

Empire State Development Capacity Builder Primer Workshop



OPPORTUNITIES
start **HERE!**

Today's Presenters

Empire State Development

- *Yvette R. Hall, M.B.A. – Ombudsman/ Business Advisor*
- *Ray Salaberrios Senior Director, Economic Revitalization*
- *Brian Ansari, Business Development*

What to Expect Today

- **Overview of the State Purchasing Priorities**
 - **Order of Purchasing Priorities**
 - **Agency Contracting– including discretionary spending**
 - **NYS Contract Reporter**
- **How to Leverage the Value of your Certification**
 - **Maintain up to date information**
 - **Represent core capabilities**
- **Business Development – Helping your Business Grow**
 - **Programs & Initiatives**
 - **Business Development as your Resource Partner**
 - **Strategies in Marketing to New York State**

Empire State Development

- **ESD** provides procurement guidance, information, and referral to resources to help businesses understand the procurement process and access government procurement opportunities. ESD understands that **SALES ARE JOBS!**
- **ESD** is responsible for publishing the *New York State Contract Reporter* - **www.nyscr.org**
- **ESD** has statutory responsibilities under the Omnibus Procurement Act to promote New York business participation in state contracting opportunities as prime contractors, subcontractors and suppliers
www.esd.ny.gov

State Finance Law Bidder Requirements

- Bidder must be **responsive** to bid requirements
- Bidder must be a **responsible** bidder meeting ***FLIP*** requirements
 - ***F***inancial & Organizational Capacity
 - ***L***egal Authority
 - ***I***ntegrity
 - ***P***ast Performance
- ▶ Comptroller's Vendor Responsibility information
<http://www.osc.state.ny.us/vendrep/index.htm>

Know the vocabulary of procurement

- **IFB – Invitation For Bid** – used in procurement of commodities, awarded to the responsive and responsible bidder on the basis of **lowest price**.
- **RFP – Request for Proposals** – used for procurements when factors in addition to cost are weighed and awarded to the responsive and responsible proposer offering the **best value**.

For a **glossary** of commonly used procurement terms, refer to the procurement guidelines

<http://www.ogs.ny.gov/procurecounc/pdfdoc/guidelines.pdf>

Agency Purchasing Requirements

Order of Purchasing Priority

- **First** – Agency uses **Preferred Sources***
- **Second** – Agency uses **Centralized (State) Contracts for commodities, services and technology***
- **Third** – Agency-Established Contracts
- **Fourth** – Agency conducts its own procurement, including Discretionary Spending

*** Must meet Agency's form, function and utility**

- **Review the Procurement Council Guidelines**
<http://www.ogs.ny.gov/procurecounc/pdfdoc/guidelines.pdf>

New York State Contract Reporter (NYSCR)

www.nyscr.org

- The NYSCR is New York's official publication of procurement activity for New York State agencies, public authorities and public benefit corporations (other than notifications from the Office of General Services).
- State agencies must advertise procurements of **\$50,000** or more (*including discretionary purchases*) when they solicit bids from the business community for goods, services and construction projects in the NYSCR.

NYSCR | NEW YORK STATE CONTRACT REPORTER

Empire State Development

NYSCR is FREE!

- Registration is required
- **eAlert** bid notification service
 - create a profile and receive messages related to your business – eAlert messages are sent with every new issue of the NYSCR
- New solicitations are published daily
- Agencies post bid results
 - ✓ Enables marketing of a business to prime contractors

Agency Discretionary Purchasing Authority

Discretionary purchases are procurements made below statutorily established dollar amounts and at the discretion of the agency, without the need for a formal competitive procurement process. Use of discretionary purchasing streamlines the procurement process.

Discretionary Purchasing Guidelines

<http://www.ogs.ny.gov/procurecounc/pdfdoc/DiscretionaryPurchasingGuidelines.pdf>

Discretionary Purchasing Authority Thresholds

- **\$50,000** for most State agencies

Discretionary levels increase to:

- **\$200,000** for purchases from a **New York Small Business** or **New York Certified Minority or Woman-Owned Business Enterprise (M/WBE)**
- **\$200,000** for commodities or technology that are recycled or remanufactured and
- ✓ ***new* \$200,000** for commodities that are food, including milk or milk products, grown, produced, or harvested in New York State

<http://www.ogs.ny.gov/purchase/spg/pdfdocs/PnpDiscretionaryThresholds.pdf>

New York State Small Business & M/WBE

- **A New York State Small Business is defined as**
 - Resident to New York State
 - Independently owned and operated
 - 100 or fewer employees
 - Not dominant in its field
- *There is no certification process for “New York State Small Business”*
- **A Minority/Woman-Owned Business Enterprise (M/WBE) must be certified by NYS Empire State Development**
- *For information on the **certification** process, contact **Empire State Development***
 - *mwbecertification@esd.ny.gov or visit their website:*
<http://esd.ny.gov/MWBE/Certification.html>

Free Technical Assistance

- **Procurement Technical Assistance Centers (PTAC)** – funded by the United States Department of Defense - seven PTAC locations in New York
<http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenters.aspx>
- **Small Business Development Centers (SBDC)** – administered by State University of New York and funded by the Small Business Administration, New York State, and host campuses for SBDC locations
<http://www.nyssbdc.org>
- **Entrepreneurial Assistance Centers (EAP)** – funded in part by ESD, these centers help individuals with their new and startup businesses. For information and locations:
<http://www.esd.ny.gov/BusinessPrograms/Data/EAP/EAPCenters.pdf>
- **Look for procurement “how to” workshops, conferences, and other events on the NYSCR.**

What's New in New York State?

OPPORTUNITIES
start **HERE!**



NY State Works for MWBEs

What's New in New York State?

“New York’s strength lies in the diversity, innovation and entrepreneurship of all its residents. By breaking down barriers to growth for MWBEs, we are putting that strength to work for all New Yorkers, building a more diverse and competitive business climate.”

Andrew M. Cuomo, Governor, State of New York

The Mission

- **Promote equality of economic opportunities for MWBEs**
- **Eliminate barriers to their participation in state contracts.**
- **Provide information and resources that increase access to opportunities for MWBEs throughout the State.**
- **Promotes & Assists MWBEs through outreach, training, technical assistance and support**

NY State Works for MWBEs

What's New in New York State?

KEY Services

MWBE Certification & Directory

Largest public databases of certified MWBE firms in the nation.

Agency Services Utilization Support

Monitors and assists state agencies /authorities

Business Development

New Initiatives: more robust set of services , more coordination with the Certification to better Monthly outreach to certified MWBEs - procurement opportunities, & training

NY State Works for MWBEs

What's New in New York State?

Why Certify?

NY is Open for Business

NY Works for MWBEs

What are the Benefits of Certification?

Access to contract opportunities

Access to Technical Assistance

Access to Business Development Advice

CERTIFICATION IS THE FIRST STEP!!!

Leveraging Your Certification Profile

OPPORTUNITIES
start **HERE!**

Login Now at: ny.newnycontracts.com



System Access Login

Username:

Password:

Don't have a username and password?

If you are certified, you have been
Pre-registered to access the NYS Contract System.
Join us at the NYS Business Builder Boot Camp

Login and click Apply for Certification

Dashboard Displaying records assigned to **your company**

Certification Applications	Pending Submission	Pending Receipt	Pending Processing
Status	0	0	0
Certifications	Active	Pending	Expiring
Status	0	0	0

Alerts

No Activated Alerts. [View Pending Alerts.](#)

System News

New: Training Classes & Events

Learn more about the system with our regular training classes and see upcoming events relevant to your business. 

- From the left menu, select **View > My Events** or **Help & Support > Training Classes**
- Training classes are posted weekly
- Learn about the various system modules
- Dive deep into specific functions
- Classes are regularly repeated
- Training is live, no precanned videos
- Connect online while at your desk
- Classes are available for vendors

[» View events & RSVP today](#)

Click **Apply for Certification**
to access

The Fully Integrated Online Application:

A single destination for everything needed to
Apply, Update and Maintain your NYS MWBE
Certification

Updating Phone Numbers, Email
or other Contact Information
Ownership and Business Structure Changes
All Certification & Recertification Applications
Profile Updates and Expansions

Configure

[Change Your Password](#)
[Edit Your User Settings](#)

[Business Info](#)
[Profile Setup](#)
[List/Add Users](#)
[Main Contacts](#)
[Commodity Codes](#)
[EEO/Workforce Comp.](#)

[Apply for Certification](#)

[Take a Training Class](#)

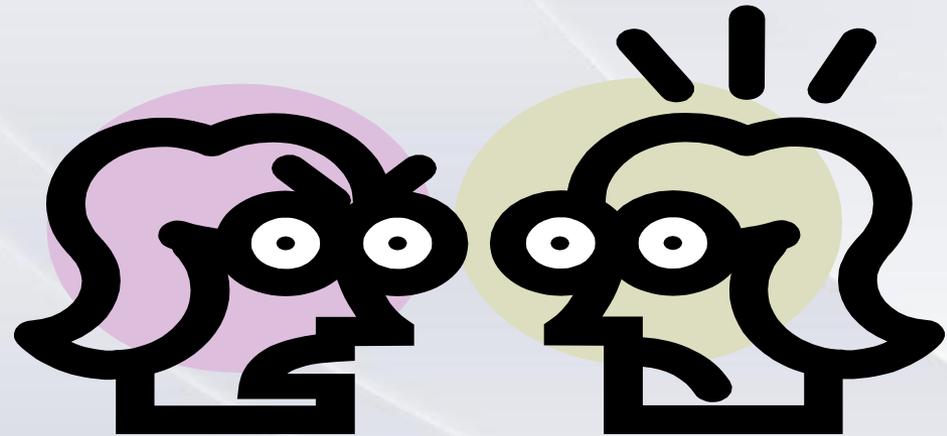
What you need to know to Leverage Your Certification Profile

- Why is the directory important to you?
- Is your certification profile incomplete, inaccurate and outdated?
- Are you marketing your core strength?
- Are you fully leveraging your certification?
- Do you have a username and password to access the NYS Contract System?
- Do you know how to submit updates and changes?

Outdated, incomplete profiles equals missed opportunities

Primes, Agencies and Authorities are required to make every effort to locate MWBE firms for contract opportunities.

- Inaccurate profile?
 - Agency WILL NOT FIND you
 - You will miss an opportunity



- If an agency or prime contractor cannot find any firm in the MWBE directory, this contract opportunity will NOT go to an MWBE firm.

Why is being listed so important? What is the purpose of the directory?



- Agencies and Authorities search for MWBEs for discretionary purchases
- Primes use the search feature to locate subcontractors and suppliers

Procurement Staff

- Verify firms currently certified in directory
- Confirms business capacity and capabilities



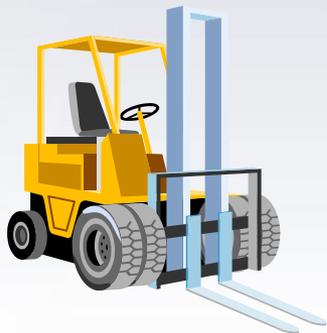
Industry Code Match

- Know contract requirements match industry code classification

PROVEN CAPABILITIES: Industry Code Classification

✓ Industry Code Classifications

- Core Strengths
- Expanding Capabilities
- Classifications matching agency contracts



PROVEN CAPABILITIES: Gross Sales

- Review your gross sales activity
- Identify the gross sales range for your firm
- Submit a request to update your gross sales capacity



PROVEN CAPABILITIES: Market Areas

When considering Market Areas you should identify exactly how your firm will provide these services or distribute goods in each area.

Ask yourself these questions:

1. How can my firm provide goods or services in each Market Area?

2. Agencies verify all information before awarding contracts.

If you cannot deliver as you have indicated they will not contact you again. Is this the right time for my firm to expand into new Market Areas?



Accurate Business Profile is the Key to being found



Maintaining the Profile:

- ✓ Contact information, address, legal business name and contact person
- ✓ Industry Code Classifications
 - Core Strengths
 - Expanding Capabilities
 - Classifications matching agency contracts
- ✓ Gross Sales and Market Area

What you need to Remember

- If anything today was not clear you can visit us here at the NYS Business Builder Boot Camp
- Look at your profile; this is the first impression you will make with many Agencies and Authorities
- When ready to submit updates, login and submit an application to update your profile.



Contact Us...



MWBE Certification Helpline:

(212) 803-2414

MWBEcertification@esd.ny.gov

www.esd.ny.gov/MWBE/Certification.html



What's New in New York State & The Role of Business Development

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NY State Works for MWBEs

CONNECT FIRMS TO CONTRACTING OPPORTUNITIES

Increased Outreach Activity

Customized Bidders Lists

Targeted Prime Outreach

Increased participation with Regional and County and Local Contracting Opportunities

BUILD THE BUSINESS CAPACITY OF CERTIFIED FIRMS

State Partner Referrals for One-on-One Training & Technical Assistance

Direct Business Assistance contact the MWBE Ombudsman Business Advisor

MWBE Training Tuesdays

CONNECTING FIRMS TO RESOURCES

Access to Capital

NY State Small Business Resources

Employee Recruiting & Job Development

HELP NAVIGATING STATE GOVERNMENT

Permits/ Licensing

Resolving Contract Issues

Business Development Unit

- Works with firms to help them expand their footprint with New York State
- Make introductions to other MWBE's for partnering opportunities
- Hosts /participates matchmakers in support of NYS entities that have MWBE utilization goals.

What's New in New York State?

New Financial Assistance Programs

Small Business Revolving Loan Fund

A \$50 million fund targeted to minorities, women and other New Yorkers who have difficulty accessing regular credit markets.

Innovate New York Fund

A new \$25 million seed-stage equity fund that supports promising high growth local businesses through a co-investment strategy throughout New York State.

Capital Access Program

A newly expanded program that will provide \$18.4 million in matching funds to loan loss reserve pools at financial institutions as an incentive to increase small business lending.

Surety Bond Assistance Program

A newly activated program funded with \$10 million that provides financial assistance and credit assistance, to help small business or MWBEs secure surety bonds for New York State government contracts.

NEW – Bridge To Success Program

Give access to short-term bridge loans for Minority and Women owned Business Enterprises (MWBEs) The program will provide qualified MWBEs with the short-term resources they need to participate in NYS contracting.

CONNECT FIRMS TO CONTRACTING OPPORTUNITIES

BUSINESS DEVELOPMENT

Email: **Division of Minority & Women Business Development-**
dmwbd@esd.ny.gov

MWBE Resource Hotline: **1 855 ESD- 4MWB / 1 855 373-4692**

MWBE CERTIFICATION

Email: **mwbecertification@esd.ny.gov**

Certification Helpline: **212 803-2414**

www.esd.ny.gov/MWBE/Certification.html



New York Works for MWBEs