



Newly Certified MWBE Resource Guide 2024

INFORMATION FOR NEWLY CERTIFIED MWBES



Division of Minority and Women's Business Development

Leveraging your Certification

Utilize your MWBE certification to grow your business with New York State!

Understand How to Do Business with New York State

Learn New York State's procurement practices, how to identify bid opportunities, learn tips for successful bidding, resources for technical assistance, and more.

<https://esd.ny.gov/sites/default/files/MWBE-Doing-Business-with-NYS-040722.pdf>

Locating Contracting Opportunities

New York State procurement opportunities may be found in numerous ways. We suggest the following resources:

New York State Contract Reporter New York State's official source of contracting opportunities \$50,000 and above. By registering for a FREE account your business will be able to search for procurement opportunities from NYS agencies, public authorities, and public benefit corporations.

<https://www.nyscr.ny.gov/>

Open Book New York Provides data on active New York State contracts. Also, serves as a great resource when searching for prime contractors.

www.openbooknewyork.com

Individual Agency Websites Many agencies will list current and upcoming procurement opportunities on their individual websites.

A full list of NYS agencies can be found at:

www.ny.gov/agencies

Free Technical Assistance

There are many resources throughout New York State that can help your business with procurement assistance, capital access, and more:

Empire State Development Entrepreneurship Assistance Centers

<https://esd.ny.gov/entrepreneurship-assistance-centers>

Apex Accelerator Centers (Formerly Procurement Technical Assistance Centers (PTAC))

<https://www.apexaccelerators.us/#/service-area-locator>

Small Business Development Centers

<https://nysbdc.org/locations.html>

Financing Your Business

New York State has a wide array of programs and initiatives to support small businesses in maximizing their opportunities for success, including:

Small Business Loan Resources Information to help understand the various small business loan options.

<https://esd.ny.gov/small-business-loan-resources>

New York State Contractor Financing Program Provides capital to help contractors successfully execute contracts and ease timing of payments from agencies or municipalities to small businesses, socially and economically disadvantaged individual ("SEDI")-business owners, and MWBEs.

<https://esd.ny.gov/nys-contractor-financing-program>

Surety Bond Assistance Program Provides technical and financial assistance to help contractors secure surety bonding.

<https://esd.ny.gov/new-york-state-surety-bond-assistance-program>

Capital Access Program \$19 million program that will provide matching funds to financial institutions for loan loss reserves as an incentive to increase small business lending.

<https://esd.ny.gov/capital-access-program>

Directory of Alternative Lending Programs

<https://www.esd.ny.gov/lender-directory>

Empire State Digital Through partnerships with leading global e-commerce and e-payment providers, connects New York based businesses with education, access and resources.

<https://esd.ny.gov/empire-state-digital-etsy>

NYS Directory of Small Business Programs designed to help small businesses access resources for business planning, operations, and growth.

https://esd.ny.gov/sites/default/files/SmallBizDirectory_January2020.pdf

AGENCY RESOURCES FOR NEW YORK STATE MINORITY-AND-WOMEN-OWNED BUSINESS ENTERPRISES (MWBEs)



Division of Minority and Women's Business Development

Empire State Development

Promotes a vigorous and growing state economy, encourages business investment and job creation, and supports diverse, prosperous local economies across New York State.

www.esd.ny.gov

Division of Minority and Women's Business Development (DMWBD)

Promotes equality of economic opportunities for MWBEs and eliminates barriers to their participation in state contracts. We supplement New York State's economic leadership with information and resources that increase access to information and opportunities for minority- and women-owned businesses throughout the state.

<https://esd.ny.gov/doing-business-ny/mwbe>

DMWBD COVID-19 Assistance for MWBEs

Important information about COVID-19 resources, business development assistance and loan resources for New York State MWBEs.

<https://esd.ny.gov/mwbe-covid19-resources>

Division of Small Business & Technology Development

Directs a wide array of programs and initiatives to support small business growth and help entrepreneurs maximize their opportunities for success.

<https://esd.ny.gov/doing-business-ny/small-business-hub>

(800) 782-8369

Office of General Services

Oversees NY State's Centralized contracts, offering contracting and sub-contracting opportunities in commodities, technology, and services. Learn Bidding 101 with a guide to successful bidding on OGS Centralized contracts and more.

www.ogs.ny.gov/procurement/do-business-new-york-state

NYS Department of Labor

Protects workers, assists the unemployed and connects job seekers to Jobs.

www.labor.ny.gov

(518) 457-9000 | (888) 469-7365

NYS Department of State

Provides many essential services to New Yorkers—professional and business licensing, incorporation, consumer protection and local government services.

www.dos.ny.gov

Division of Corporations, State Records, and Uniform Commercial Code

Examines, files, and maintains documents vital to business and state government.

www.dos.ny.gov/corps

(518) 473-2492

Division of Licensing Services

Oversees the licensure, registration, and regulation of thirty-two occupations throughout the state.

www.dos.ny.gov/licensing

(518) 474-4429

NYS Worker's Compensation Board

Protects the rights of employees and employers by ensuring the proper delivery of benefits to those who are injured or ill, and by promoting compliance with the law.

www.wcb.ny.gov

Disability Benefits

Disability and Off-The-Job claims
(518) 462-8882 | (800) 353-3092

Bureau of Compliance

Workers Compensation and Disability Insurance Coverage
(518) 462-8882 | (866) 298-7830

Advocate for Business

Employer's issues related to Worker's Compensation
(518) 486-3331 | (800) 628-3331

MARKETING YOUR FIRM WITH A CAPABILITY STATEMENT



Division of Minority and Women's Business Development

What is a Capability Statement?

A capability statement is a brief, 1- to 2-page document, specific to government contracting, which allows you to clearly convey the capabilities of your business to potential clients. Businesses use a capability statement as a marketing tool to introduce their companies to new agencies and prime contractors with whom they wish to do business.

Capability Statement Format

There are five critical components to a capability statement:

CORE COMPETENCIES

List the products and/or services that your company provides as they relate to the needs of the agency or prime contractor you wish to market your business. This is your opportunity to clearly state your business expertise. Use an introductory statement followed by short bullet points.

PAST PERFORMANCE

This section allows your business to show your experience in the capabilities you described above. List three to five past customers for whom you provided your products and/or services. This list should be prioritized by government customers. If you are new to government contracting, it is acceptable to list private past customers as long as the work is similar to the needs of the buyer.

DIFFERENTIATORS

Use this section to clearly describe what sets your company apart from your competitors. Discuss unique techniques or approaches that are specific to your business. Having trouble distinguishing or identifying differentiators? Talk to past clients and find out what they believe set you apart from other companies in the same industry.

COMPANY DATA

Describe information unique to your company such as: business capacity, number of employees, years of business operations, and types of certifications for government programs. Specify the industry codes associated with your services. This may include NAICS, CSI, and NIGP. You will also want to include your DUNS number, CAGE code and any other industry codes used by the agencies you are targeting.

CONTACT INFORMATION

List your company's current contact information. Include a specific contact for government buyers, the business address, telephone and fax numbers, email, and the company's website address.

Tips

- Label the document "CAPABILITY STATEMENT" at the top of the page.
- Your capability statement should reflect your business' brand, with the appropriate logo and colors.
- Use bullets and short sentences for quick visual scanning.
- Create a targeted document for each agency or prime contractor based on their specific needs.
- Distribute as a PDF document over email for consistent formatting.
- Keep your contact information and website up to date so that buyers have no problem contacting you

Empire State Development's Small Business Division

Small businesses make up 98 percent of New York State businesses and employ 40% of New York's private sector workforce. Empire State Development's Small Business Division supports the development and expansion of businesses with under 100 employees – directing an array of programs and initiatives supporting small business growth and helping entrepreneurs maximize opportunities for success. Explore all we offer, plus a custom business checklist of NYS programs and services that match your goals.

ESD Small Business Division Programs

Small Business Credit Initiative (SSBCI)

More than \$500 million in federal funding is now available to support the resurgence of small businesses across New York State through the State Small Business Credit Initiative (SSBCI), a program through the American Rescue Plan Act. Managed by the U.S. Department of Treasury, SSBCI provides funds to support programs for small businesses, including socially and economically disadvantaged individual (SEDI) owned businesses and very small businesses (VSB), to recover from the economic effects of COVID-19 and allow them opportunity to succeed in the post-pandemic economy. With this funding, Empire State Development (ESD) has developed a suite of capital access programs to help New York State small businesses access capital.

Capital Access Programs

\$106M Capital Project Loan Fund

Provides direct loans for the growth of manufacturing and other eligible businesses within New York State, by financing a portion of the cost of acquiring and renovating existing buildings or constructing new buildings or for purchasing machinery and equipment.

How it works: Capital Access team sources and evaluates eligible economic development projects to provide financing.

Website: <https://esd.ny.gov/capital-project-loan-fund>

\$56M Small Business Revolving Loan Fund

Provides shorter-term microloans and loans typically under \$250,000. Addresses inequitable capital access by bridging the financing gaps facing new companies, under-banked communities, and small businesses.

How it works: small businesses apply for lending through a participating CDFI. 16 lenders have signed up to participate in the program. Eligible companies can apply for loans through participating lenders.

Website: <https://esd.ny.gov/nys-small-business-revolving-loan-fund-round-2>

\$47M New York Forward Loan Fund

Provides flexible, low interest loans for small businesses via an online application portal for loans of up to \$150,000.

How it works: Eligible businesses can apply through an online application portal on ESD's website

Website: <https://nyloanfund.com/>

\$29M Capital Access Program

Provides portfolio insurance for participating lenders designed to increase financing opportunities for New York State's small businesses.

How it works: Eligible small businesses can apply for loans through participating lenders.

Website: <https://esd.ny.gov/capital-access-program>

ACCESS TO CAPITAL PROGRAMS



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and Women's
Business Development

\$22M Contractor Financing Revolving Loan Fund

Provides funding to contractors in need of working capital to deploy and execute federal, state, and local government related contracts via participating lenders.

How it works: Eligible applicants apply directly to our current list of lenders which is available on the ESD website.

Website: <https://esd.ny.gov/nys-contractor-financing-program>

\$22M Bonding Guarantee Program

Provides access to bid bonds, payment and performance bonds for contractors performing on publicly funded projects throughout New York State via participating surety companies.

How it works: Eligible contractors can apply through participating surety companies.

Website: <https://esd.ny.gov/doing-business-ny/new-york-state-surety-bond-assistance-program>

Division of Small Business Contact Information

1-800-STATE NY (1-800-782-8369)

Small Business Liaison (212) 803-3149

nylovessmbiz@esd.ny.gov