

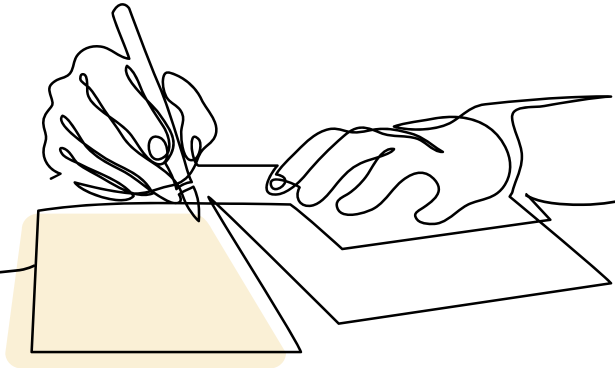
#CityCertified

10,000⁺ M/WBEs

READY FOR BUSINESS



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MAYOR'S LETTER



ERIC ADAMS

MAYOR
City of New York

Dear Friends,

New York City is back — and stronger than before — due to the dedication and contributions of our business community.

From day one, my administration made it clear that New York City would be a “City of Yes” for small businesses, and expanding access to opportunity for all businesses is central to realizing this vision. We have continued to set big goals which includes doubling spending with M/WBEs by 2026. Today, I’m proud that we’re already setting new records for M/WBE contracting. We are reshaping the landscape to truly expand opportunity for the 10,000+ #CityCertified M/WBE firms in New York City — and the momentum is growing.

In Fiscal Year 2023, more than 1,900 City-certified firms won a new City contract – a 19% increase from the previous year. And we’ve increased our investment in financing assistance for M/WBEs performing on City contracts, while maintaining the same affordable interest rate. Coupled with the reduction of insurance-related burdens, removing paper and in-person process requirements, and permitting fully electronic bidding, M/WBEs will be able to perform on contracts with more power and less hassle.

We also expanded the City’s authority to award discretionary purchases for goods, services, and construction to City-certified M/WBEs up to \$1 million, and are now poised to increase it to \$1.5 million thanks to recently passed State legislation. Working with State partners, we are creating a reciprocity system that will make it easier to establish and maintain M/WBE certification at the City and State level, at the same time.

At the local level, I appointed Michael Garner as Chief Business Diversity Officer and Director of the Mayor’s Office of M/WBEs, a proven leader with a track record of breaking through bureaucracy — and signed new Executive Orders that not only address long-standing disparities in M/WBE awards, but empower and hold City leadership accountable for prioritizing the M/WBE program. Finally, we are creating larger bidding opportunities for construction companies by expanding the City’s authority to establish construction mentorship programs that help companies grow through actual City experience.

Working in collaboration with our State partners and our M/WBE advocates, we are getting stuff done for M/WBEs in New York City and seeing results.

Sincerely,

Eric Adams

BIOS



SHEENA WRIGHT

FIRST DEPUTY MAYOR
City of New York

First Deputy Mayor **Sheena Wright** currently serves the City of New York in Mayor Eric Adams’ Administration. Wright is focused on advancing the administration’s top priorities with coordination and alignment across government; a top focus for the First Deputy Mayor is to improve service delivery so that all New Yorkers can thrive.

Prior to her appointment, Ms. Wright served as Deputy Mayor for Strategic Initiatives in the Adams Administration, and as the Transition Chair for the Adams campaign team. First Deputy Mayor Wright served as the first female President and CEO of United Way of New York City, transforming the organization’s business and impact models. Prior to United Way, First Deputy Mayor Wright served a ten-year tenure as CEO of Abyssinian Development Corporation and built nearly a half million square feet of community facility, commercial and retail space including the completion of construction on the first new high school building in Harlem in 50 years, creating over 1,000 jobs in the process.

Born and raised in the South Bronx, Wright attended Columbia University, where she majored in history and sociology, lettered in varsity track and field and cross country, was President of Delta Sigma Theta, and head of the Cultural Affairs Committee of the Black Students Organization. She also co-founded the Pan-African House, a special interest housing community devoted to raising awareness of diversity across the globe, especially apartheid in South Africa. Subsequently, she graduated from Columbia Law School as a Harlan Fiske Stone Scholar for outstanding academic achievement, marking the start of her legal career at the prestigious Wachtell, Lipton, Rosen & Katz.

As First Deputy Mayor, Ms. Wright was named number eleven on City and State’s NYC Power 100 in February 2023. Wright was also previously named number one on City & State New York’s Nonprofit Power 100, listed in Crain’s New York Business’ Notable Black Leaders and Executives, was appointed Mayor De Blasio’s Education Sector Advisory Council and Governor Cuomo’s New York Forward Re-Opening Advisory Board. Wright previously served as a Trustee for Columbia University and as a Board Member for New Visions for Public Schools, NYC Kids Rise, and the New York City Regional Economic Development Council.



MARIA
TORRES-SPRINGER

DEPUTY MAYOR
Housing, Economic Development,
& Workforce

Maria Torres-Springer is the NYC Deputy Mayor for Housing, Economic Development, and Workforce, charged with spearheading the administration's efforts to strengthen and diversify its economy, advance Mayor Adams' moonshot goal of creating 500,000 new homes for New Yorkers over the next decade, preserve and improve the New York City Housing Authority (NYCHA), bolster small business, connect New Yorkers to family-sustaining jobs, and expand access to arts and culture.

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

As commissioner of the NYC Department of Housing Preservation and Development, Maria focused on the production of housing for the city's most vulnerable communities, while also launching several new programs to protect tenants' rights. She led the implementation of Housing New York, a five-borough, 12-year plan to create or preserve 300,000 affordable homes; and she steered the financing of approximately 60,000 affordable homes.

Earlier, as president and CEO of New York City Economic Development Corporation, Maria led the implementation of the new citywide ferry service and made major investments in key sectors of the city's economy. She also spearheaded several neighborhood revitalization plans. Prior to that, as commissioner of the NYC Department of Small Business Services, Maria prioritized efforts to raise wages and support women and immigrant-owned businesses and 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. She lives in Brooklyn with her husband and two daughters.



KEVIN D. KIM

COMMISSIONER
NYC Department of
Small Business Services

Mayor Eric Adams appointed **Kevin D. Kim** 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 NYC's diverse communities. Among the initiatives SBS successfully launched in his first year as Commissioner include: 1) largest public-private partnership loan fund in NYC directed to small businesses (\$75M); 2) Cannabis NYC to outreach and educate New Yorkers on the opportunities connected to the newly-legalized market; 3) Small Business Forward - recommending more than 100 reforms to violations that overly-burdened small businesses, saving small businesses millions of dollars annually; 4) Small Business Advisory Commission to give actual small business owners a seat at the table when important policy decisions are being made; and NYC Business Express Service Team (BEST), which helped over 3,000 businesses save over \$30M.

Commissioner Kim is an attorney, entrepreneur, and public servant. As a son of immigrant small business owners, and a former small business owner himself, he understands first-hand the needs and challenges small businesses must overcome to succeed.

In public service, Commissioner Kim served as the first Asian American commissioner of the NYS 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 CUNY Board of Trustees, President (Biden)'s Advisory Commission on Asian Americans, Native Hawaiians, and Pacific Islanders, American Red Cross (Queens), and the 8-member Commission to study the potential creation of a National AAPI Museum.

Commissioner Kim is a proud product of the NYC public school system, having attended K-12 in Queens (including 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.



MICHAEL GARNER

CHIEF BUSINESS
DIVERSITY OFFICER

Office of Minority & Women-Owned
Business Enterprises

Michael J. Garner, MBA, was appointed New York City’s first Citywide Chief Business Diversity Officer by Mayor Eric Adams on February 16, 2023. Mr. Garner formerly served as Chief Diversity & Inclusion Officer at the Metropolitan Transportation Authority (MTA). His tenure at the MTA spanned 14 years from February 2009 through February 2023. He is a diversity champion, making it his personal and professional mission to create a more diverse business environment wherever he’s been.

By creating new programs, Mr. Garner and his teams have been responsible for more than \$20 billion in payments to New York State/City minority and women-owned businesses. In addition, since Mr. Garner’s arrival, the MTA improved its hiring of Blacks, Hispanics, and Asians by 20% across the MTA’s six different operating agencies.

Since his arrival at the MTA in 2009, Mr. Garner designed the country’s leading MWDBE Business Development Program based on dollars paid. As the architect of the MTA’s Small Business Mentoring Program, Mr. Garner transformed the largest transportation system in North America with a results-driven construction mentoring program. The program continues to break down barriers for minority, women, disadvantaged, and service-disabled veteran-owned businesses in New York State, who otherwise would not have contract opportunities in the transportation industry.

Under the direction of Mr. Garner, the MTA’s Small Business Mentoring Program awarded 575 contracts totaling \$620 million to program participants. Overall, through his efforts, more than \$17.1 billion has been paid to New York State certified MWBEs. During Mr. Garner’s tenures at the New York City Housing Authority (NYCHA), the New York City School Construction Authority (SCA), and the MTA, Mr. Garner and his teams have been responsible for more than \$20 billion in dollars paid to both NYC/NYS certified M/WBEs and MTA certified DBEs.



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.

CAPACITY BUILDING & MENTORSHIP



nyc.gov/bondready

Bond Readiness Program & Bonding Services

Education, training, one-on-one financial management guidance, and technical assistance to help construction companies obtain surety bonds and increase surety bond capacity for City construction projects.



nyc.gov/mwbelegal

M/WBE Contract Legal Services

Workshops and legal clinics to connect you with attorneys who can provide initial advice and a better understanding of business contracts, agreements, and related legal situations, helping you successfully compete for City contracts as a prime vendor or subcontractor.



nyc.gov/mwbementors

M/WBE Mentors

Highly successful M/WBE entrepreneurs who represent a variety of industries and backgrounds provide insight you need to succeed and chart a path of growth through government contracting.



nyc.gov/RampUp

NYC Construction Ramp-Up Program

Education, training, and coaching to help NYC-certified M/WBE construction firms successfully compete for and perform on pedestrian ramp rehabilitation projects throughout the city.



sbsconnect.nyc.gov

SBS CONNECT

SBS Connect has simplified the M/WBE certification experience, offering built-in guidance at every step of the process. Business owners can:

- Upload scanned copies of required documentation in a secure environment
- Maintain a business account that can be verified or updated as needed, eliminating the need to submit duplicative documentation
- Use it as a document backup system in case of emergencies or routine transitions in digital filing systems

CAPITAL ACCESS

Contract Financing Loan Fund

Access loans of up to \$1,000,000 at an annual interest rate of up to 3% APR to work on a project with a City agency or City-funded entity.



nyc.gov/contractfinancing

TECHNICAL ASSISTANCE

M/WBE Vendor Services

Post-certification support to help firms increase their chances for success in doing business with the City.



nyc.gov/techassist

NYC APEX Accelerator

Funded by U.S. Department of Defense (DOD); formerly known as Procurement Technical Assistance Center (PTAC)

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



nyc.gov/selltogov

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 10 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



← **SHELLY MARSHALL
OF ISLAND POPS**
Courtesy of Island Pops

BEST PRACTICES FOR WORKING WITH AGENCIES

MAINTAIN 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**
 - **Business Description**
 - **Contracting Experience**
 - **Commodity Codes**
- Visit SBS Connect [sbsconnect.nyc.gov] to update your profile if needed
- Complete your Annual Affirmation when prompted to maintain your certification
- Apply for recertification - firms will be notified 90 days prior to their Certification expiration date

MARKET YOUR BUSINESS

- Ensure your Commodity Codes are reflected in both the NYC Procurement and Sourcing Solutions Portal (PASSPort) [nyc.gov/passport] and SBS Connect [sbsconnect.nyc.gov]
- Develop a business development and outreach strategy that works for you and your business
- Create a City government-focused Capabilities 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
- Be consistent when marketing and connecting with City procurement staff
- Maintain a functional, attractive, up-to-date website

RESEARCH OPPORTUNITIES

- Register in PASSPort and check nyc.gov/businessopportunities regularly for upcoming opportunities
- Review agencies' procurement websites and annual procurement plans online, then sign up 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
- Construction firms: review subcontracting opportunities through the Industrial and Commercial Abatement Program [nyc.gov/icap]

BUILD CAPACITY

- Focus on contract opportunities that will leverage your core business strengths
- Get financing assistance from SBS [nyc.gov/financingassistance] including the Contract Financing Loan Fund [nyc.gov/contractfinancing] to access affordable capital to perform on City contracts
- Take advantage of 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] for resources, workshops, notable solicitations, and M/WBE vendor success stories
- Consider teaming with another M/WBE as a pathway to handle larger scale and/or newer types of projects

TOP TIPS FOR CONTRACTING SUCCESS

- 1 Get help preparing proposals/bids through SBS' M/WBE Vendor Services and APEX Accelerator:
email:
MWBETechAssist@sbs.nyc.gov
APEXAccelerator@sbs.nyc.gov
call:
212.513.6444
- 2 Visit nyc.gov/selltogov to find out how to do business with the government
- 3 Acknowledge receipt and intent to respond to bids promptly for 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



#CITYCERTIFIED SUCCESS STORIES

“

The City of New York values diversity and celebrates people of all backgrounds, including creating opportunities for M/WBEs to grow by working on projects for City agencies. As a Latino entrepreneur, I am proud to help create a more equitable City.

”



ANA DIAZ

COMPANY:
DIAZ ELECTRIC OF
NEW YORK INC.

AWARDS WITH AGENCIES:
BIC, DCA, DPR, SCA



“

The City of New York builds, upgrades, and maintains an extensive network of transportation pathways throughout the five boroughs, and every job comes with new challenges to troubleshoot. That's why the city relies on the expertise of M/WBE firms like my business. We take ideas from point a to point z, keeping projects on track.

”



MICHAEL CHUNG

COMPANY:
DELAN ASSOCIATES INC.

AWARDS WITH AGENCIES:
DOT



“

We started our multi-generational business in 2006, providing eco-friendly janitorial and industrial supplies. Over the years, we have done business with 20-plus City agencies, including the Department of Environmental Protection. Together, we're doing our part to make the City more sustainable.

”



**MAUREEN FAIRLIE,
KERRY FAIRLIE**

COMPANY:
SNAPPY SOLUTIONS INC.

AWARDS WITH AGENCIES:
CUNY, DCAS, DCP, DDC,
DEP, DFTA, DOC, DOE,
DOF, DOHMH, DOT, DPR,
DSNY, DSS, DYCD, FDNY,
Mayorality, NYPD, OME



“

As a immigrant from Hong Kong and a first-time business owner, I've benefited from my M/WBE certification. We've printed books, magazines, newsletters, postcards, brochures, stickers, and other collateral used to share information with New Yorkers. I am so grateful to be contributing to the City that has given so much to me.

”



K. Y. CHOW

COMPANY:
GRAND MERIDIAN
PRINTING INC.

AWARDS WITH AGENCIES:
BIC, CCHR, City Council,
DCAS, DDC, DOB,
DOE, CUNY, Manhattan
Community Board #6



“

Since 2014, we have been providing creative it solutions to the city. We take pride in doing our part to improve the accessibility of digital information for all New Yorkers.

”



**SACHIN GARG,
MEGHA JAIN GARG**

COMPANY:
INNOVEE CONSULTING

AWARDS WITH AGENCIES:
DOB, DOC, DOHMH, DOT
DSH, DSNY, DSS, HPD,
OTI, SBS



“

Through City contracting, we've grown from a team of 1 to 13. While my business may be small, the work that we're doing with the City is huge. We're reaching thousands of New Yorkers and helping communities across our City... one City contract at a time.

”



**TAMEKIA
FLOWERS-BALL**

COMPANY:
EPIPHANY BLUE LLC

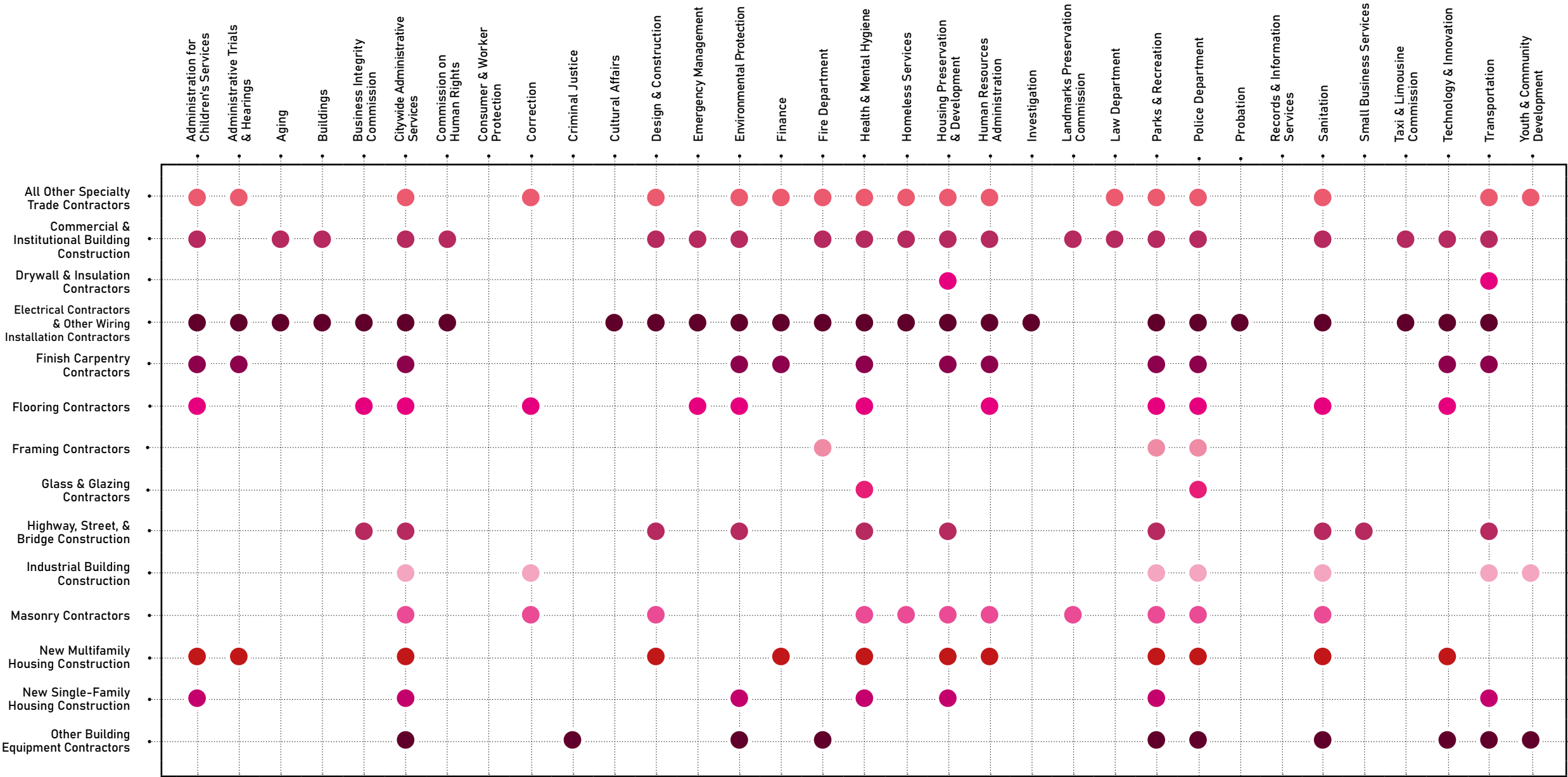
AWARDS WITH AGENCIES:
CUNY, DOE, DYCD, SCA



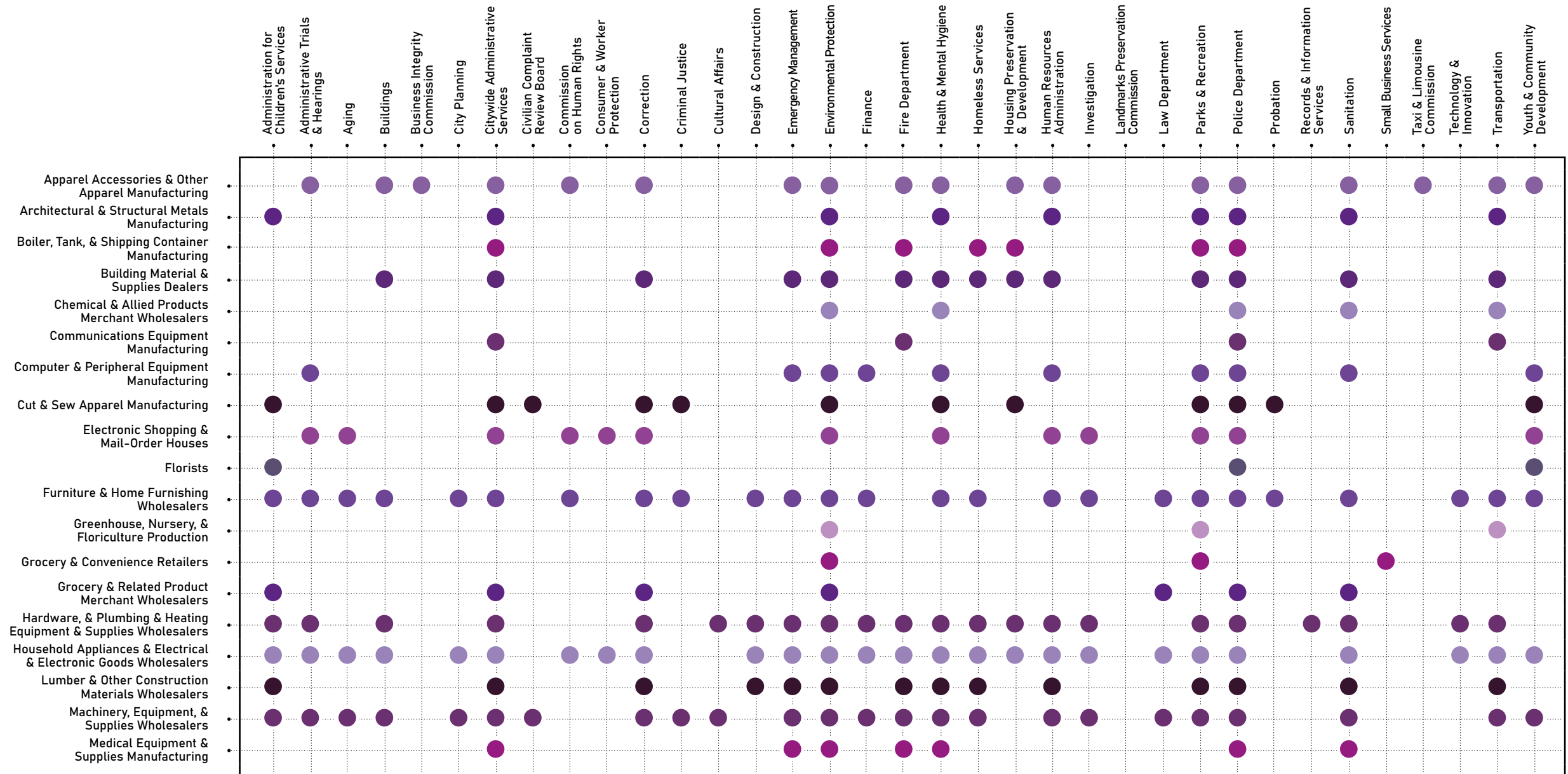
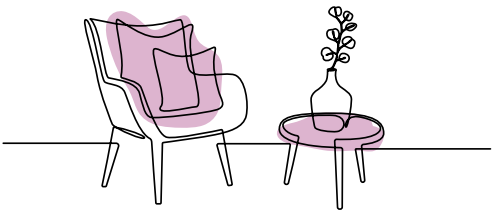
PRODUCTS & SERVICES THE CITY OF NEW YORK BUYS



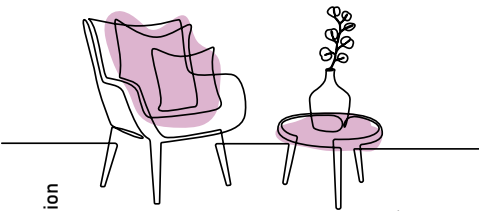
CONSTRUCTION



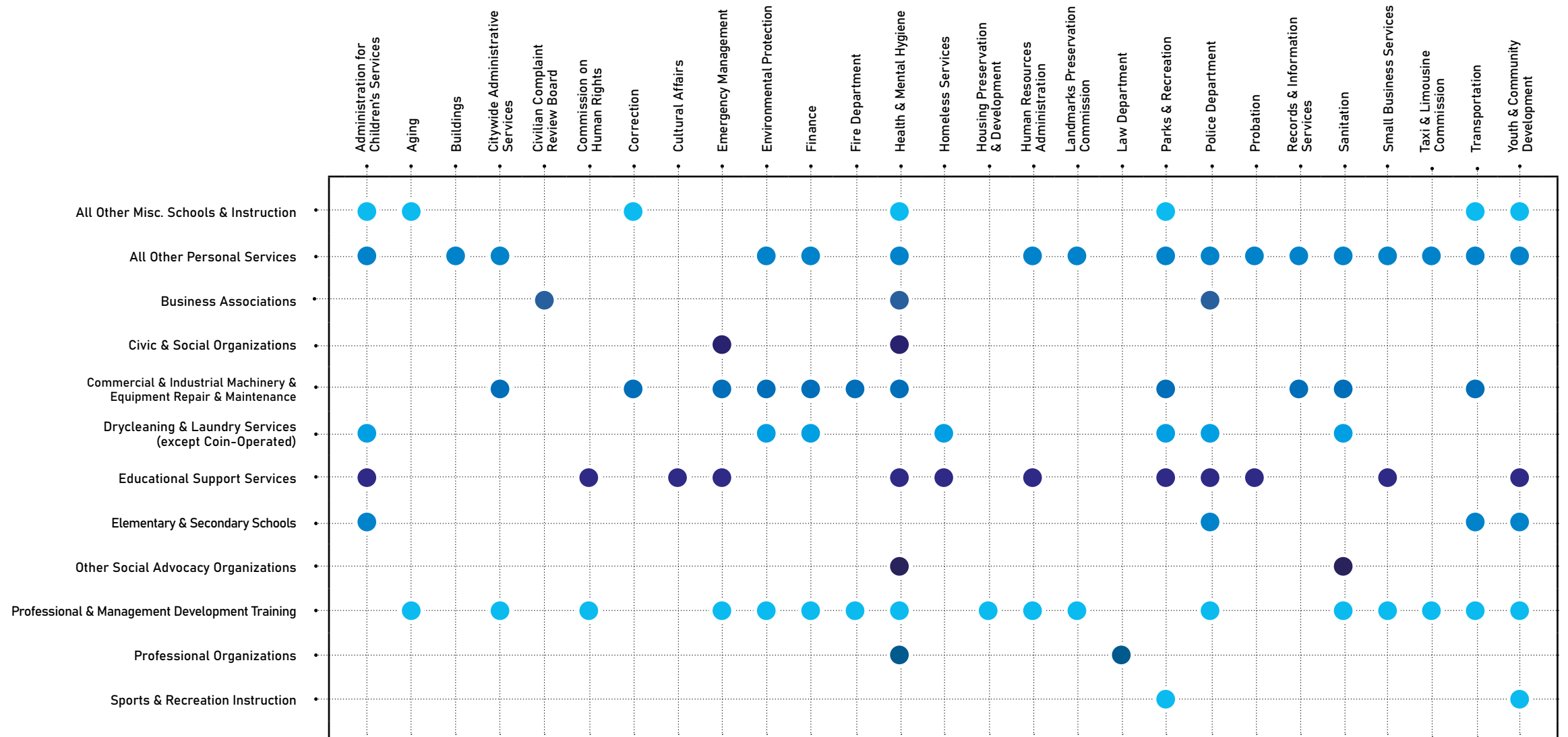
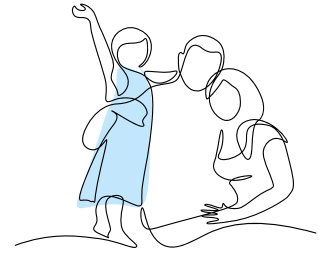
GOODS



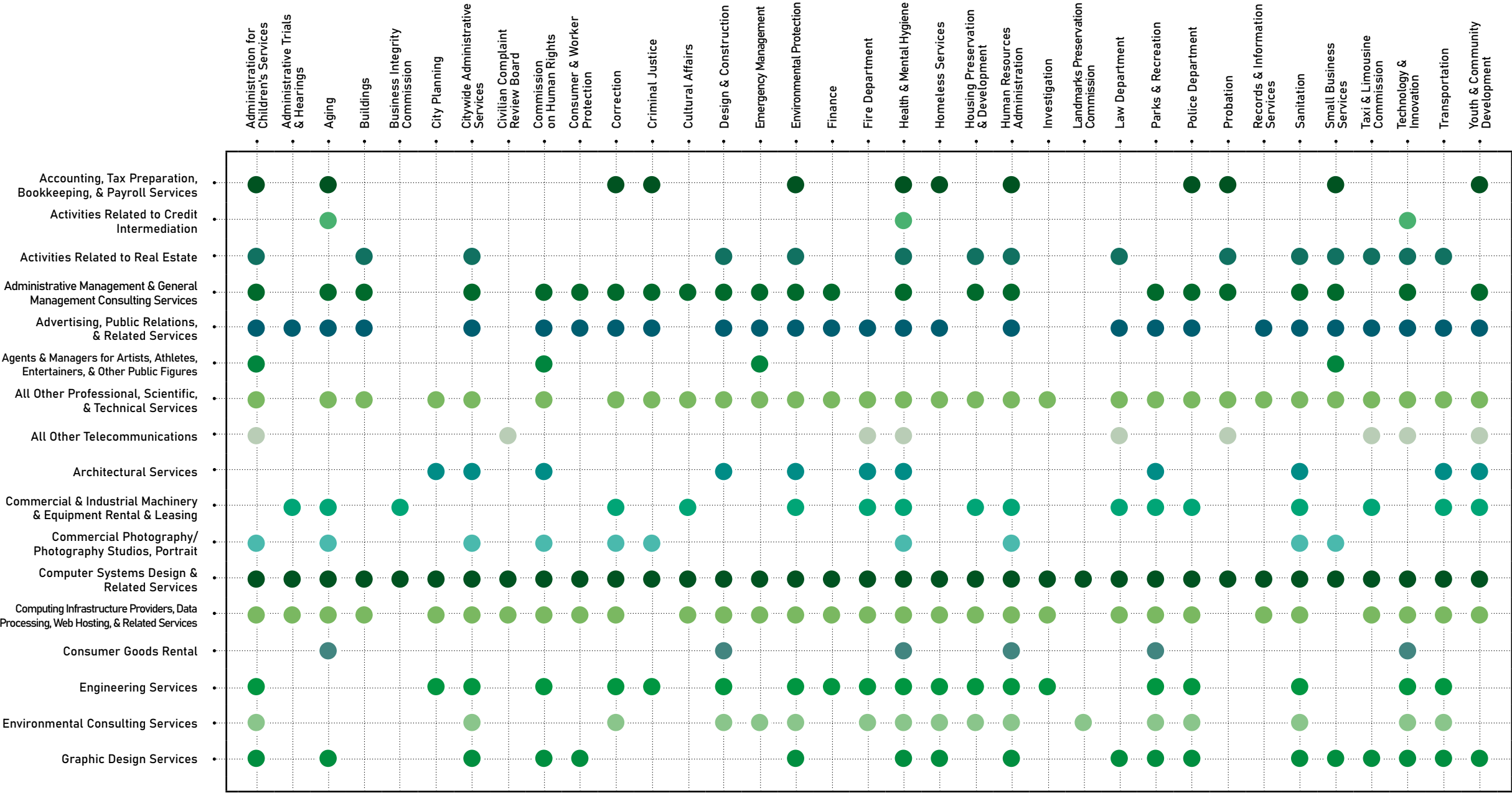
GOODS



HUMAN SERVICES

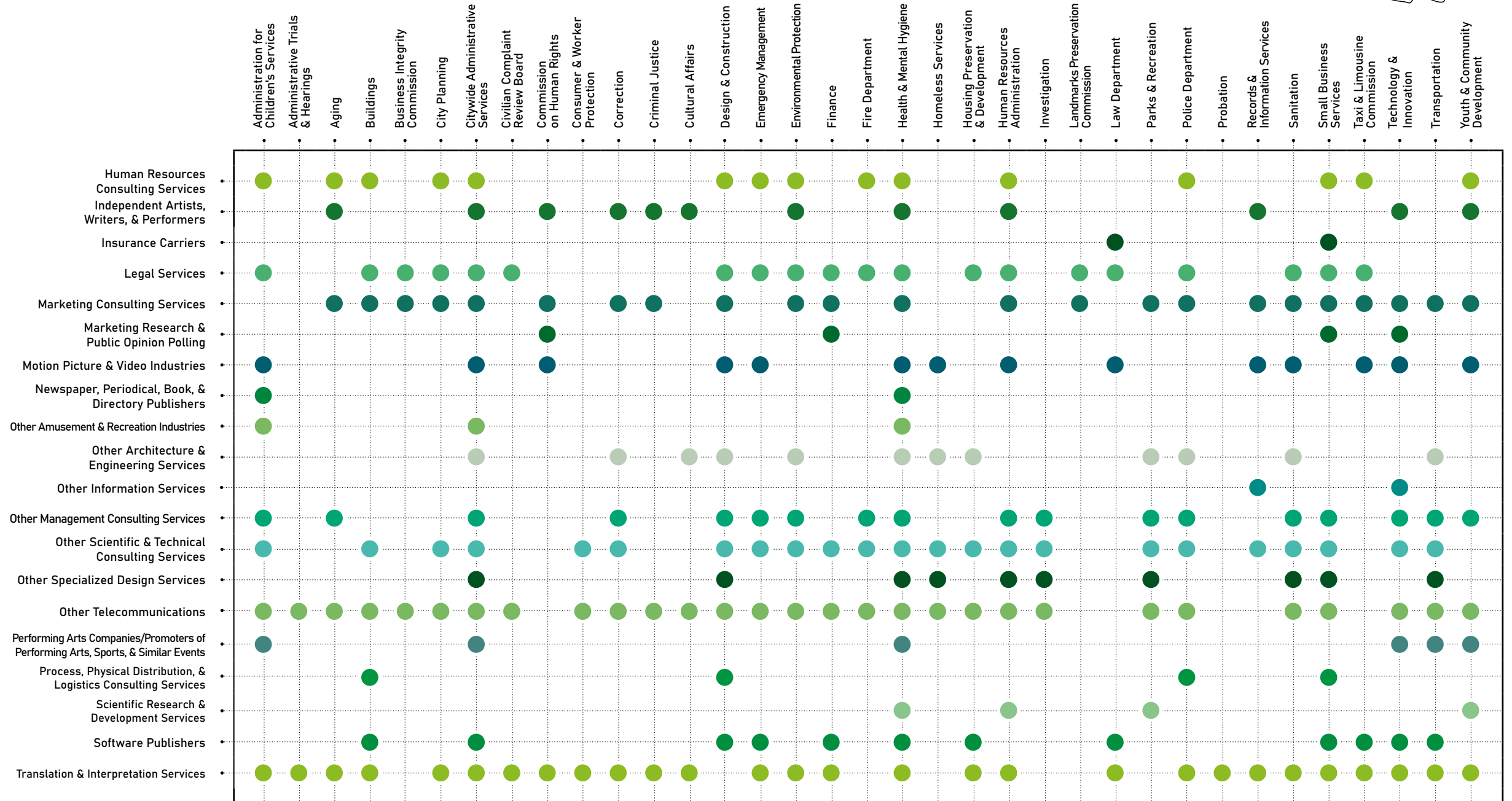


PROFESSIONAL SERVICES





PROFESSIONAL SERVICES



CONTACT

SBS HOTLINE

888.SBS.4NYC (888.727.4692)

M/WBE CERTIFICATION ASSISTANCE

212.513.6311

mwbe@sbs.nyc.gov

M/WBE VENDOR SERVICES & APEX ACCELERATOR TECHNICAL ASSISTANCE

212.513.6444

MWBEtechAssist@sbs.nyc.gov

APEXAccelerator@sbs.nyc.gov

CHIEF DIVERSITY OFFICER LIST



SUBSCRIBE TO THE SBS M/WBE NEWSLETTER



NOTES

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nyc.gov/sbs