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Citizen centered

People empowered

Finance Department, Procurement Division

Memo

To: Diane Wilson, Interim Finance Director

From: Doug Drymon, Procurement Manager 

Date: October 29, 2019

Re: Small, Minority and Service-disabled Veteran Business Outreach Efforts

In response to your request for information related to the Procurement Division's on-going efforts to inform small, minority and Service-disabled Veteran Businesses about opportunities to do business with the City of Gainesville, and prepare them to be successful in obtaining such, the following is offered:

- All solicitations issued through the Procurement Division are posted on either DemandStar or GovQuote. Both electronic platforms enable our office to reach a broad spectrum of companies (local, state-wide and national), many of whom are registered as minority- or veteran-owned. Our office also notifies the Office of Equal Opportunity (Sylvia Warren) of all solicitations as well. Businesses which do not wish to go through DemandStar to download solicitation documents can still gain access to these documents with the assistance of OEO.
- The procurement-related training our office provides to all general government departments stresses, among other things, the need for department staff to make a concerted effort to reach out and obtain quotes from small and/or service-disabled Veteran businesses. Among the sources departments are encouraged to reach out to for potential vendors are the City's Office of Equal Opportunity and the State of Florida's Office of Supplier Diversity. Additionally, if time permits and the procurement in question makes it advisable, departments are encouraged to post the solicitation in the Gainesville Sun and/or the Gainesville Black Professionals magazine.
- When the Procurement Division issues a solicitation for a department, the project manager is requested to submit a list of supplemental vendors whom the department specifically wants included among the businesses who are contacted about the solicitation. This provides an additional opportunity for the City to inform small, minority and veteran-owned businesses about the solicitation.
- When the City's Procurement Policy was revised in 2016, and again in 2017, the following changes were made with the intention of making it easier for City departments to do business with small, minority and service-disabled Veteran businesses:
 - For purchases with a value between \$5,000.01 and \$50,000.00, the number of required written quotes was increased from a minimum of two to a minimum of three, with the additional provision that at least one quote be obtained from a small or service-disabled Veteran business, when feasible.
 - The threshold for which competitive solicitations are required was raised from \$2,000.01 to \$5,000.01 in order to give the departments greater flexibility to make purchases from small, minority and Service-disabled Veteran businesses without needing to secure quotes or bids first.
 - The maximum dollar amount that departments could spend on a first time order with a small and Service-disabled Veteran business enterprise was increased from \$10,000 to \$20,000 to make it possible to fairly assess the capabilities of a covered business to perform in accordance with a department's required standards.

- With the expansion of the General Government Procurement Division staff beginning in 2017, a concerted effort was made to more actively reach out to and coordinate with the Office of Equal Opportunity. This has included assigning a member of the Procurement Division staff to serve as a liaison between both offices, as well as including OEO staff in the planning and advertising stages of vendor training workshops.
- The Procurement Division has conducted and/or participated in a variety of workshops, discussion panels, training sessions and forums (roughly on a quarterly basis) specifically tailored to outside vendors, many of whom are small, minority, or veteran-owned businesses. These events have covered a range of topics intended to help businesses be more successful in obtaining contracts with the City. Among the topics covered:
 - The City's Bid Process
 - A step by step examination of past solicitations to identify the best way to prepare a bid
 - A panel discussion involving actual department evaluators going through an evaluation process and answering questions on what the attendees are seeing as a project is evaluated
 - A general Q & A panel discussion with the panel composed of Procurement Specialists from the City, County and UF.
- At all workshops Procurement staff have encouraged vendors to feel welcome to visit the Procurement office and ask questions with staff on a one-on-one basis. Beginning with the month of October 2019, the Procurement Division has begun making available a block of time on the 2nd and 4th Friday of each month when staff will be available to meet with any vendor who wishes to ask general questions and obtain information on how to do business with the City. OEO has been provided with a flyer advertising this opportunity to distribute to vendors coming to their office.
- Procurement staff have encouraged potential vendors to attend pre-bid meetings even if they are not going to bid on a project, so that vendors can get acquainted with the City's bid process.
- Our office has given out surveys in order to find out what information potential vendors are needing.
- Melanie Sowers, Darius McPhall and Doug Drymon are scheduled to meet with Sylvia Warren and Teneeshia Marshall from OEO, together with Jim Frampton from GRU Procurement, on November 6, 2019, at which time the group will be discussing additional methods and trainings to build interest among small businesses for wanting to do business with the City.
- When comparing the outreach efforts of the City's two main branches (GRU and General Government), keep in mind there are some significant differences between the two in the manner in which purchases are handled. GRU Procurement operates within a centralized process, one that is concerned primarily with obtaining materials and services of an industrial nature that are required to operate an extensive utility system. Conversely, General Government Procurement operates within a decentralized process (meaning departments have much greater latitude in undertaking their own purchases), and the procurements which are made tend to cover a much broader and more diverse range of products and services.

Additional Notes:

The City of Gainesville Small & Service-disabled Veteran Business Program administered by the Office of Equal Opportunity has the following eligibility requirements a business must meet to qualify under the program:

- The business's principle place of operation with full-time personnel must be within Alachua, Bradford, Columbia, Gilchrist, Levy, Putnam, or Union County
- Pay required Occupational License taxes (if business is located in the corporate city limits of Gainesville)
- Have less than 200 employees
- Have a net worth of less than \$5 million

Certification as a woman-, veteran-, and minority-owned small business with the State of Florida (which is also recognized by the City of Gainesville) requires a business owner to meet the eligibility requirements shown on the following pages.



Certification Checklist

The Office of Supplier Diversity (OSD) certifies woman-, veteran-, and minority- owned small businesses for FREE. Certification is simple and offers the following benefits:

- Referrals to state agencies and other organizations seeking certified businesses;
- A listing in OSD's Certified Business Enterprise Vendor Directory;
- Customized emails including contract opportunities, special events, networking, and training announcements; and
- Free online recertification every two years to simplify the process.

Minimum Eligibility Requirements

Your business must meet the following minimum eligibility requirements to become a certified woman business enterprise (WBE), veteran business enterprise (VBE), or minority business enterprise (MBE):

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| <input type="checkbox"/> | Be legally registered to do business in Florida as a for-profit organization (registration through the Department of State). |
| <input type="checkbox"/> | Be based in Florida. |
| <input type="checkbox"/> | Be owned and managed by a resident(s) of Florida. |
| <input type="checkbox"/> | Be 51 percent owned and managed by a woman, veteran, or minority who is a U.S. citizen or a permanent resident alien. |
| <input type="checkbox"/> | Be engaged in commercial transactions (currently doing business). |
| <input type="checkbox"/> | Be registered in MyFloridaMarketPlace. |
| <input type="checkbox"/> | Have a net worth of less than \$5 million. |
| <input type="checkbox"/> | Have 200 or fewer full-time permanent employees. |
| <input type="checkbox"/> | Have a professional license, if required by the industry, in the name of the woman, veteran, or minority business owner. |

Certification Process

If you meet the minimum eligibility requirements above, you are ready for the following next steps to certification:

Step 1: Register as a new vendor on MyFloridaMarketPlace.com, the state's procurement website.

Step 2: Review and gather the necessary documentation outlined in the Required Documentation Checklist.

Step 3: Mail or scan and email all of your supporting documentation to OSD.

Documentation Checklist

Before submitting a copy of your documents to OSD, complete the checklist below to ensure you have all of your required documents for categories **A** through **H** (with the exception of **B** if you are not a veteran). OSD will not proceed with the review process of your file until all required supporting documents are submitted.

A	Minority and/or Woman. Submit <u>ONE</u> of the following documents for MBE or WBE consideration:
<input type="checkbox"/>	SBA(8)(a) Federal Certification;
<input type="checkbox"/>	Birth Certificate with Ethnic Designation;
<input type="checkbox"/>	Tribal Registration Card (Native American);
<input type="checkbox"/>	Passport;
<input type="checkbox"/>	Naturalization Records;
<input type="checkbox"/>	Foreign Birth Certificate;
<input type="checkbox"/>	Permanent Resident Alien Card; <u>or</u>
<input type="checkbox"/>	Designation Statement
B	Veteran. Submit <u>ALL</u> of the following documents for VBE consideration:
<input type="checkbox"/>	Veteran Business Enterprise Certification Application;
<input type="checkbox"/>	DD214; <u>and</u>
<input type="checkbox"/>	Service Disabled Letter (for disabled veteran(s) only)
C	Permanent Resident of Florida. Submit <u>ALL</u> of the following documents to show proof of Florida residency:
<input type="checkbox"/>	Declaration of Domicile in the Clerk of Circuit Court's Office in the County Courthouse.
<input type="checkbox"/>	<u>And ONE</u> of the Following: <ul style="list-style-type: none"> ◇ Florida Driver's License; ◇ Voter Registration; <u>or</u> ◇ Homestead Exemption
D	Ownership Interest. Submit <u>ONE</u> of the following documents to establish 51 percent ownership interest:
<input type="checkbox"/>	Articles of Incorporation;
<input type="checkbox"/>	Partnership Agreement; <u>or</u>
<input type="checkbox"/>	Federal SBA (8)(a) Certification

E	Management Component. Submit <u>ONE</u> of the following documents to establish 51 percent management interest:
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| <input type="checkbox"/> | Partnership Agreement; |
| <input type="checkbox"/> | Payroll within the Last 12 Months; <u>or</u> |
| <input type="checkbox"/> | Resume(s) |

F	Small Business Domiciled in Florida. Submit <u>ALL</u> of the following documents to establish business domicile:
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| <input type="checkbox"/> | Registration from Department of State; |
| <input type="checkbox"/> | Business with Fewer Than 200 Employees; <u>and</u> <ul style="list-style-type: none"> ◇ Payroll within the Last 12 Months Identifying Each Owner and Each Full-time Employee - W2s, Payroll Summary/Report |
| <input type="checkbox"/> | Net Worth of No More Than \$5 Million <ul style="list-style-type: none"> ◇ Financial Statements; <u>or</u> ◇ Last Two Years of Federal Filed Tax Returns |

G	Useful Business Function. Submit <u>ONE</u> of the following to establish useful business function:
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| <input type="checkbox"/> | Notarized Statement of Useful Business Purpose; |
| <input type="checkbox"/> | Copy of a Recent Quote Submitted by the Company; <u>or</u> |
| <input type="checkbox"/> | Recent Signed Contract/Invoice |

H	Licensing. Submit <u>ONE</u> of the following to show proof of required licensing:
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| <input type="checkbox"/> | Professional (licensed and regulated by the Florida Department of Business and Professional Regulation); |
| <input type="checkbox"/> | Business Occupational License/Local Business Tax Receipt; <u>or</u> |
| <input type="checkbox"/> | Attestation of No License Required |

While these documents are listed as appropriate submission, based on the review of eligibility, additional information may be requested. All owners/managers in the company must submit information as noted.