



Office of Equal Opportunity

Small, Minority, Women, &
Service Disabled Veteran
Business Owners

2016 Outreach Plan

Increasing Access, Equity, & Diversity in Procurement Through Outreach

General Outreach Efforts...

- Expanding Small Business Listings
 - Partnering with other agencies & cross referencing small business listings
- Solicit New Business Report Generated Through Occupational Licensing
- Radio Advertisements
- Channel 12
- City Website & Social Media Outreach
 - Spread the message that the City is open for business
 - Facebook/Twitter
- Small Business Mentoring Program
 - Larger more established businesses mentoring small emerging businesses
- Collaboration With Purchasing on Upcoming Bids
 - Notification sent to Small Business Distribution List

General Outreach Efforts (contd.)

➤ Pre-Bid Conferences

- OEO Staff presence at pre-bid conferences
- Pre-Bid conference information along with bid information emailed to local small business
- Pre-Bid conference sign-in sheets used as a marketing tool
- Small and Service-Disabled Veteran Procurement Program information distributed at pre-bid conferences

Outreach & Creating Partnerships

Targeted Minority-owned Business Outreach

- Office of Supplier Diversity
- African American Contractor's Association
- Minority-Centered Newspaper Advertisements
 - Gainesville Guardian
- Black-on-Black Crime Task Force
- NAACP
- Fraternities/Sororities
- Pan Hellenic Council
- Barber Shops/Salons
- Places of Worship
- Eastside Advocacy Group
- Neighborhood Associations

Outreach & Creating Partnerships

Targeted Women-owned Business Outreach

- Small Business Administration (SBA)
 - Woman-Owned Business Program
- Office of Supplier Diversity
- Places of Worship
- Salons
- Homeowner & Neighborhood Associations
- Gainesville Area Women's Network (GAWN)
- Florida Public Relations Association
- Chamber of Commerce

Outreach & Creating Partnerships

Targeted Service-Disabled Veteran Business Outreach

- U.S. Department of Veteran's Affairs
 - Veteran-owned Small Business Program
- Veteran-owned Business.com
 - National registry with more than 24,000 veteran-owned businesses
 - Featuring an introduction of our program on media outlets
 - Newsletter (more than 40,000 recipients)
 - Veteran-owned Business Blog
 - Facebook (260K supporters) & Other Social Media Outlets
- Small Business Administration (SBA)
 - Veteran-owned Business Program
- Alachua County Veteran Services

Benefits of Being Certified with the City...

OFFICE OF EQUAL OPPORTUNITY

- Listed in City's Online Directory of Certified Firms
- Technical assistance in preparing bids
- Other resources and services to promote business growth
- Bid documents available at no cost
- Business Visibility via Link Added to Bid Notices
- Purchases more than \$2,000 and less than \$50,000 will now require three written quotes and require one of the quotes to come from a certified small and/or service-disabled veteran business, if they exist.
- Procurement policy will now include points at the competitive level (above \$50,000) if you are a certified small and /or service disabled veteran business (5% of total points).

NEW!!!!!!

Targeted Small Business Technical Workshops In Each Commission District

- Bid Preparation Training
- Acquiring Capital
- Marketing & Finance
- Networking
- Government Contracting
- ...and more

Upcoming Events

➤ Small Business Technical Workshops

- 3/31/16
- 4/7/16

➤ Skanska Construction Management Building Blocks (CMBB) Florida Program

- Every Thursday beginning March 3rd thru May 5th, 6-8pm