. SBS was instrumental in helping me leverage resources to scale and to perform on larger government contracts including DDC, NYCHA and EDC.”



CC DEEP CLEANER

CLARISA GUERRERO



AWARDS WITH: DSS, DOP, BIC, ACS

“SBS helped me accelerate the learning process of selling to the government. The certification process has built up my hope to grow our business. I have been able to create job opportunities and grow my team.”



REBUILD, RENEW, REINVENT:

A BLUEPRINT FOR NEW YORK CITY'S ECONOMIC RECOVERY

06

What's in it for M/WBEs

Dramatically upgrade M/WBE oversight, data collection, and compliance to improve outcomes

While New York City has set clear and affirmative goals for M/WBE contracting, the program is often hamstrung by its lack of actionable data and oversight. Unable to track contracts in real time, the City cannot monitor M/WBE utilization or payments for active contracts or intervene if a prime contractor is not fulfilling the conditions of its contract and paying its M/WBE subcontractors as promised. Moreover, many agencies lack up-to-date information on their M/WBE utilization, preventing them from being more targeted in reviewing their contract pipeline and expanding opportunities for M/WBEs. To address these pressing issues and increase M/WBE utilization at every City agency, the City will make crucial improvements to its data systems at the Mayor's Office of Contracting Services and, in the next year, roll out agency dashboards so that contracting departments across the City can improve their oversight, enforcement, and analysis and better support our M/WBEs.

Raise the discretionary threshold for the M/WBE Noncompetitive Small Purchase method to \$1.5 million

In 2019, the State Legislature made a critical reform to contracting law, allowing City agencies to procure goods and services of up to \$500,000 from M/WBEs without a formal competitive bidding process. Raising this "discretionary cap" dramatically increased access to City contracts and led to a 20 percent increase in the average size of direct awards to M/WBEs. We are calling on the State Legislature to raise this threshold once again, this time to \$1.5 million, as is currently being proposed at the Metropolitan Transportation Authority. Based on current practices, if approximately half of the contracts in the \$500,000-\$1.5 million range were awarded to M/WBEs, it would represent a potential increase of approximately \$88 million per fiscal year in direct awards.

Expand use of M/WBE-only Pre-Qualified Lists

For nearly three years, agencies have had the legal authority to bid out contracts exclusively to M/WBEs using a Pre-Qualified vendor list. In areas where there is a high number of qualified M/WBEs, these Pre-Qualified Lists (PQLs) offer an excellent opportunity to direct City spending strategically and exclusively to M/WBEs. To better leverage this tool and increase M/WBE spending, the Mayor's Office of M/WBEs will partner with City agencies to strategically identify contracting areas that have a high number of proven M/WBE firms, build out and maintain a list of prequalified firms and get contracts in the pipeline that use these PQLs. Work has already advanced at several agencies and in the years ahead, these efforts will be accelerated so that agencies are using all available authority and tools to maximize their M/WBE spending.

“As part of our initial steps to dramatically increase the City's M/WBE spend, we will help small M/WBEs increase their capacity to win larger contracts and we will take on the 'disparity within the disparity,' helping business owners who have historically received too few opportunities in M/WBE contracting.”

Build out the M/WBE Program at the NYC Housing Authority

The NYC Housing Authority (NYCHA)'s \$2 billion procurement budget presents a major opportunity for M/WBEs. As part of the Authority's Transformation Plan to radically change its culture, systems, and structures, it has set formal M/WBE goals, but needs additional resources and supports to accelerate this program and expand opportunities. To advance these goals and dramatically increase M/WBE spend, the Mayor's Office of M/WBEs will work closely with NYCHA to implement M/WBE Prequalified Lists (PQLs), launch a comprehensive vendor mentorship and apprenticeship program, and improve NYCHA's vendor outreach and communications. These initiatives will allow NYCHA to scale up its nascent program, improve compliance, and create more opportunities for M/WBEs.

Pursue Minority and Women-owned Business Enterprises (M/WBE) procurement reforms

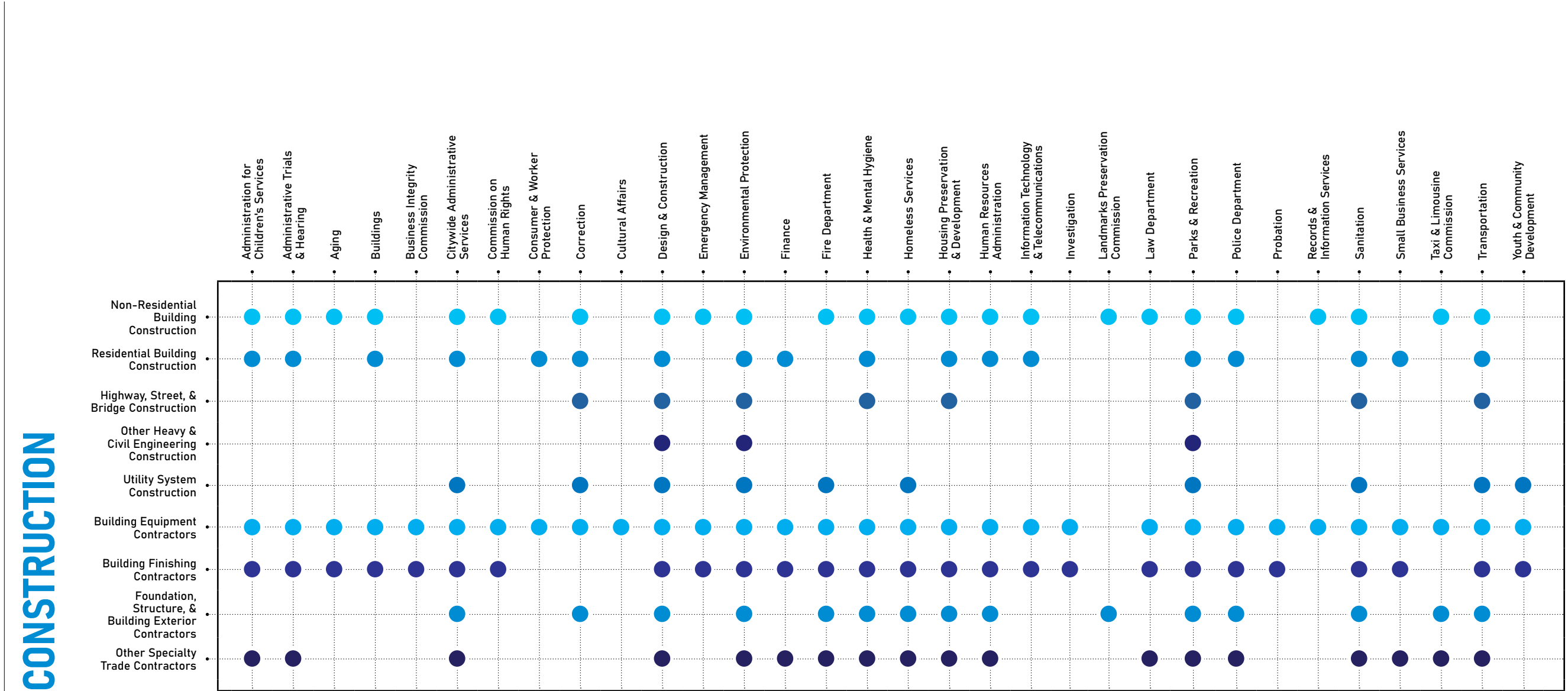
In this administration, minority- and women-owned businesses will excel in public procurement, seizing on the immense opportunities from the City's \$30 billion in annual contracting. As part of our initial steps to dramatically increase the City's M/WBE spend, we will help small M/WBEs increase their capacity to win larger contracts and we will take on the "disparity within the disparity," helping business owners who have historically received too few opportunities in M/WBE contracting. This will be achieved, in part, by ramping up the M/WBE program at NYCHA and by better tracking performance and compliance across all City agencies.

Advocate for M/WBE certification reciprocity

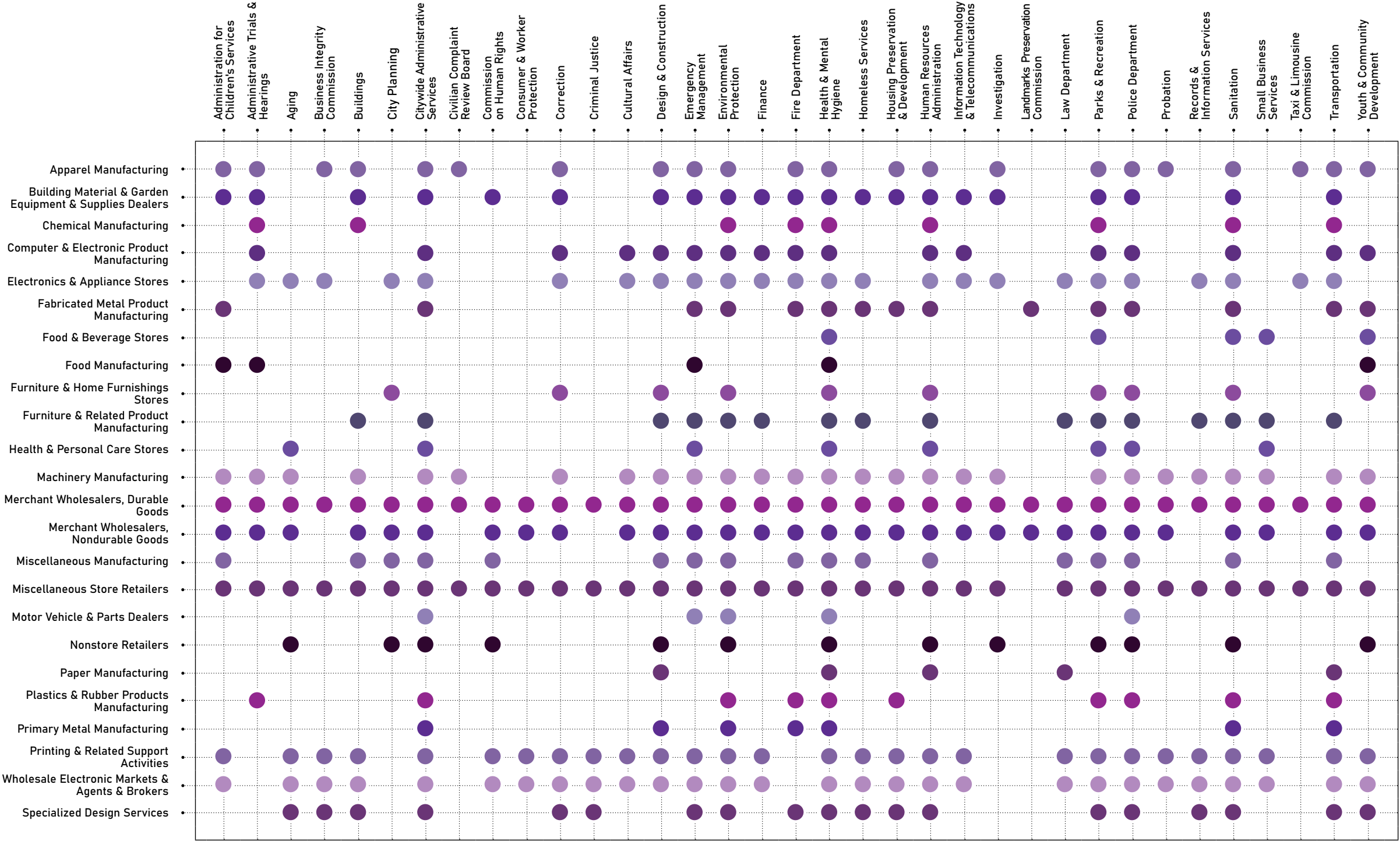
M/WBEs should not have to jump through hoops and duplicate efforts to certify their firms across the State of New York. Instead, we should move toward greater reciprocity and uniformity for certification. Beginning with the City, we will amend M/WBE program rules to recognize the M/WBE status of firms certified as M/WBEs by other governmental entities — provided that those entities' eligibility criteria align with those of the City, and the firms are located within the City's geographic market. We will also work with our State, MTA, and Port Authority partners to help them respond in kind, expediting certification for any firm that is already certified by the City of New York.

PRODUCTS & SERVICES THE CITY OF NEW YORK BUYS

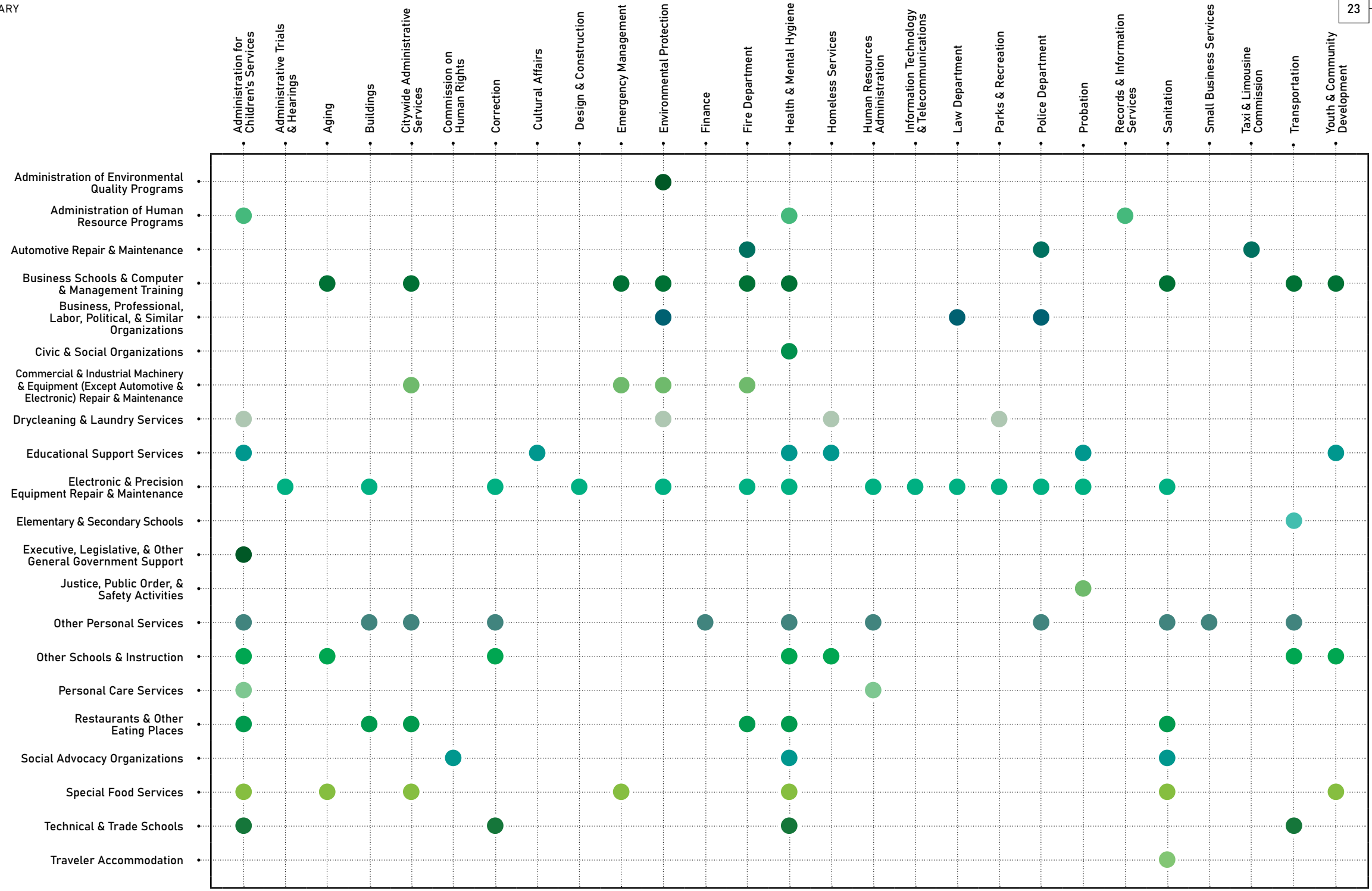
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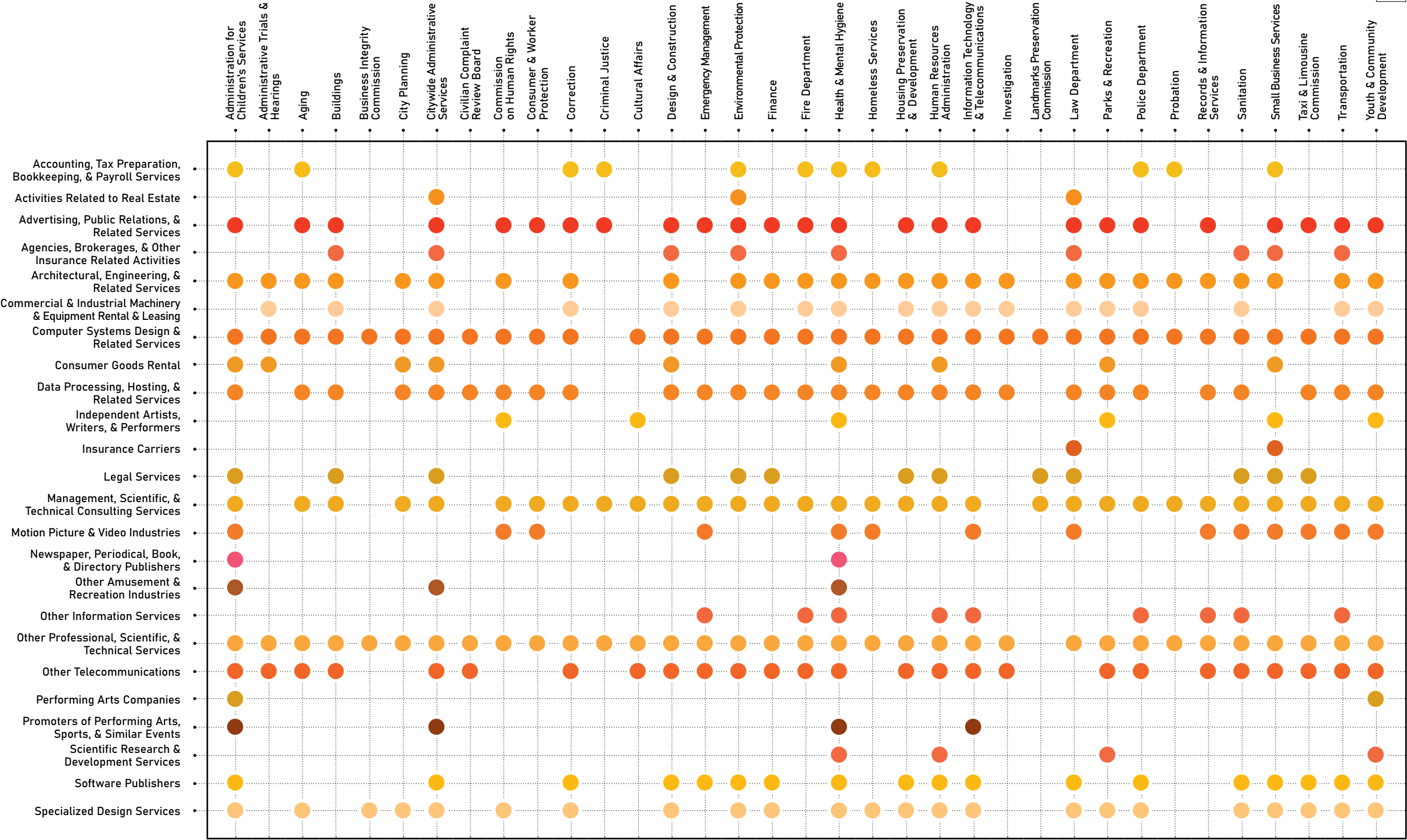
GOODS



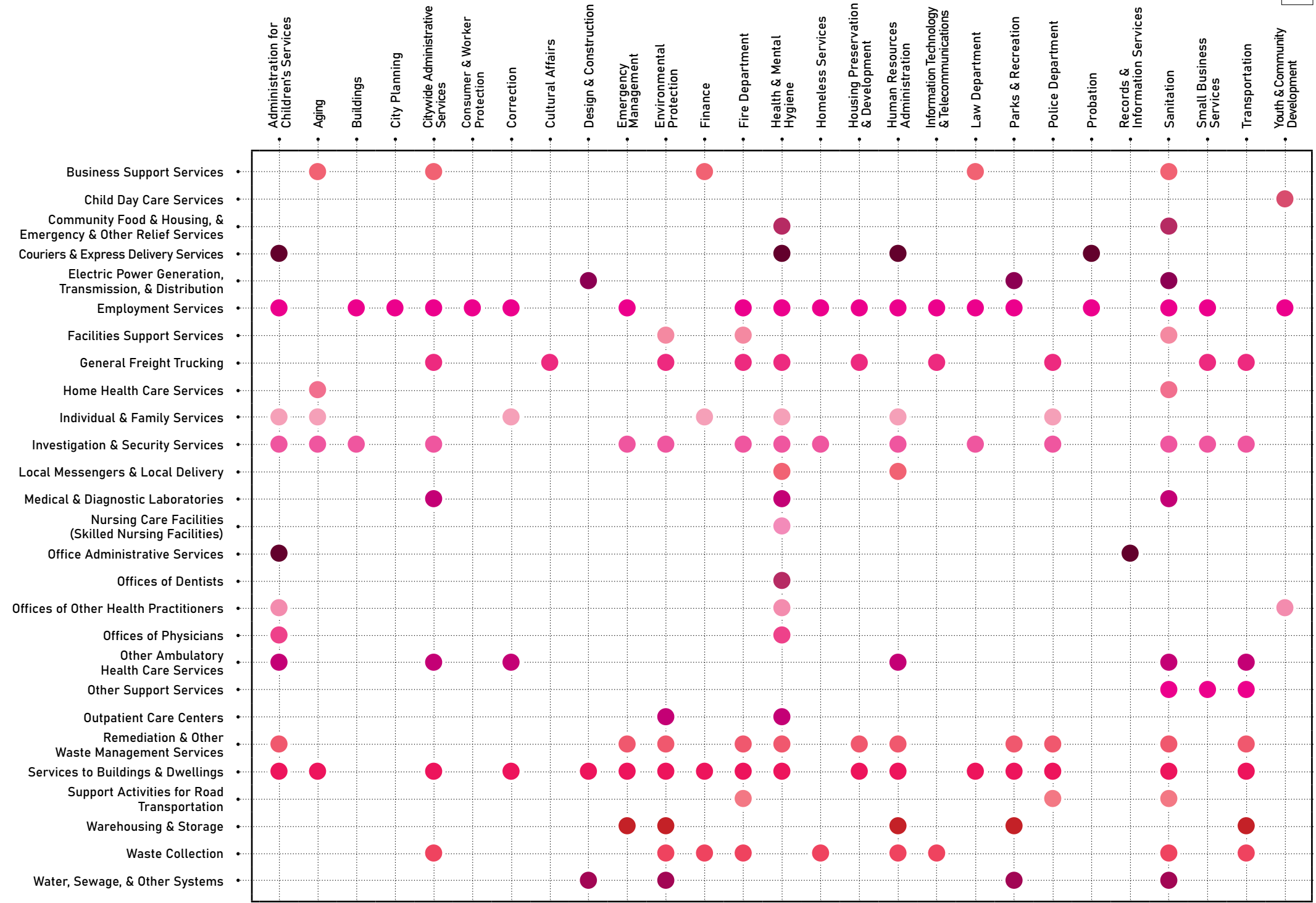
HUMAN SERVICES



PROFESSIONAL SERVICES



STANDARDIZED
SERVICES



08

CONTACTS

SBS Hotline

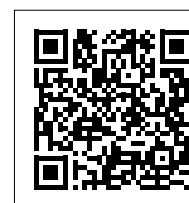
888-SBS-4NYC (888-727-4692)

M/WBE Certification Hotline

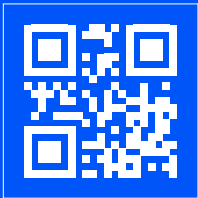
212-513-6311
mwbe@sbs.nyc.gov

PTAC Hotline

212-513-6444
ptac@sbs.nyc.gov

Chief Diversity Officer List**DEFO Newsletter**

NOTES



nyc.gov/sbs