



WEST PALM BEACH



THE CITY OF WEST PALM BEACH

# OUTLOOK 2022

AN OVERVIEW OF THE OFFICE OF SMALL, MINORITY  
AND WOMEN BUSINESS PROGRAM Office

*- Prepared for Mayor Keith James*

# WELCOME

Outlook shares the news of the Office of Small, Minority and Women Business Programs (OSMWBP) and the Procurement Department and how they shape the business landscape of West Palm Beach. OSMWBP ensures that the City conducts its business with high ethical and equitability standards, welcoming small-, minority- and women-owned businesses to be active participants in the City's certification and procurement processes.

We not only educate and inform all businesses of how to work with the City, but we also track the compliance of our departments and prime contractors on their inclusivity, diversity and accessibility of procurement solicitations. In short, we make sure that all businesses have an opportunity to work with us. OSMWBP looks forward to sharing with you how we do this important work.



## OSMWBP'S MISSION

OSMWBP sets goals on the participation of small-, minority- and women-owned business enterprises within the City's Procurement system. To meet those goals, our team is responsible for the following:

- Setting standards and goals for City and Prime Contractors' usage of SBEs, and MWBEs and for sub-consultant and subcontractor participation on awarded contracts
- Educating business owners on the SBE and MWBE certification process, so they can be informed of and included in solicitations for City contracts
- Assisting business owners with the certification process and collaborating with other government agencies on streamlining certification requirements
- Facilitating business relationships between and among Prime Contractors, certified SBEs, MWBEs and new business enterprises
- Tracking payments and performing compliance checks of Prime Contractor usage of SBEs and MWBEs and reporting participation data
- Issuing Sheltered Market surveys and assigning specific solicitations for Sheltered Market participation
- Establishing and tracking compliance on Sheltered Market opportunities for SBEs and MWBEs
- Eliminating barriers to equitable contract awards, increasing diversity among City contractors, and increasing the number of certified businesses qualified to bid on City opportunities

# WHAT WE PROVIDE

OSMWBP provides enterprise-building and enterprise-sustaining programs to the business community of the City of West Palm Beach. We encourage Small Business Enterprise (SBE) or Minority/Woman Business Enterprise (M/WBE) certification to enable business owners to take advantage of the following programs:

## ONE FREE-MARKETING CONSULTATION INITIATIVE

Marketing can either make or break your business. This program enables firms to take their business to the next level with one Free-marketing consultation offered by Brittani M Design and the City of West Palm Beach. Companies must have been certified as a Small Business Enterprise (SBE) or Minority/Woman Business Enterprise (M/WBE) to receive this benefit.

The one **FREE** marketing consultation includes:

- Marketing Concepts: An overview of key marketing concepts
- Website Design: A review of the website to identify opportunities for improvement
- Business Card Design: A redesign of a signature branding staple
- Branding Guide: A roadmap to keeping your business on-brand

The objective of the program is to get the business' brand noticed. Brittani M Design was contracted to help promote SBE M/WBE businesses and highlight

their value. The collaborative program is a unique opportunity to receive technical assistance. During the first hour of consultation, which is underwritten by the City of West Palm Beach, businesses receive professional eyes on their brands and receive actionable tasks to reach their marketing goals.

## BOND READINESS & TECHNICAL ASSISTANCE PROGRAM

The Bond Readiness & Technical Assistance Program is designed to take the guesswork out of establishing a surety line through educational workshops and personalized surety strategy sessions. The program prepares certified-Small Business Enterprise (SBE) and Minority/Woman Business Enterprise (M/WBE) businesses for the initial establishment or expansion their current bond capacity.

This comprehensive curriculum provides education, training, and one-on-one technical assistance, designed to eliminate the barriers to bonding.

During the program, contractors produce a bonding blueprint with benchmarks and performance targets that will help them obtain additional surety capacity. Coaching and accountability are integral offerings to ensure that contractors complete the necessary tasks to reach the benchmarks and performance targets, based on their bonding blueprints.

Program Components: Contract Surety, Building a Better Banking Experience, Accounting: Your Financial Roadmap, Estimating & Bidding, Building Additional Capacity and Graduation.



## SMALL AND MINORITY/WOMAN BUSINESS COVID-19 RECOVERY ASSISTANCE LOAN PROGRAM

In 2022, the City's Small and Minority/Woman Business COVID-19 Recovery Assistance Program featured a loan program for businesses certified by the City as Small Businesses (SBE) and Minority/Woman Business Enterprises (M/WBE) to aid the economic recovery process related to the pandemic.

Certified SBE and M/WBE businesses were eligible to apply for a microloan with an interest rate starting at 4.25 percent. For those small, minority- and/or woman-owned businesses that had not been certified, the City provided the necessary information to meet the certification requirement.

The program required that the applicants MUST meet the following criteria for consideration:

- Business must be located within the city's jurisdiction,
- Be legally authorized to do business within the city by virtue of a valid business license,
- Be certified as a SBE and/or M/WBE with the City,
- Properties must be free of any city lien encumbrances and code violations,
- Property taxes on the property must be current if the business owner is the property owner,
- Business must have been opened and be operational for a minimum of 18 months at loan closing,
- Business gross annual revenues cannot exceed \$1,000,000,
- Credit score of over 580 is required to qualify,
- Business liquid assets of under \$150,000.

Through the Office Small, Minority and Women Business Programs, the City's Small and Minority/Woman Business COVID-19 Recovery Assistance Program was a coordinated effort with its Partners Pathway Capital Funding and Valley Bank to foster business development, and technical assistance for participating businesses, while increasing the number of businesses obtaining SBE and M/WBE certification with the City.



**“CERTIFIED  
SBE AND M/WBE  
BUSINESSES  
WERE ELIGIBLE  
TO APPLY FOR A  
MICROLOAN”**

# OSMWBWP BY THE NUMBERS

The Office of Small, Minority and Women Business Programs (OSMWBWP) finalized its annual 2022 report and the City of West Palm Beach has exceeded the 18% Small Business participation goal established in the City's policy. The total amount of Small Business payments for FY 2022 is 14,988,931.83 **equivalent to 20.6% of the total competed dollars expended.**

## Small Business Payments Tracking Report

FY 2022 (10/01/2021 - 09/30/2022)

Fiscal Year 2022	Total Procurement Competed Dollars	Total Payments to:		SBE Procurement Percentage
		SBE Prime		
		SBE Subcontractors		
1st Qtr	\$ 16,093,641.26	\$ 2,906,176.14		18.1%
2nd Qtr	\$ 20,547,724.02	\$ 4,632,047.71		22.5%
3rd Qtr	\$ 20,849,044.62	\$ 4,016,627.91		19.3%
4th Qtr	\$ 15,250,921.34	\$ 3,434,080.07		22.5%
<b>Totals</b>	<b>\$ 72,741,331.24</b>	<b>\$ 14,988,931.83</b>		<b>20.6%</b>

Prime SBE Payments	1st Quarter	2nd Quarter	3rd Quarter	4rd Quarter	Total FY
<b>Totals</b>	\$ 2,061,636.59	\$ 4,050,589.10	\$ 3,398,954.87	\$ 2,870,410.50	<b>\$ 12,381,591.06</b>

Subcontractor SBE Payments	1st Quarter	2nd Quarter	3rd Quarter	4rd Quarter	Total FY
<b>Totals</b>	\$ 844,539.55	\$ 581,458.61	\$ 617,673.04	\$ 563,669.57	<b>\$ 2,607,340.77</b>

# MWBE Payment Tracking Report

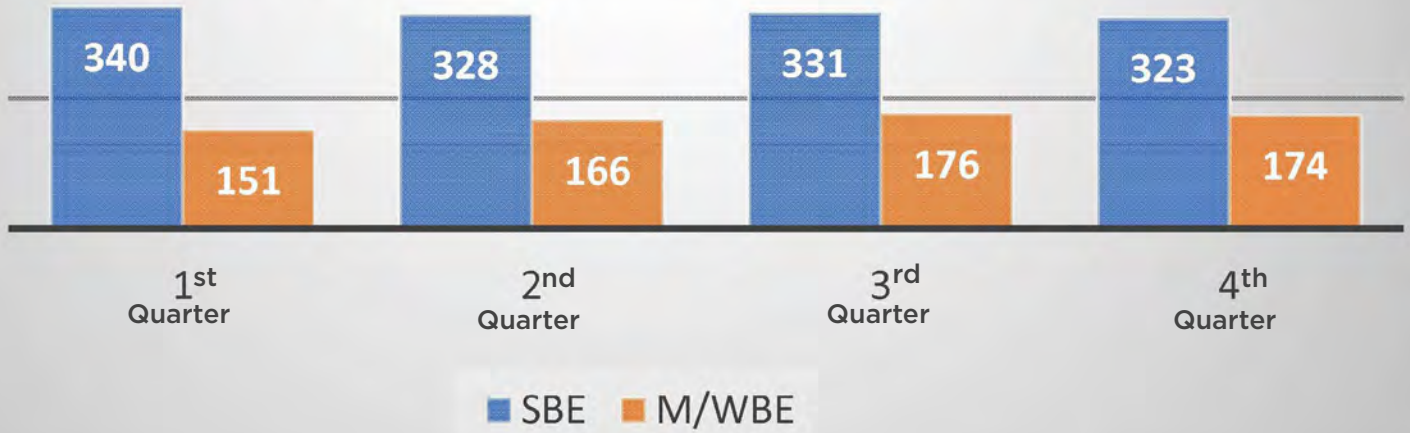
FY 2022 10/01/2021 - 09/30/2022

Fiscal Year 2022	Total Procurement Completed Dollars	Total Payments to:		MWBE Procurement Percentage
		MWBE Prime	MWBE Subcontractors	
		1st Qtr	\$ 16,093,641.26	
2nd Qtr	\$ 20,547,724.02	\$ 368,313.28	1.8%	
3rd Qtr	\$ 20,849,044.62	\$ 304,449.36	1.5%	
4th Qtr	\$ 15,250,921.34	\$ 359,485.58	2.4%	
<b>Totals</b>	<b>\$ 72,741,331.24</b>	<b>\$ 1,483,155.94</b>	<b>2.0%</b>	

Prime MWBE Payments	1st Quarter	2nd Quarter	3rd Quarter	4rd Quarter	Total FY
MWBE - Asian-American	\$ 5,567.50			\$ 7,221.00	\$ 12,788.50
MWBE - African-American		\$ 17,105.00	\$ 8,325.00	\$ 36,611.15	\$ 62,041.15
MWBE - Hispanic-American	\$ 156,889.29	\$ 215,098.92	\$ 194,671.35	\$ 188,090.04	\$ 754,749.60
MWBE - Native-American					
MWBE - Woman-Caucasian	\$ 114,532.05	\$ 45,777.05	\$ 17,368.50	\$ 21,187.30	\$ 198,864.90
<b>Totals</b>	<b>\$ 276,988.84</b>	<b>\$ 277,980.97</b>	<b>\$ 220,364.85</b>	<b>\$ 253,109.49</b>	<b>\$ 1,015,655.65</b>

Subcontractor MWBE Payments	1st Quarter	2nd Quarter	3rd Quarter	4rd Quarter	Total FY
MWBE - Asian-American	\$ 4,200.00				\$ 4,200.00
MWBE - African-American	\$ 169,718.88	\$ 78,278.79	\$ 84,084.51	\$ 104,733.49	\$ 436,815.67
MWBE - Hispanic-American		\$ 12,053.52		\$ 1,642.60	\$ 13,696.12
MWBE - Native-American					
MWBE - Woman-Caucasian					
<b>Totals</b>	<b>\$ 173,918.88</b>	<b>\$ 90,332.31</b>	<b>\$ 84,084.51</b>	<b>\$ 106,376.09</b>	<b>\$ 450,511.79</b>

# Certification Statistics - FY 2022



MWBE			SBE		
	Number	%		Number	%
AA - Asian American	10	6%	AA - Asian American	12	4%
AFA - African American	110	63%	AFA - African American	120	37%
CA - Caucasian American Women	25	14%	CA - Caucasian American Women	36	11%
HA - Hispanic American	29	17%	HA - Hispanic American	40	12%
			NI - Not Identified	115	36%
Total	174		Total	323	

# TEAM MEMBERS

## WHO WE ARE, WHAT WE DO

Each member of the OSMWBP team plays a critical role in the department's ability to fulfill its responsibilities. We work together, collaboratively, to support our vision, which is for all residents – inclusive of gender, cultural background and abilities – to have equitable opportunities to do business with and/or earn a competitive wage working with the City of West Palm Beach.



### FRANK HAYDEN

Director, Office of Small, Minority and Women Business Programs

- Provides leadership to a wide variety of procurement and administrative duties related to City purchasing, contracts, and surplus activities
- Provides comprehensive, responsive supplier diversity support to City programs, projects, and activities. Acts as internal guidance for projects
- Oversees and provides for the health of the City's capabilities to support supplier diversity and small business outreach activities by increasing small business participation each year on City contracts. Developed Small Business Enterprise program and Minority Business Enterprise program. Supported implementation of Local Workforce and Living Wage programs
- Manages in response to City Commission's direction, while implementing applicable state law, federal laws, and City procedures
- Develops and administers annual operating budget for the Office of Small, Minority and Women Business Programs
- Drives strategic goals by developing relationships with businesses and government officials, develops and retains clientele, provides and coordinates presentations

### SANDRA HAMMERSTEIN

Procurement Programs Compliance Officer

- Performs availability analysis by commodity code for individual projects and evaluates submitted team composition plans for each competed solicitation that contains an SBE and/or MWBE participation goal
- Performs Sheltered Market surveys to determine availability of firms that are SBE and/or MWBE certified
- Monitors certification processes and compliance through Prism technology
- Responsible for outreach and marketing of the MWBE, SBE and veteran-owned business enterprise programs
- Coordinates the "Procurement series" – in-person and virtual events
- Provides guidance to Small and Minority/Woman business owners who are engaged in the City of West Palm Beach Procurement process through one-on-one meetings, workshops and conferences
- Collaborates with supplier diversity professionals and regional partners, such as Palm Beach County, Airport, Palm Tran, Solid Waste Authority, South Florida Water Management District and other municipalities, to inform the business community of upcoming business opportunities





## ALEJANDRO QUINTERO

### Contract Compliance Specialist



- Tracks Prime Contractor commitments of small business participation and monitors the funds committed to SBE and MWBE subcontractors
- Manages Prism Compliance database.
- Manages City's surplus
- Coordinates with Fleet and Police Department Vehicles live auctions (quarterly events)
- Coordinates with other City departments (IT, Library, Warehouse) on the retirement and disposal of items that are no longer needed, due to age, obsolescence or damage.
- Generates reporting of total procurement competed dollars and percentage of those to SBE/MWBE Prime and Subcontractor payments
- Generates reporting on total- and end of quarter-certification of SBE, MWBE and Veteran firms
- Generates reporting on Sheltered Market statistics
- Tracks OSMWBP budget expenditures:
  - Travel, Requisitions, Receiving
  - Outreach support

## LAQUOYA GREEN

### Small Business Program Compliance Specialist

- Processes Small Business Certifications and presents certification documentation to the Procurement Official
- Provides general clerical support to the Procurement Official including typing and scheduling using computer, editing written communications for grammatical and mathematical accuracy; answering telephones; copying and binding reports
- Researches municipal codes, statutes, ordinances, policies and procedures
- Collects various types of financial and statistical data for small business certifications.
- Prepares and follows-up on field audits
- Assists in the preparation and updating of contract compliance, plans and initiates follow-up actions
- Maintains the official compliance reports, working papers and other filing systems; creates and updates accordingly
- Greets the public, answers, screens, directs or refers incoming calls, mail and visitors.
- Logs, routes to appropriate authority or handles citizen complaints
- Prepares requisitions and purchase orders
- Provides contract support for OSMWBP by keeping bid calendars, and reporting on small business participation.





WEST PALM BEACH



THE CITY OF WEST PALM BEACH