

As part of an effective outreach strategy, NYS certified MWBEs should consider following the steps below when interested in doing business with NYS. All certified MWBEs are placed in the public NYS Directory of Certified Firms. State agencies, authorities, and prime contractors frequently search this directory for MWBEs.

- 1. Develop a Target Agency Shortlist** — Select up to ten (10) New York State agencies and authorities that you intend to do business with. Learn about their mission, priority programs, and their frequently purchased services and commodities. Use the NYS MWBE Contract Opportunities eBook (below) for guidance.
- 2. Vendor Profile** — All firms must make sure to review and update their company information in their vendor profile as it can lead to a potential business opportunity! The vendor profile can be found on the NYS Contract System at: ny.newnycontracts.com
- 3. Develop a Capability Statement** — A Capability Statement is a 1-page marketing tool for your business to potential government clients. A well-crafted statement is brief and highlights key company elements, including core competencies, past performances, differentiators, and company data. To request additional guidelines, contact the DMWBD Business Development Unit at MWBEBusinessDev@esd.ny.gov.
- 4. Attend MWBE Outreach Events** — Outreach events are held by local municipalities, community economic development organizations, and business support programs throughout the State. These events provide the opportunity to meet government procurement officers, engage with large public vendors, learn about upcoming procurements, and network with other MWBEs for potential partnership opportunities. Information on top MWBE events is available online and interested firms should periodically revisit the website to get up to date information. These events include:
 - a. NYS MWBE Forum and NYS MWBE Regional Expos** www.esd.ny.gov/mwbe.html
 - b. NY GovBuy Vendor Expo** <https://ogs.ny.gov/NYGovBuy/>
- 5. Attend Pre-Bid Information Sessions** — For specific projects, New York State agencies and authorities invite interested bidders to attend pre-proposal meetings where information and expectations for procurements are discussed. Certain projects require mandatory participation for all vendors interested in submitting a proposal, and vendors who do not attend are automatically disqualified from submitting bids.
 - a. Pre-bid meetings are ideal for MWBEs seeking to participate on procurements as a subcontractor or subconsultant.** Review the RFP/IFB document solicited by state agencies to learn about mandatory and suggested pre-bid meetings.

LEVERAGING ESD RESOURCES

Use these Empire State Development resources for additional assistance, information, and capital programs specifically for MWBEs.

- 1. MWBE Training Tuesdays Webinar Series** — Participate in online training sessions, including capacity building and agency procurement sessions. To view the schedule and register, visit: www.esd.ny.gov/mwbe.html
- 2. Bridge-to-Success Loan Program** — Certified MWBEs who have secured or have a pending state contract may be able to access loans between \$75K-\$200K from predetermined lenders. For additional information, please visit <https://esd.ny.gov/bridge-success-loan-program>
- 3. NYS Surety Bonding Assistance Program** — MWBE Contractors may be eligible to receive a guarantee of up to 30% to secure a surety bond line, bid bond, or a performance and payment bond on state and city projects. For additional information, please visit <https://esd.ny.gov/new-york-state-surety-bond-assistance-program>

ABOUT DOING BUSINESS WITH NEW YORK STATE

The Division of Minority and Women's Business Development (DMWBD) seeks to help NYS certified MWBEs increase their potential for landing state contracting opportunities. By providing tools and resources, certified MWBEs can develop skills to sell to New York State; leverage tools for capacity building; access capital and technical support; and identify contracting opportunities.

FIND STATE OPPORTUNITIES

- **New York State-Contract Reporter (NYSCR)** — New York State's official source for advertising procurement opportunities valued over \$50,000. Government entities, like NYS agencies and authorities, prime contractors, and other organizations advertise opportunities here. Create a FREE vendor account and set up alerts to be notified of opportunities at www.nyscr.ny.gov.
- **Discretionary Purchases** — Agencies can make direct procurements to certified MWBEs of up to \$500,000 in value without a formal bid process. Know that (a) discretionary spend between \$50,000 - \$500,000 must be advertised in the NYSCR; (b) discretionary spend less than \$50,000 is NOT required to be advertised in the NYSCR; and (c) The Metropolitan Transit Authority (MTA) has increased its discretionary spend cap with certified MWBEs to \$1,000,000.
- **Agency Procurement Websites** — Certain New York State agencies and authorities have individual websites listing their competitive and discretionary procurement opportunities. Independently research each NYS Agency, and determine which agencies' needs best fit your offered services/products. Visit each agency website for additional details.
- **Industry Opportunities** — The NYS Office of General Services (OGS) manages centralized contracts in the Architectural, Engineering, Construction Management, Information Technology (IT), and Commodities sectors. For IT vendors, these are called Project Based Information Technology Services (PBITS) and Umbrella IT Contracts. All vendors in these sectors can find opportunities at <https://ogs.ny.gov/procurement/ogs-centralized-contracts>.
- **OPEN Book NY** — (1) Search through existing State contracts in this online publication. MWBEs can search by agency or prime vendor. (2) Create an outreach list of prime vendors for you to contact. (3) Contact the primes identified to learn about potential future subcontracting opportunities and to discuss how and why your company should be considered for these opportunities. Visit: <http://www.openbooknewyork.com>

DEFINITIONS

- **Competitive Bids:** Process of responding to a public solicitation (i.e. Request for Proposals, Invitation for Bids).
- **Discretionary Purchases/Discretionary Spend:** Procurements valued up to \$500,000.
- **Centralized Contract:** Pre-selected and negotiated agreements; managed by Office of General Services (OGS).
- **Utilization Plan:** Document listing MWBEs for subcontracting with a Prime.
- **Prime Contractor/Vendor ("Prime"):** The business that has the contract with the owner (State Agency /Authority) of the project/job and is responsible for its completion.

HAVE QUESTIONS?

Business Development Hotline: (212) 803-2433 | **Email:** MWBEBusinessDev@esd.ny.gov
Website: www.esd.ny.gov/mwbe.html