

M/WBES GET STUFF DONE FOR NYC



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MAYOR'S LETTER

Dear Friends,

New York City is a place where opportunities exist for everyone, and our administration works every day to deliver on our mission to make New York City a safer and more affordable city. We know that small businesses and M/WBEs are the cornerstone of the city's economy — keeping our neighborhoods bustling, helping to provide essential government services, and touching the lives of every New Yorker.

Our administration has made small businesses and M/WBEs a priority, and I'm proud to report that we've reached new heights. New York City has reached a record of 183,000 small businesses across the city, the most in its history — with 55,000, or one in four — small businesses created in the first two years of the Adams administration alone.

Since last year's procurement fair, we have facilitated the largest-ever pipeline of more than 11,000 city-certified M/WBEs who help us move our city forward. We have continued to deliver programs that make M/WBEs stronger through technical assistance, business education, capital access, mentorship and legal support.

As a result, we have the most diverse set of M/WBE vendors actively participating in city contracting opportunities and have achieved M/WBE utilization percentages that exceed the city's prior records.

There's more powerful change on the horizon. We are working to implement a citywide construction mentorship program and a new insurance program, both enabled through state legislation, thus opening more doors for M/WBEs to participate in major projects and sustain our communities through the power of diversity. Additionally, we have committed \$10 million to a "NYC Future Fund," which will prioritize BIPOC and women entrepreneurs, and bridge the gap in access to affordable capital that these business owners often face.

Together, we're creating a "City of Yes" for economic opportunity, where every business has the opportunity to succeed. The momentum is unstoppable, and we'll persist in delivering results and advancing progress. This is how we "Get Stuff Done!"

Sincerely,



ERIC ADAMS
MAYOR
City of New York

BIOS



MARIA TORRES-SPRINGER

FIRST DEPUTY MAYOR
City of New York

Maria Torres-Springer is New York City's First Deputy Mayor, serving in this role after nearly 20 years in government. In this position, she provides strategic direction, operational and budgetary oversight for the New York City, and continues to drive the housing and economic development agenda. First Deputy Mayor Torres-Springer is committed to delivering for all New Yorkers.

As Deputy Mayor for Housing, Economic Development and Workforce, she has spearheaded 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.

BIOS



DYNISHAL P. GROSS

COMMISSIONER

NYC Department of
Small Business Services

Dynishal Gross is the Commissioner of the NYC Department of Small Business Services (SBS).

Prior to serving as Commissioner, Dynishal served as Executive Deputy Commissioner, responsible for overseeing the agency's four programmatic divisions supporting small businesses, government contractors, jobseekers, and commercial corridors citywide, as well as the work of the Food & Beverage Industry Partnership. Earlier in her SBS tenure, she served as the Deputy Commissioner for SBS' Division of Economic and Financial Opportunity, supervising a team focused on increasing equity and financial opportunity for minority and women-owned businesses, as well as other underserved businesses. Dynishal also guided the work of the Labor Services unit, charged with enforcing the compliance of ICAP tax abatement beneficiaries and city vendors with equal employment opportunity, and other mandates.

Dynishal's career in public service includes five years of work for members of the NYC Council, including serving as Director of Legislation and Budget for the chair of the Committee on Small Business, and nearly two years as Assistant Commissioner for Business Programs in SBS' Division of Business Services. She holds a B.A. in Africana Studies from Cornell University, an M.P.A. from Baruch College, and a J.D. from Columbia University School of Law.



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.

BIOS



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

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/bondready

M/WBE Contract Legal Services

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



nyc.gov/mwbelegal

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/mwbementors

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 and similar projects throughout the city.



nyc.gov/RampUp

SBS CONNECT

SBS Connect allows businesses to apply for and maintain their certification quickly and efficiently. **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



sbsconnect.nyc.gov

CAPITAL ACCESS

Contract Financing Loan Fund

Access loans of up to \$1,000,000 at a fixed annual interest rate of 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 certified businesses that are interested in government contracting opportunities with New York City and its agencies and authorities.



nyc.gov/mwbevendors

NYC APEX Accelerator

Funded by U.S. Department of Defense (DOD) Office of Small Business Programs.

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

BEST PRACTICES

FOR WORKING WITH AGENCIES

MAINTAIN YOUR CERTIFICATION

- Periodically review your listing in the Online Directory of NYC Certified Businesses [nyc.gov/buycertified] to confirm the accuracy of your profile including:

- Contact Information**
- Business Description** highlighting your core competencies
- Commodity Codes** identifying your products/services
- Contracting Experience** reflecting your past performance and current capacity

- Visit SBS Connect [sbsconnect.nyc.gov] to update your profile when needed
- For help improving your profile in the Online Directory, contact the M/WBE Vendor Services team [nyc.gov/mwbevendors] to make an appointment for free technical assistance.
- Complete your Annual Affirmation when prompted to maintain your certification
- Be mindful of your firm's M/WBE certification renewal date (found on

your vendor profile and your M/WBE Certificate) and be prepared to renew your certification — you will be notified 90 days prior to your expiration date.

MARKET YOUR BUSINESS

- Ensure your commodity codes are identified and accurately reflected in the NYC Procurement and Sourcing Solutions Portal (PASSPort) [nyc.gov/passport], SBS Connect [sbsconnect.nyc.gov], and/or the Online Directory of NYC Certified Businesses [nyc.gov/buycertified]
- Create 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 agency outreach events, including pre-bid/proposal conferences to build relationships

with agency staff, meet with prime vendors to find subcontracting opportunities, connect with other M/WBEs for partnerships, as well as receive valuable information about doing business with the city.

- Be consistent when marketing to and connecting with city procurement staff, including Agency Chief Contracting Officers (ACCOs) and M/WBE Officers.
- Maintain a functional, attractive, and up-to-date website

RESEARCH OPPORTUNITIES

- Register in PASSPort and check [nyc.gov/businessopportunities] regularly for upcoming opportunities
- Review agencies' procurement websites and annual M/WBE 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 from M/WBE Vendor Services, M/WBE Mentors, and other capacity-building programs for education, mentorship, and training
- Look out for SBS' monthly M/WBE newsletter for resources, workshops, notable solicitations, and M/WBE vendor success stories
- Consider teaming or partnering with another M/WBE as a pathway to handle larger scale and/or newer types of projects

TOP TIPS FOR CONTRACTING SUCCESS

1 Learn how to do business with the government and get help preparing proposals/bids through SBS:

- M/WBE Vendor Services:**
- nyc.gov/mwbevendors
 - MWBEtechassist@sbs.nyc.gov

- APEX Accelerator:**
- nyc.gov/selltogo
 - APEXaccelerator@sbs.nyc.gov
 - 212.513.6444

2 Acknowledge receipt and intent to respond to bids promptly for opportunities on PASSPort

3 Understand the evaluation criteria of a solicitation prior to preparing your response

4 Ensure contract management success by understanding the contractual scope of work and aligning activities to complete all deliverables and comply with deadlines

5 If you were not selected, request a debrief with the Agency Chief Contracting Officer (ACCO) for insights on how you can improve your approach to bidding/proposing on city solicitations



PRODUCTS & SERVICES



THE CITY OF

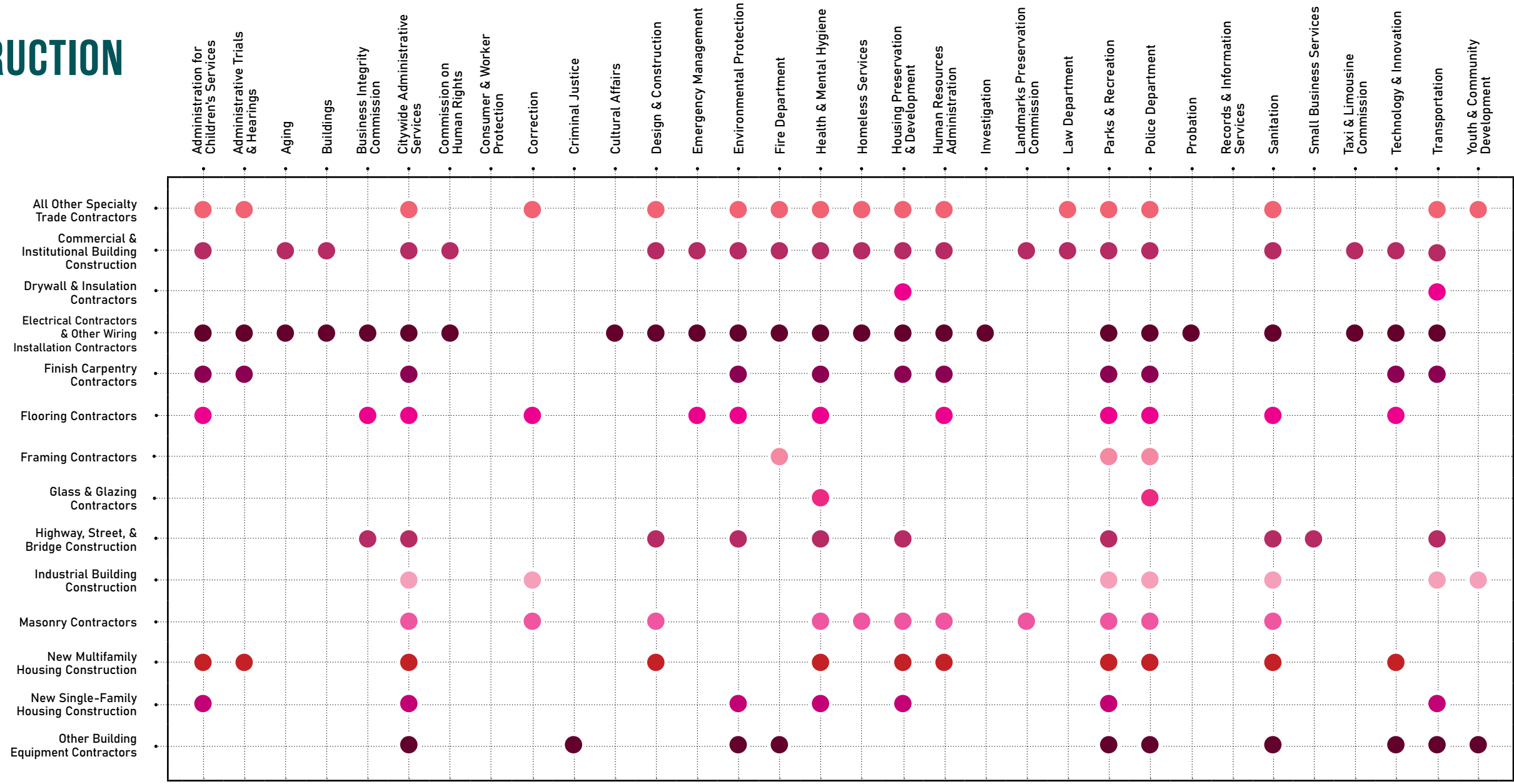


NEW YORK BUYS



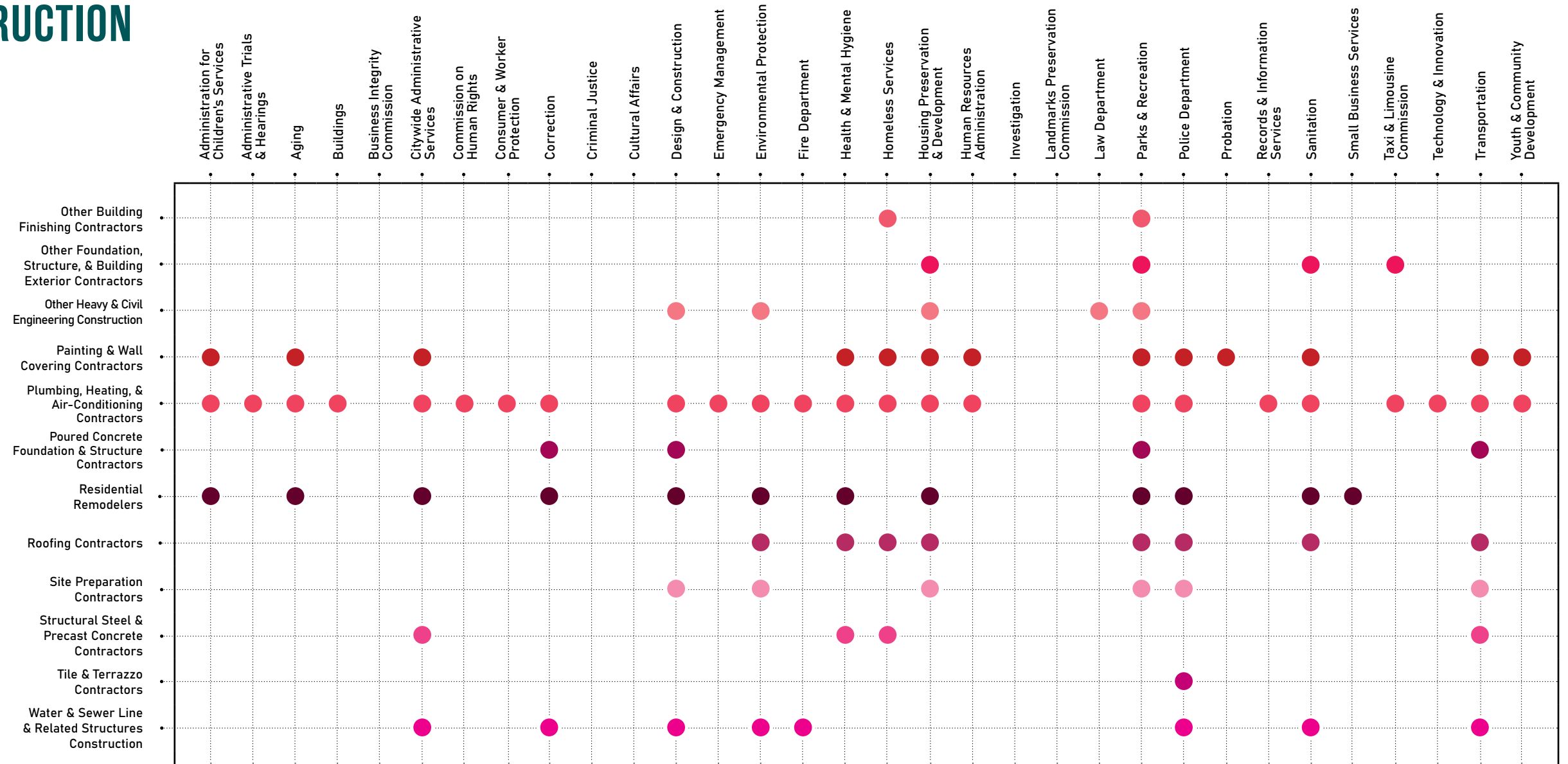


CONSTRUCTION



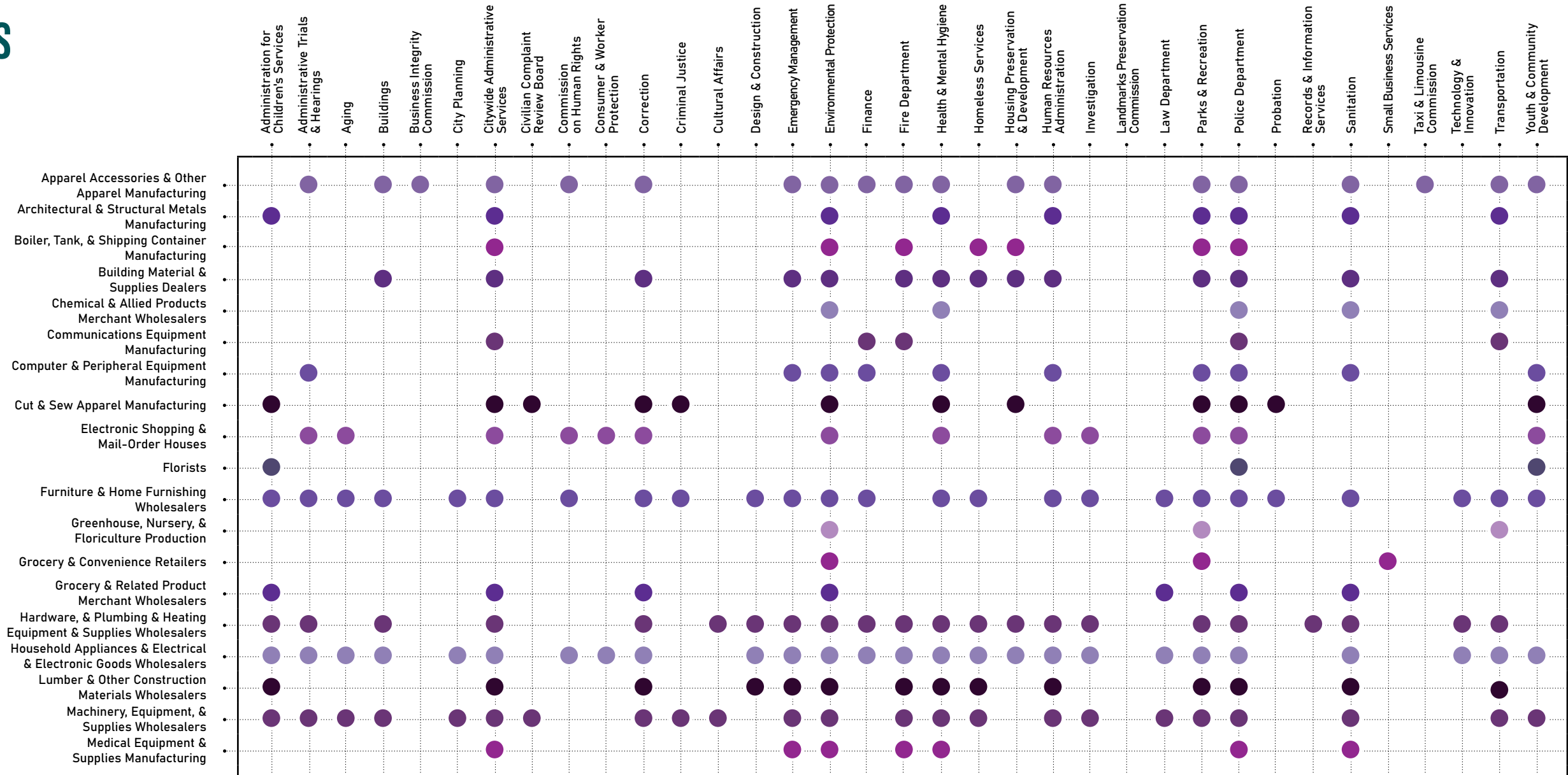


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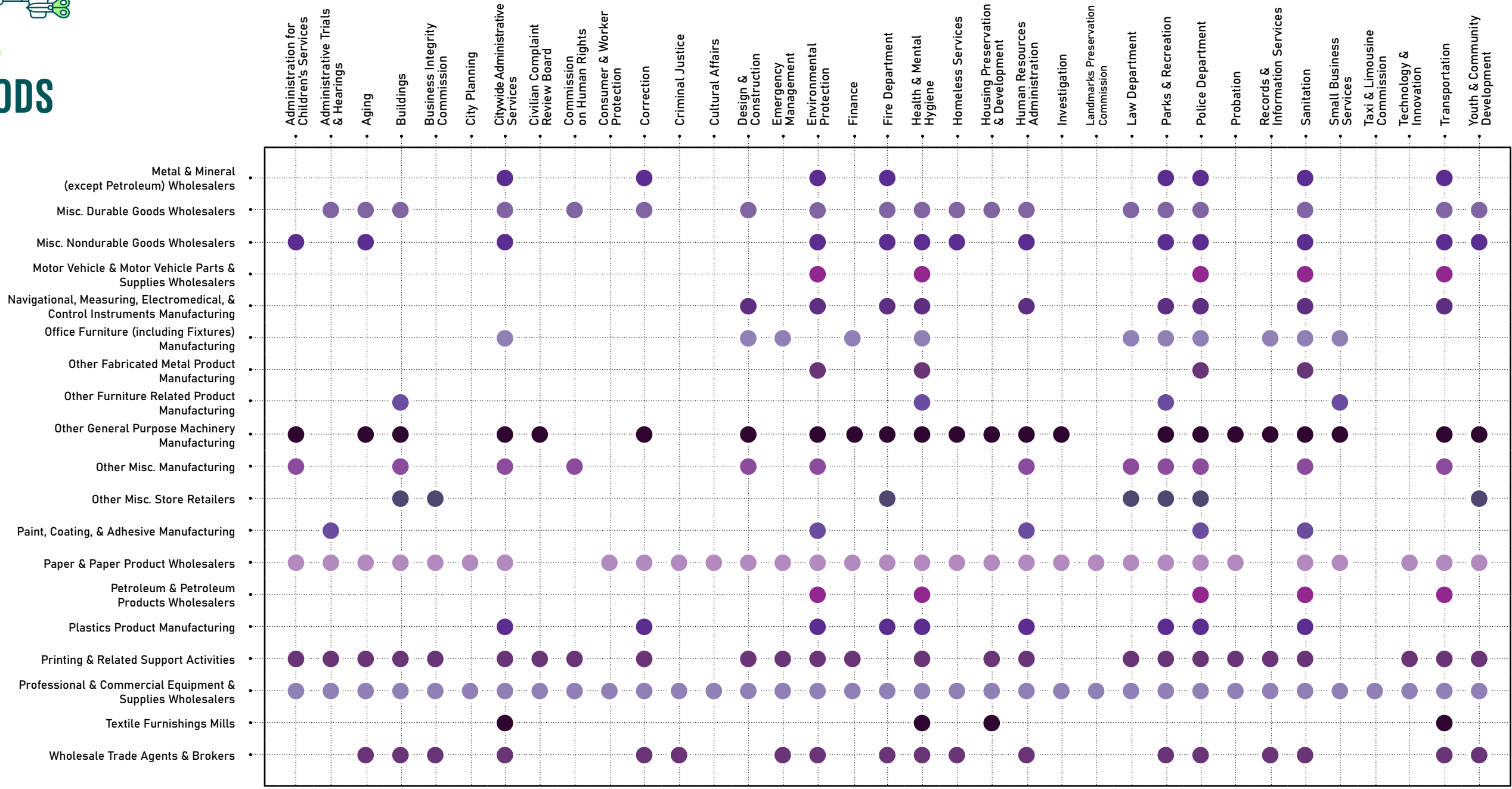


GOODS



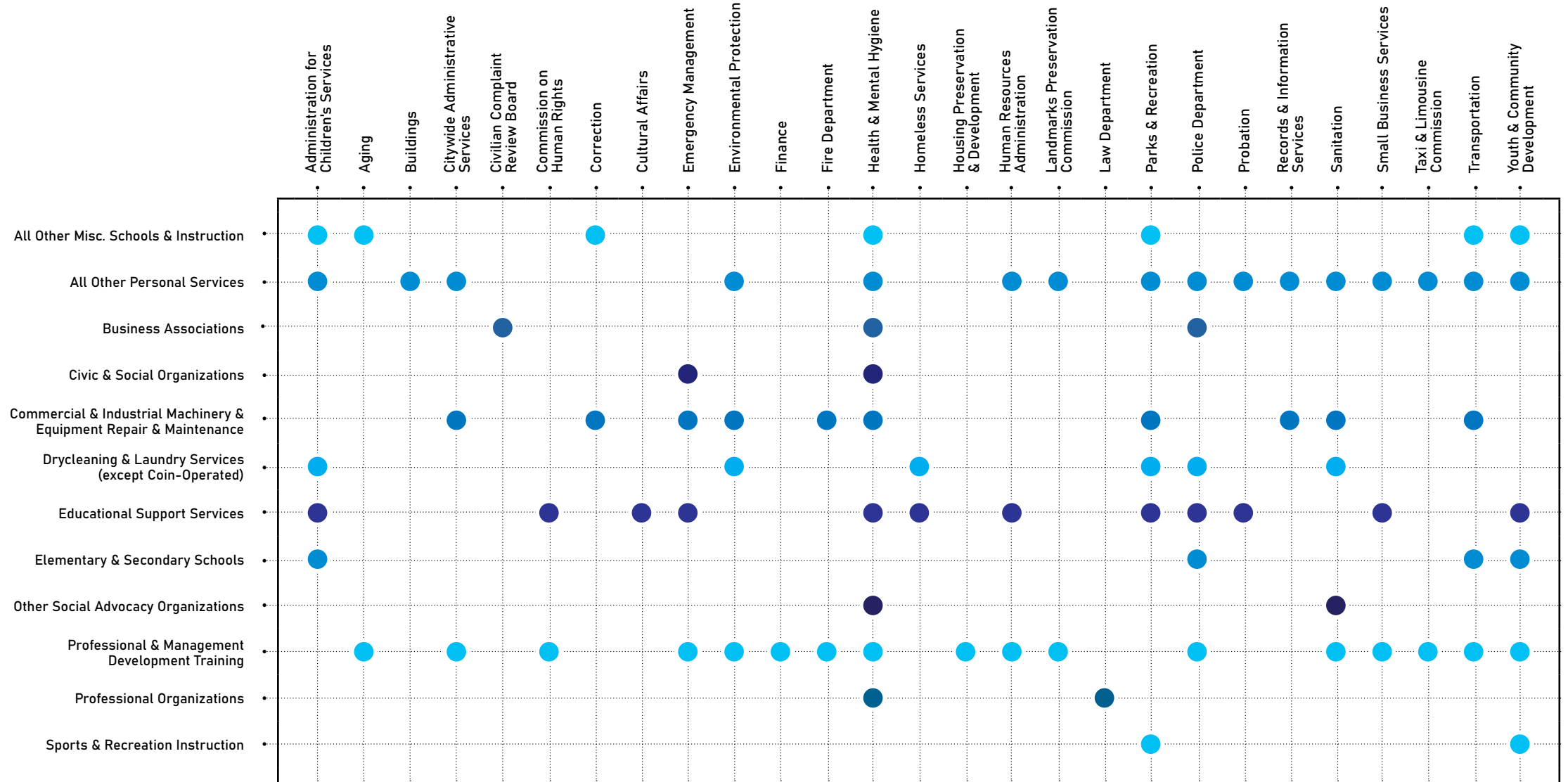


GOODS



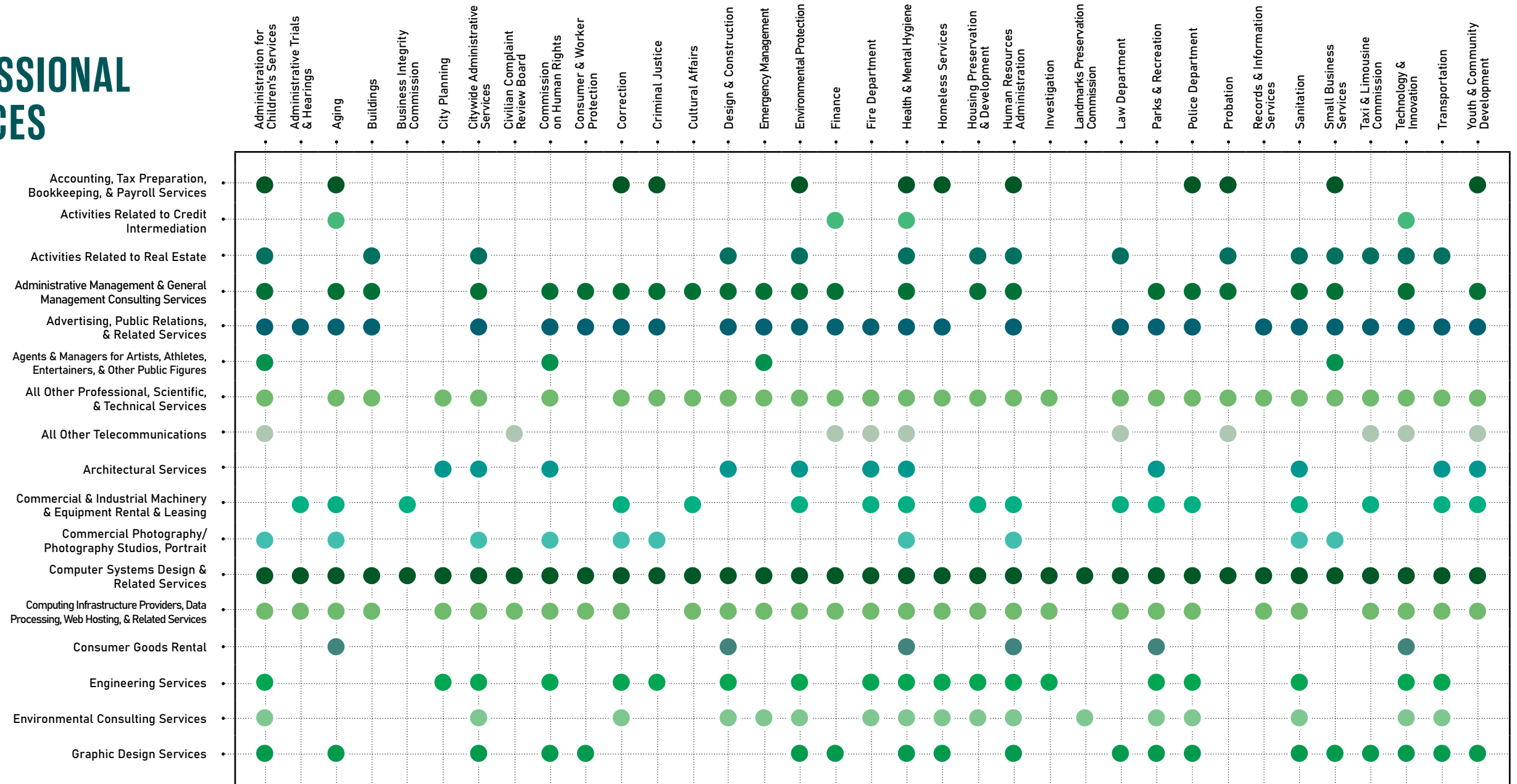


HUMAN SERVICES



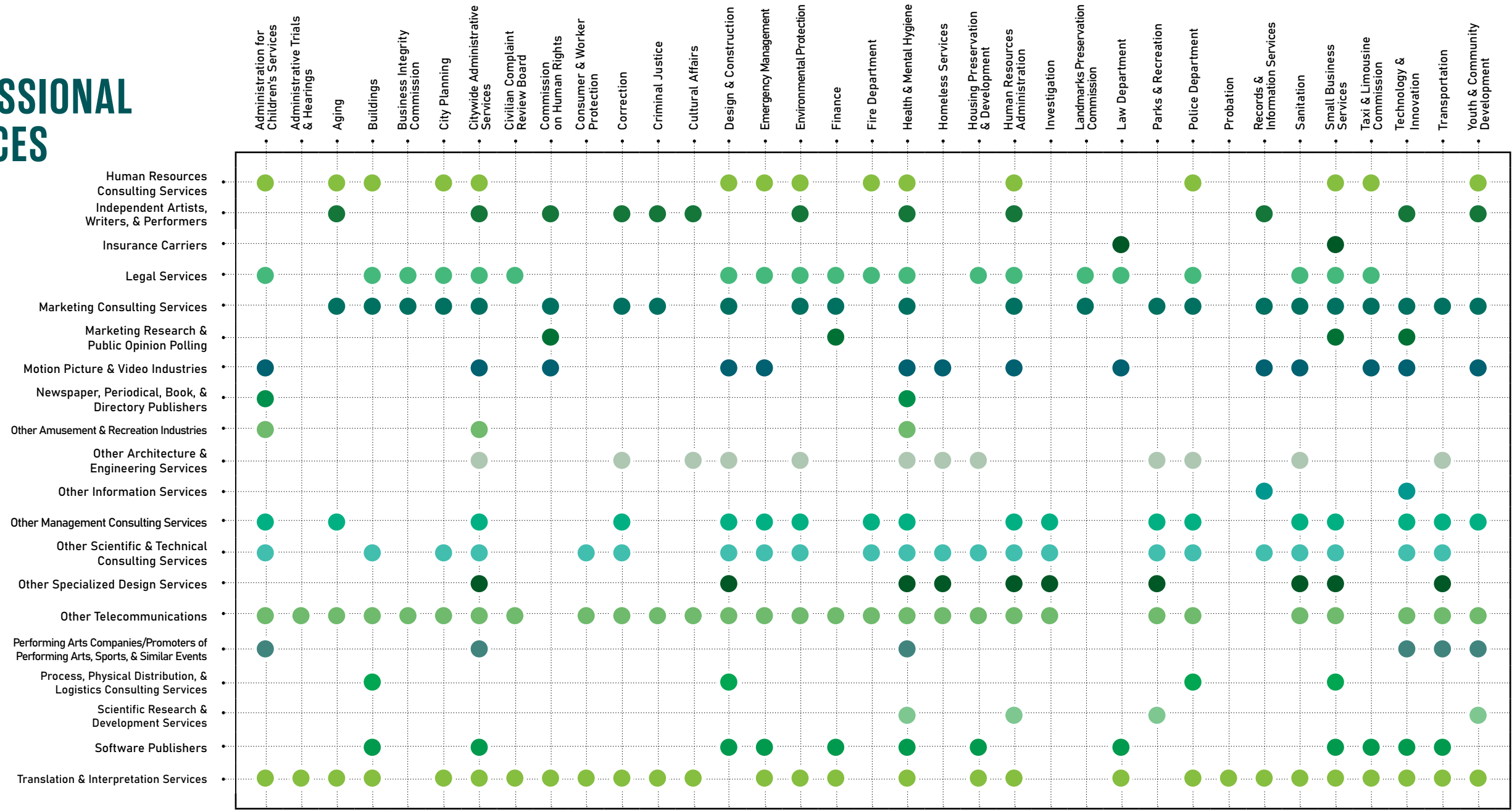


PROFESSIONAL SERVICES



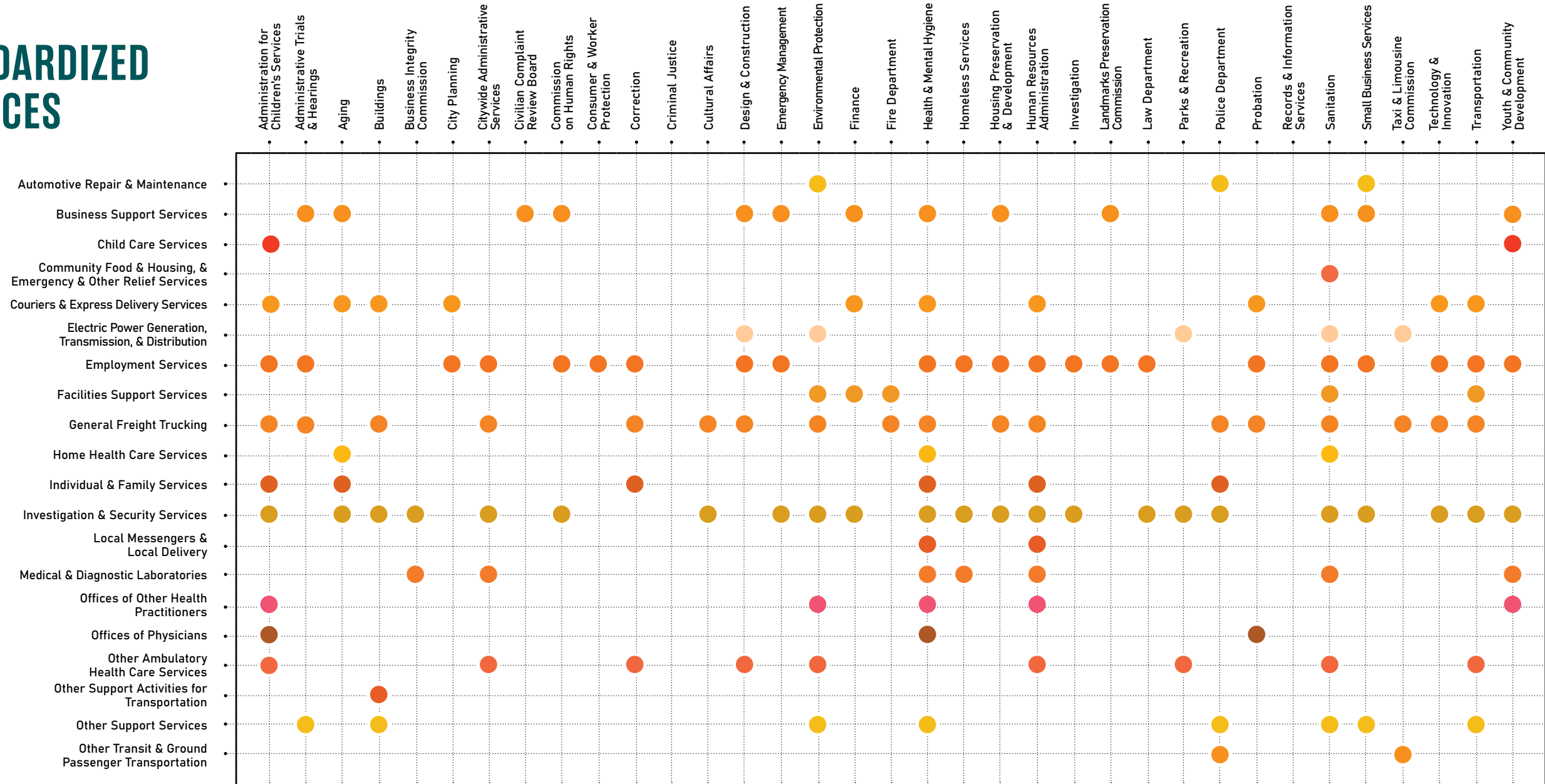


PROFESSIONAL SERVICES



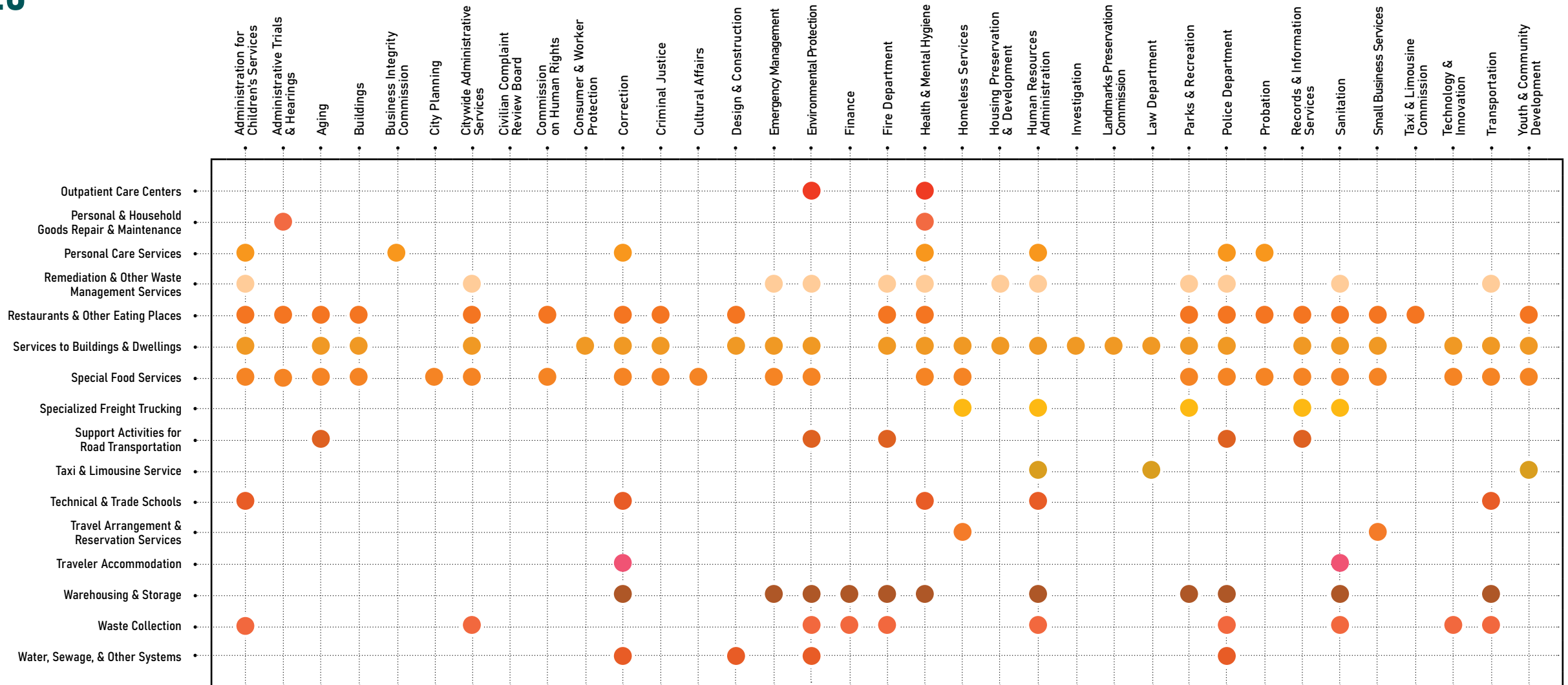


STANDARDIZED SERVICES





STANDARDIZED SERVICES



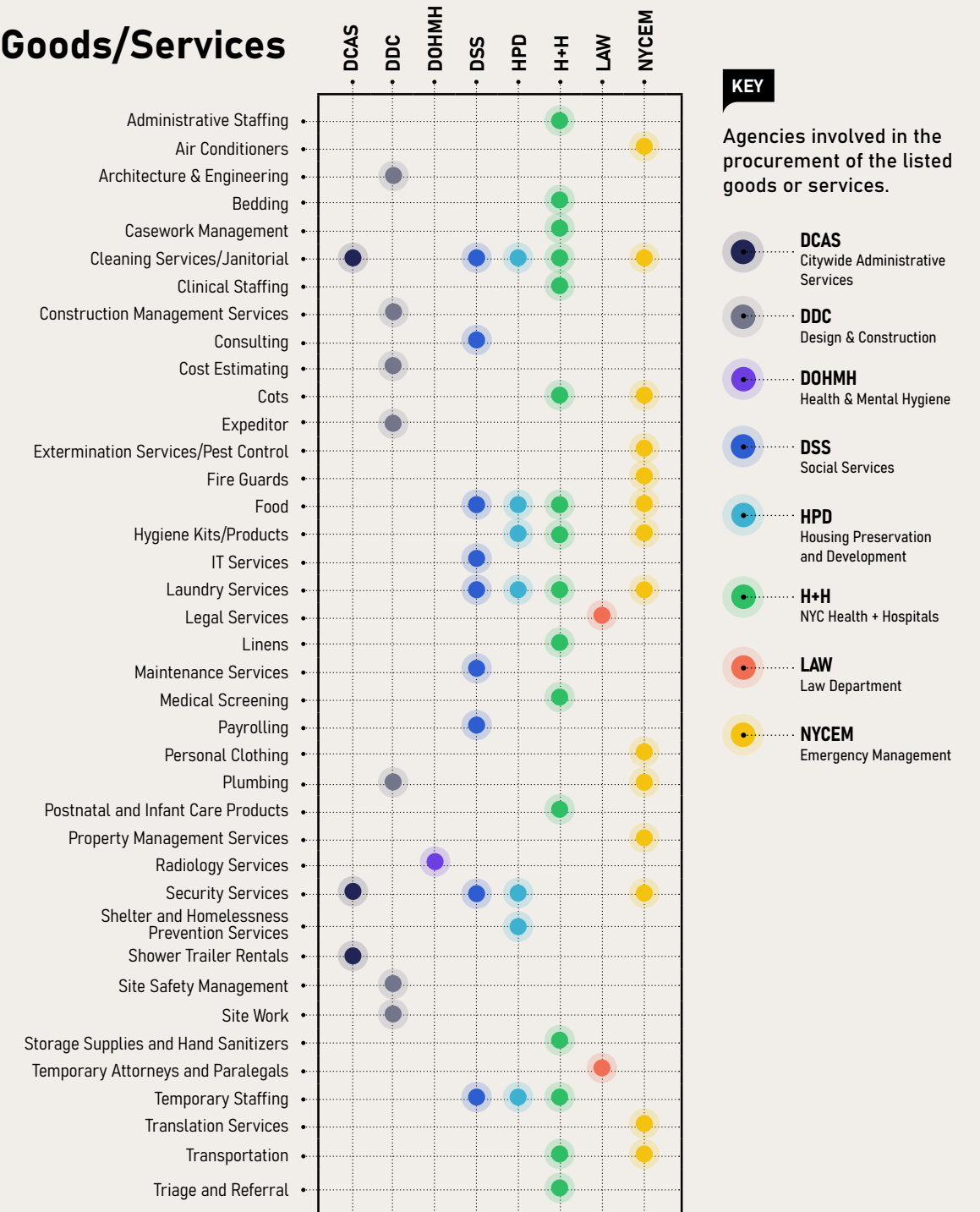


CITY AGENCIES GET STUFF DONE FOR NEW NEW YORKERS

The City of New York has been actively managing and providing critical support to many asylum seekers and New New Yorkers who have arrived seeking shelter. This response includes housing, feeding, and processing these individuals as part of a broad humanitarian effort. To help alleviate the challenges faced by these New New Yorkers, various city agencies have been procuring a wide range of goods and essential services; many of which have been secured through contracts awarded to M/WBEs, demonstrating the city's commitment to inclusive economic participation while addressing urgent needs.

Last Fiscal Year, the following New York City agencies have been at the forefront of procuring a variety of essential goods and services to support New New Yorkers. If your business provides any of the goods or services listed on the next page, consider connecting with these city agencies.

Goods/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



M/WBES GET STUFF DONE FOR NYC



nyc.gov/sbs

