
SOCIO-ECONOMIC PROGRAMS

CHAPTER 7

Procurement Outreach Program

The Procurement Outreach Program (POP) supports New York City companies in their efforts to obtain government contracts through full and open competition. The program targets contracts at the Federal, New York State, New York City, and independent agency levels. The service is free to qualified firms.

The Procurement Outreach Program is designed to:

- Educate New York City companies about government contracts.
- Provide a brief initial counseling session; reviewing the client's products or services, and assessing their prospects of becoming successful contractors.
- Encourage those competitive firms to market themselves.
- Make known the availability of government contract opportunities; including providing the names and addresses of agencies and individuals.
- Providing additional technical assistance to those companies in order to bid on, win, and perform government contracts.

Based upon the criteria and attributes of other successful vendors, we encourage industrial manufacturers, job shops, large regional commercial distributors to contact us. Limited success has been achieved with wholesalers, and factory authorized dealers, distributors to Fortune 500 clients, and other targeted categories.

Least successful candidates include: Retail stores, home sales, second and third tier distributors, catalogue sales, manufacturers reps, and brokers. These types of ventures are unlikely to win government contracts; however, they may profit by observing the government contracting process, learning to identify salient characteristics of successful contractors.

Construction companies should refer to Construction and Bonding programs found elsewhere in this manual.

**Procurement Outreach Program
NYC Department of Business Services
110 William Street, 2nd floor
New York, N.Y. 10038
(212) 513-6472**

Bid Match System

This system is aimed at increasing procurement opportunities for small, women and minority owned businesses. Companies accepted for the program become registered and obtain information by e-mail of goods and service-related procurements \$25,000 and less, construction-related procurements \$50,000 and less and information technology related procurements \$100,000 and less.

A certified M/WBE supplier meets the requirements for participating in Bid Match. Small business suppliers who are not M/WBE's can register for this program by contacting the **Department of Business Services**, at the address given above or by calling **(212) 513-6383**.

Locally Based Enterprises (LBEs)

Construction companies doing business with the City are required to utilize LBE firms on prime City contracts when employing subcontractors. The program certifies small construction and construction-related firms, and provides contractors and City agencies with a directory of LBE firms.

To be eligible for LBE designation, a firm must not exceed average gross receipts of \$2 million a year from general contracting, heavy-duty construction, mechanical, electrical and other specialty work, and must perform at least 25% of its work in an "economic development area."

Suppliers interested in becoming a designated LBE should contact the **Department of Business Services**, at the address given above, or telephone **(212) 513-6431**.

Minority/Woman Owned Business Enterprise Program (M/WBE)

It is the policy of the City of New York to foster the economic empowerment of minorities and women and to cultivate the development and utilization of minority-owned and woman-owned businesses as well as small and locally-based businesses.

The City's M/WBE program targets certified minority and woman-owned companies who offer goods, services and construction. To be certified, a firm must be at least 51% owned by members of the following groups:

- 1. Persons of African descent**, including natives of the U.S., Caribbean, and foreign countries;
- 2. Hispanic** persons of Mexican, Puerto Rican, Dominican, Cuban or South American decent of either Indian or Hispanic Origin, regardless of race;
- 3. Native American or Alaskan native** persons having origins in any of the original peoples of North America;
- 4. Asian and Pacific Islander** persons having origins in any of the Far East countries located in Southeast Asia, the Indian subcontinent or the Pacific Islands; or
- 5. Woman-owned Business**

In order to be eligible for certification, your company must also demonstrate that it has a real and substantial business presence in New York City.

In order to apply for the M/WBE program, please obtain an M/WBE certification form:

**Department of Business Services
M/WBE Program
110 William Street - 2nd Floor
New York, New York 10038
Tel: (212) 513-6431**

Bonding Technical Assistance Program (BTA)

The BTA program is designed to assist small, minority and woman-owned construction firms in preparing applications for surety bonds and working loan guarantees. Building construction firms located in New York City must show gross receipts in the last three or fewer years of less than \$500,000. Heavy construction firms must have gross receipts of less than \$1,500,000 for the same time period.

The Department of Business Services sponsors a seminar for small construction contractors and subcontractors. The purpose of this day-long seminar is to help these firms understand and comply with the complex paperwork requirements of New York City construction contracts. DBS also maintains an information center of Invitations for Bid (IFB) and Requests for Proposals (RFP).

You can reach the BTA program by calling or writing:

**Department of Business Services
Bonding Technical Assistance Program
110 William Street - 2nd Floor
New York, New York 10038
Tel: (212) 513-6382**

New York State Bonding Assistance Experimental Program (BAX)

Another construction bonding program is available through the Empire State Development Corporation. (Note: Both the Urban Development Corporation and the New York Job Authority (JDA) are now doing business as the Empire State Development Corporation.)

BAX will assist a firm in analyzing their ability to obtain a bond, and in the actual application process.

The BAX program can be reached by calling or writing the agency at:

**Empire State Development Corporation
Bonding Assistance Experimental Program
633 Third Avenue - 35th Floor
New York, New York 10158
Tel: (212) 803-3100**