NEW YORK STATE OF OPPORTUNITY.

Division of Minority and Women's Business Development

New York State MWBE Business Growth Accelerator (BGA) Program Design And Implementation For The Capital District And Mohawk Valley Regions Request For Proposals

Pre-Submission Conference

A Division of Empire State Development

11/20/2024

Agenda

- Welcome & Introduction
- Program Overview
- Scope of Work
- Program Metrics
- Proposal Submission
- Selection Criteria
- Important Dates and Deadlines
- Question & Answer
- Closing Remarks

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Executive Vice President & Executive Director
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www.esd.ny.gov/mwbe.html

Welcome!

Our Division aims to promote equality of economic opportunities for MWBEs and the elimination of barriers to their participation in New York State contracts. We will provide customers with exceptional service, integrity, and accountability using both proven and innovative methods.

The Division of Minority and Women's Business Development (DMWBD) can provide you with information and resources to expand your business. These resources include:

- Information on how to sell to New York State
- Information on current New York State contracting opportunities
- Tools for leveraging the MWBE certification
- Information on access to capital, technical support, and more

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BGA 3.0 Overview

Purpose:

Empower certified MWBEs with tools for growth, enabling participation in state and private-sector contracts in the Capital District and Mohawk Valley regions.

Goals:

- **Enhance Capacity:** Equip MWBEs with the skills, knowledge, and resources to compete for and win state contracts.
- **Drive Economic Growth:** Fuel business expansion, job creation, and revenue generation for MWBEs, contributing to a stronger economy for all New Yorkers.
- **Promote Equity:** Level the playing field and increase MWBE participation in the state's high-growth industries.

Program Structure:

- **Duration:** 18-month duration :
- **Regional focus:** Capital District and Mohawk
- **Cohort size:** 25 firms per region

Targeted Industries:

- **Construction:** All aspects of the construction industry, including general contractors, subcontractors, and specialty trades.
- **Semiconductor Fab Construction:** Firms involved in the specialized construction of semiconductor manufacturing facilities.

Key Program Components:

- **Outreach and Recruitment:** Identify and onboard 25 MWBE firms per region.
- **Training Modules:** Business development curriculum tailored to participant needs.
- **Mentorship and Technical Assistance:** Personalized support and coaching.
- **Networking Opportunities:** Matchmaking and collaboration with state agencies and private firm

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ESD BGA Program Funding

The DMWBD award is structured as follows:

	ESD AWARD AMOUNT		
	Core Program Fund	Incentive Program Fund	Total ESD Program
ONE-REGION INCUBATOR	$175,000	**Up to** $25,000	$200,000
TWO-REGION INCUBATOR	$350,000	**Up to** $50,000	$400,000

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Scope of Work

Key deliverables expected from the Incubator(s):

- Design and implement an 18-month program.
- Outreach, recruit and select 25 MWBE firms per region.
- Deliver a customized training curriculum.
- Provide one-on-one mentoring and technical assistance.
- Facilitate networking and matchmaking events.
- Develop and implement business growth plans for each firm.
- Provide post-graduation support
- Track and report on program outcomes.

Core Program Metrics

Measure success in strengthening business capabilities and competitiveness.

Category	Core Program Metric Per Cohort
Number of firms per Incubator Region	25
Participant Retention/ "Graduation" (Program Completion) Rate	84%
Success Stories	Minimum of 15
Number of firms with credit growth	15
Number of firms with secured contracts with New York State Contracts and Grants	10
Number of secured contracts with New York State Contracts and Grants	10
Number of businesses that receive new capital (e.g., loans, capital investment)	8
Increased revenue	Target of 30%
Number of jobs created (permanent & temporary)	3-5
Number of jobs retained	All
Growth Plans Completed	All graduating participants

Incentive Metrics: Successful Bids/Contracts Awards

Reward exceeding targets in contract awards and graduation rates.

- **Documentation:** provide compelling evidence of the program directly contribution to MWBE firms securing state contracts.

NUMBER OF FIRMS WITH SECURED CONTRACTS ABOVE THE MINIMUM REQUIRED	1	2	3	4	5	6	7	8	9	10
SHARE OF THE INCENTIVE FUND AMOUNT	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

- **Metric:** Number of cohort firms that secure state contracts directly attributable to their BGA program participation above the ten (10) minimum per cohort for one (1) region and twenty (20) for two (2) regions
- **Incentive Calculation:** Up to seventeen thousand five hundred ($17,500) for one (1) region and thirty-five thousand ($35,000) for two (2) regions

Incentive Metrics: Firm Graduation Rate

Reward exceeding targets in graduation rates.

- **Documentation:** demonstrate participating MWBE firms' successful program completion and achievement of the graduation criteria outlined in this RFP.

NUMBER OF GRADUATING FIRMS ABOVE THE MINIMUM GRADUATION RATE	1	2	3	4
SHARE OF THE INCENTIVE FUND AMOUNT	25%	50%	75%	100%

- **Metric:** Number of enrolled firms that successfully graduate above the minimum graduation rate of eighty-four (84%) or 21 firms per cohort.
- **Incentive Calculation:** Up to seven thousand five hundred ($7,500) for one (1) region and fifteen thousand ($15,000) for two (2) regions

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Selection Criteria

DMWBD will evaluate proposals for their potential to deliver a high-impact program to accelerate the growth of participating MWBE firms and take into consideration the following factors:

- **Program Alignment, Impact, and Innovation**
- **MWBE Expertise and Capacity Building**
- **Organizational Strength & Sustainability**
- **Commitment to Diversity and Inclusion**
- **Proposal Quality**

Proposals will be scored as followed:

METRICS	PERCENTAGE WEIGHT
FIRM EXPERIENCE AND QUALIFICATIONS	20%
STAFF EXPERIENCE AND QUALIFICATIONS	15%
PROJECT PLAN AND APPROACH	35%
COST PROPOSAL	20%
MWBE AND/OR SDVOB STATUS	10%

Proposal Submission

Technical Proposal:

- Table of Contents
- Firm experience and qualifications
- Staff experience and qualifications
- Project plan and approach
- Budget
- MWBE/SDVOB status (if applicable)

Administrative Proposal:

- Required forms and certifications

Submission Deadline:

- December 13, 2024, by 2:00 PM EST

Please send your submission to the following Dropbox link:

https://www.dropbox.com/request/3o9KP64SSxYVjdUMUjq6

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Important Dates and Deadlines

❑ **Important Dates:**

RELEASE OF RFP	**NOVEMBER 1, 2024**
PRE-SUBMISSION CONFERENCE *	**November 19, 2024**
DEADLINE FOR SUBMISSION OF QUESTIONS	**November 22, 2024 by 5:00 PM EST**
DEADLINE FOR ESD TO RESPOND TO QUESTIONS	**November 25, 2024**
SUBMISSION OF PROPOSALS (DATE AND TIME)	**December 13, 2024 by 2:00 PM EST**
INTERVIEWS (IF NECESSARY)	**December 27- January 6, 2025,**
ANNOUNCEMENT OF SUCCESSFUL BIDDER	**January 15, 2025,**
ANTICIPATED CONTRACT START DATE	**TBD**

❑ **All contacts/inquiries shall be made by email to the following address:**

BGA2024MVCR@esd.ny.gov

❑ **Please send your submission to the following Dropbox link:**

https://www.dropbox.com/request/3o9KP64SSxYVjdUMUjq6

❑ **For the RFP and attachments, visit:**

https://esd.ny.gov/doing-business-ny/requests-proposals

❑ **Submission Deadline:**

- On or before December 13, 2024 by 2:00PM EST

❑ **Designated Contacts for this Procurement:**

- **Primary Contact:** Jordan Kaplan
- **Secondary Contact:** Julia Borukhov

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Question & Answer