

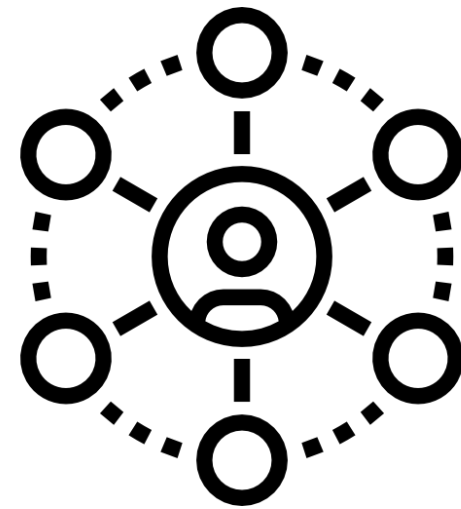
*Charles*  CHARLES COUNTY, MARYLAND  
CLOSE TO THE CAPITAL. FAR FROM ORDINARY.



GOVERNOR'S OFFICE OF  
SMALL, MINORITY & WOMEN  
BUSINESS AFFAIRS



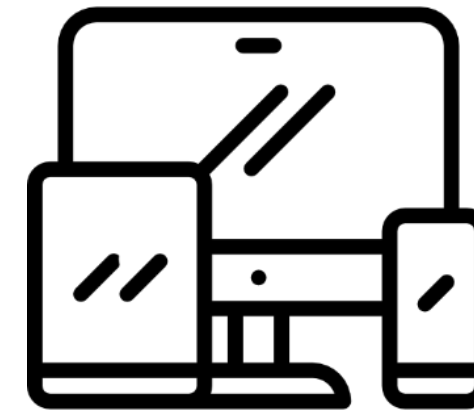
Implement  
Maryland's 3  
socioeconomic  
procurement  
programs across  
70+ purchasing  
units



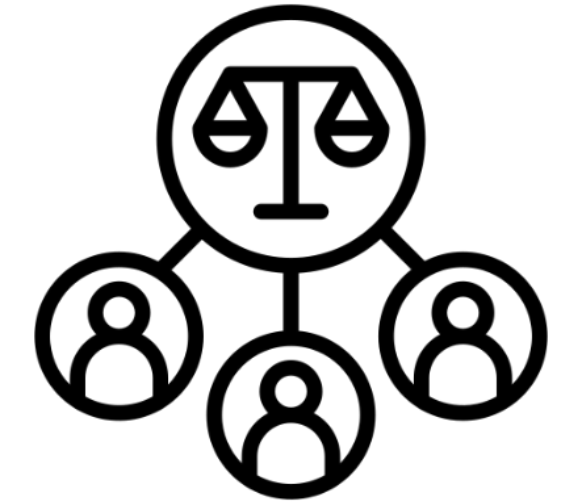
Connect small,  
minority, women,  
& veteran business  
owners to  
opportunities  
in the state  
contracting arena



Host free small  
business training  
webinars and  
business  
development  
events



Curate online  
resources at  
the federal,  
state, and  
local levels



Home of the  
newly-formed  
MBE  
Ombudsman  
Unit

[goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov)

# Maryland's Socioeconomic Procurement Programs



- Prime & subcontracting opportunities
- 70+ participating state agencies & departments
- Race & gender specific
- Application-based certification process with MDOT's Office of Minority Business Enterprise



- Prime & subcontracting opportunities
- 50+ participating state agencies & departments
- Veteran specific
- Online certification process in eMaryland Marketplace Advantage



- Prime contracting opportunities
- 60+ participating state agencies & departments
- Race and gender neutral
- Online certification process in eMaryland Marketplace Advantage

***No cost to obtain or maintain certification. Annual renewal requirements apply.***

# Maryland's Socioeconomic Procurement Programs

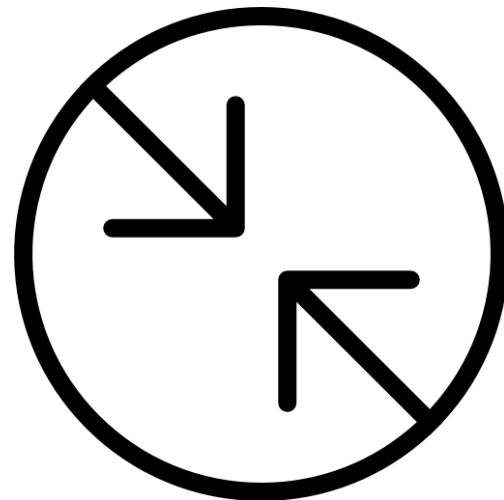


- 9,000+ certified MBE firms
- \$1.2 Billion in awards
- \$991 Billion made in payments
- 1,516 Firms to Receive payment as an MBE in FY23

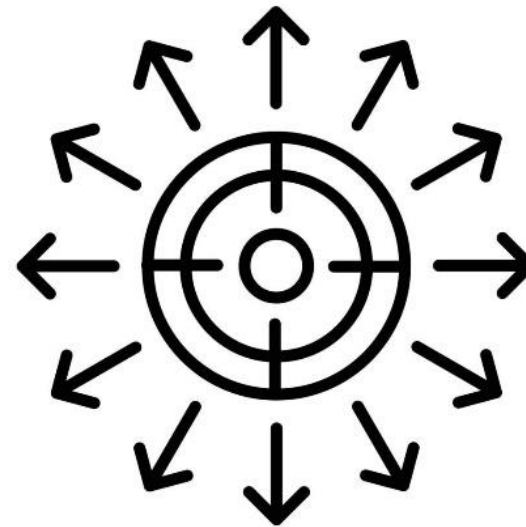
- 950+ certified VSBE firms
- \$35.6 Million in Awards
- \$141 Million in payments
- 322 VSBE's received contracts in FY23

- 5,300+ certified SBR firms
- \$599 Million in payments
- 1,990 Firms to Receive payment as an SBR in FY23

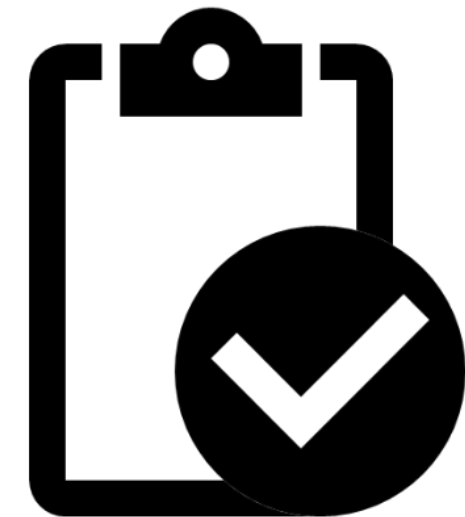
# MBE Ombudsman Unit



Serves as an internal resource across the 70+ agencies and departments engaged in the MBE Program



Serves as an external resource to certified MBEs, prime contractors, legislators, and stakeholder organizations



Ensures MBE Program implementation and compliance during contract performance to effect better outcomes

Minority Business Enterprise

(MBE) Program



# MBE OMBE



The MBE Certification is currently held under the Maryland Department of Transportation's (MDOT) Office of Minority Business Enterprise. Vendors can complete other federal/state certifications also under this office which includes DBE, SBE, and Airport Concessions. <https://www.mdot.maryland.gov/tso/pages/Index.aspx?PageId=90>



MBE Home

Directory of Certified Firms

How to Use Directory of Certified Firms

Certifications & Forms

Certification Management

Expansion of Services

Small Business Reserve (SBR) Certification

Certification Application

## Small, Minority & Disadvantaged Business



Maryland's Official Certification Agency



# MBE Certification Process



## Steps to Certification

1. Application – Applicant submits a complete application and supporting documentation to Office of Minority Business Enterprise (OMBE) . All applications can be submitted online.  
Please Note: The Federal DBE/ACDBE program requirements are separate from Maryland's MBE Program. Applicants are not required to seek both DBE/ACDBE and MBE certifications.
2. Investigation – An investigator reviews documentation submitted by applicant, conducts an on-site/job-site visit and prepares an investigative report.
3. Evaluation – The application and supporting documentation is evaluated to determine whether the firm meets the DBE/ACDBE/SBE program requirements. The Certification Review Committee evaluates whether the applicant firm meets Federal Certification program requirements.
4. Determination – A written determination is issued from OMBE.  
[DBE\\_ACDBE\\_SBE\\_Certification Overview.pdf \(maryland.gov\)](#)
5. **All Maryland firms or Out of State firms applying for MBE certification must be registered and in Good Standing with the Maryland Department of Assessment and Taxation (SDAT).** Use the following link to check a firms **Good Standing** status or register a business [Register Your Business Online](#), or contact SDAT at 888-246-5941.





Small Business Reserve (SBR)

Certified Small Business Program



# SBR Certification Process



The SBR program is a free, same day certification for prime contractors who meet the eligibility standards based on industry, number of employees and gross sales standards.

## Small Business Reserve (SBR) Program

---

### Maryland's Prime Contracting Program for Certified Small Businesses

- Same day certification
- Access to over \$500 million in state-funded contracts
- Over 20% of all open solicitations are designated to Certified Small Businesses



# SBR Eligibility Standards



## **Certified Small Businesses must meet the following eligibility standards:**

For the purposes of a Small Business Reserve Procurement, a small business is a for-profit business, other than a broker, that meets the following criteria:

- A. It is independently owned and operated;
- B. It is not a subsidiary of another business;
- C. It is not dominant in its field of operation; and
- D. Either:

### **Industry: Must not exceed employees and gross sales below for the most recent 3 years**

- Wholesale- did not employ more than 50 persons and operations did not exceed an average of \$4,000,000
- Retail- did not employ more than 25 persons and operations did not exceed an average of \$3,000,000
- Manufacturing- did not employ more than 100 persons and operations did not exceed an average of \$2,000,000
- Service- did not employ more than 100 persons and operations did not exceed an average of \$10,000,000
- Construction- did not employ more than 50 persons and operations did not exceed an average of \$7,000,000
- Architectural and engineering- services of the business did not employ more than 100 persons and operations did not exceed an average of \$4,500,000

# Veteran-Owned Small Enterprise (VSBE) Program



# VSBE Certification Process



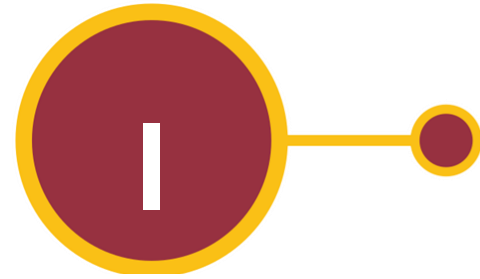
The VSBE is both a prime and subcontracting certification program for veteran-owned small businesses that meet the following eligibility standards:

1. Be a small business as defined by the [United States Small Business Administration in 13 C.F.R. 121.201](#) and any subsequent revision of that regulation
2. Be at least 51% owned and controlled by one or more individuals who are veterans
3. Must be **for-profit** business

A veteran for this State program is defined as an individual who is verified as having served on active duty in the armed forces of the United States, other than for training, and was discharged or released under conditions other than dishonorable.



# 3- Step VSBE Certification



Complete Vendor  
Registration



Veteran Verification



VSBE Application



# NEW EXECUTIVE ORDER



**Executive Order 01.01.2024.38**

**Delivering a More Efficient, Equitable, and Competitive Procurement System for Maryland**

**Effective immediately, all Procurement Officers are hereby directed to:**

- a. Designate a procurement as SBR if market research indicates that two or more certified small businesses under the SBR program can perform the work or provide the desired goods or services;
- b. Proactively work with prime contractors to achieve or exceed contractual MBE and VSBE subcontracting goals in instances where the procurement officer is acting as the Contract Manager by performing annual reviews to identify compliance with those established contractual MBE and VSBE participation goals and if necessary, require corrective action plans from the prime contractors;

# Business 101-

## Maryland Business Express



**PLAN**  
your business

*Turn your great idea into a great business*



**START**  
your business

*Register, file and launch your business*



**MANAGE**  
your business

*Run your business and prepare for success*



**GROW**  
your business

*Find new funding, locations & customers*

<https://businessexpress.maryland.gov/>



# Maryland Department of Assessment & Taxation (SDAT)



Business Name:

Search by:  Business Name  
 Department ID

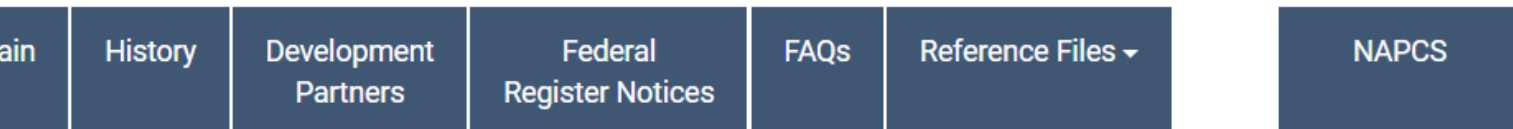
All Maryland domestic and foreign business entities registered in Maryland must maintain their "good standing" status with the [State Department of Assessments and Taxation](#).

<https://egov.maryland.gov/BusinessExpress/EntitySearch/Search>

# Business 101- NAICS CODES & UNSPSC CODES

United States®  
ensus  
Bureau

## North American Industry Classification System



### NAICS Search

Enter keyword or 2-6 digit code

2022 NAICS Search

Go

Enter keyword or 2-6 digit code

2017 NAICS Search

Go

Enter keyword or 2-6 digit code

2012 NAICS Search

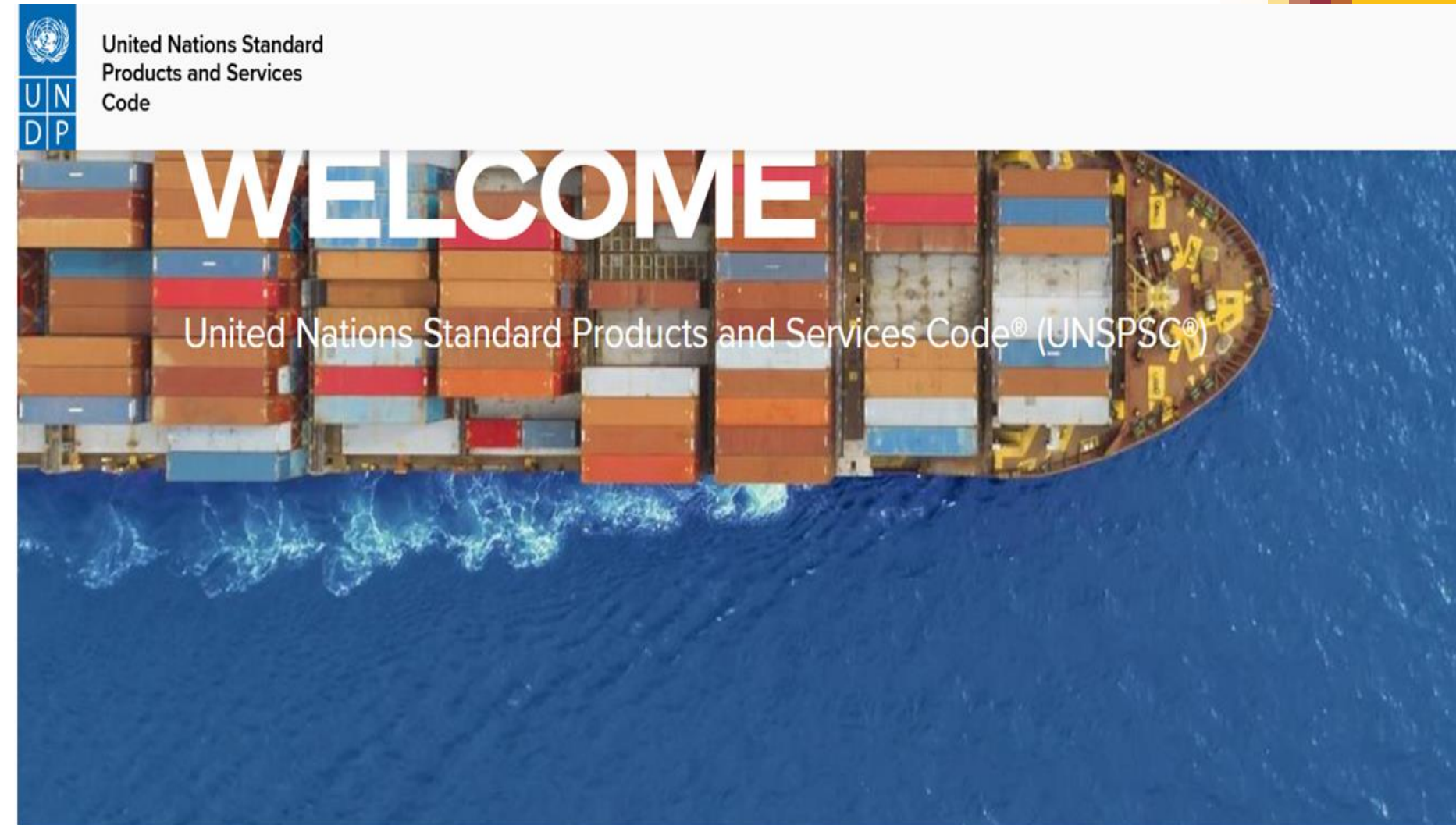
Go

### Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard classifying business establishments for the purpose of collecting, analyzing U.S. business economy.

NAICS was developed under the auspices of the Office of Management and the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly [Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de](#) level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on various NAICS reference files and tools. Additional information on the background is in the [History](#) section of this Web site.



The **United Nations Standard Products and Services Code<sup>®</sup> (UNSPSC<sup>®</sup>)**, owned by the United Nations Development Programme (UNDP), is a multi-sector standard for efficient, accurate classification of products and services.

The UNSPSC offers a single global classification system that can be used for:

# eMMA



Welcome to eMaryland Marketplace Advantage (eMMA)



**eMMA** is Maryland's new online procurement platform used to connect the vendor community with contracting opportunities from state, county, and local government entities. Registered vendors will receive notices of bid opportunities, can submit bid responses online, and may obtain bid results online.

Qualified vendors may also complete the self-certification process for the Small Business Reserve (**SBR**) Program and Veteran-owned Small Business Enterprise (**VSBE**) Program.

**eMMA** facilitates an open, transparent, and efficient procurement process. We look forward to doing business with you!

Additional information can be found in the [Frequently Asked Questions](#) and [Quick Reference Guides](#). Any questions please contact the eMMA Help Desk at [eMMA.helpdesk@maryland.gov](mailto:eMMA.helpdesk@maryland.gov).

For additional training and resources, please go to the Maryland Procurement Academy homepage at [State of Maryland eMMA Training](#)

## LOGIN

Login \*

Login must have a value

Password \*

Login

State SSO Login (login.md.gov)

MDoT SSO Login(MSAzure)

[Lost your password?](#)



New Vendor? Register Now



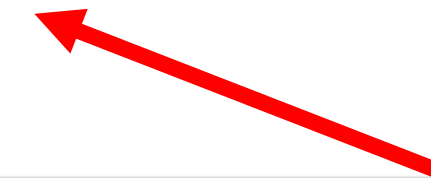
Public Solicitations



Public Contracts



Vendor Search





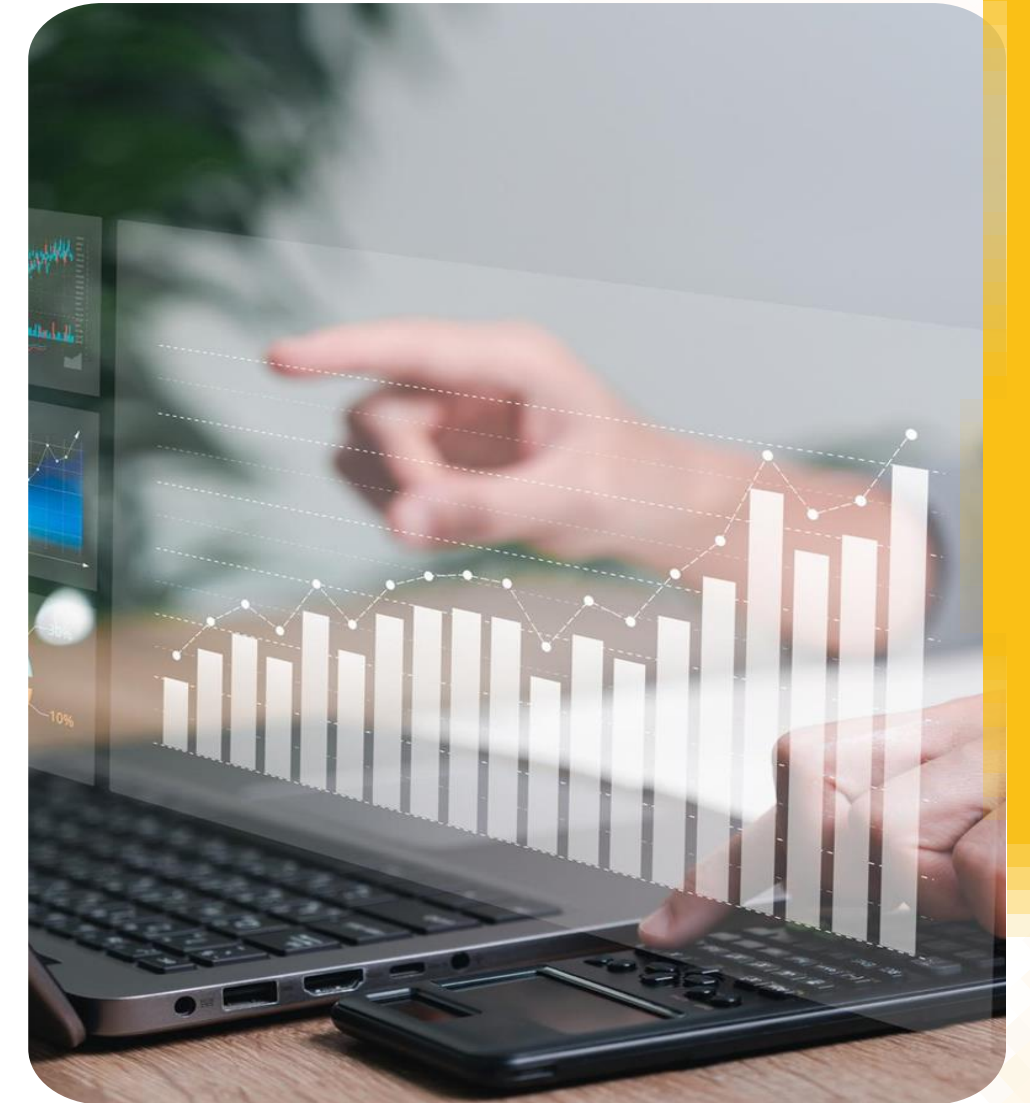
# eMMA Registration TIPS

**Password-** Must be 12 characters including an upper case, a lower case, a number and a symbol.

**EIN Tax ID Number-** You must have this 9-digit number to register your business as a vendor.

**Commodity Codes- UNSCPS Codes-** each business must place at least one of these codes under your account. It is best to write that down to manually input that number.

<https://www.ungm.org/public/unspsc>





# UPCOMING

Virtual via Zoom- Registration is required

<https://gomdsmallbiz.maryland.gov/Pages/TIPS-Webinar-Series.aspx>

[Doing Business with the State of Maryland- January 14 @ 10AM](#)

[Master Your Website for Business Success- January 28 @ 10AM](#)

**T.I.P.S.**  
**SMALL BUSINESS**  
**WEBINAR SERIES**

TRAINING & INSIGHTS FOR  
PROCUREMENT SUCCESS

- 2 WEBINARS MONTHLY
- 9AM-12PM
- CLASSES LED BY SUBJECT MATTER EXPERTS

TO REGISTER VISIT:  
GOMDSMALLBIZ.MARYLAND.GOV

 **Maryland**  
GOVERNOR'S OFFICE OF  
SMALL, MINORITY & WOMEN  
BUSINESS AFFAIRS  
goMDsmallbiz.maryland.gov

# ECONOMIC DEVELOPMENT DEPARTMENT

January 10, 2025



# CHARLES COUNTY GOVERNMENT PROGRAMS HELPING MINORITY, WOMEN AND VETERAN-OWNED BUSINESSES TO GROW

- About Charles County Economic Development Department
- Small Local Business Enterprise (SLBE) Program
- Minority and Women Owned Business Enterprise (MWBE) Program
- Business Development Loan Program for Women, Minorities, and Veterans
- Resource Partners



# EDD Services Overview

- The Charles County Economic Development Department promotes the economic vitality of Charles County

Our capabilities include:

- Analytics
- B2B support
- Entrepreneurship support
- Financing
- Incentive packaging
- Networking
- Site selection
- Workforce training

## MISSION

- Promote wealth creation and economic growth through quality employment, innovation, and productivity
- Increase County revenues through the attraction and retention of high-quality jobs and new capital investment
- Foster a business climate where companies can grow and prosper, and to advance a high quality of life for all County residents





# SMALL LOCAL BUSINESS ENTERPRISE (SLBE) PROGRAM

- Race and gender-neutral program
- Purpose is to promote the purchasing and procurement of goods and services from qualified small businesses headquartered and operating in Charles County
- County government created the SLBE program to support the growth and economic vitality of county businesses by increasing their success when they participate in county contracts



# MINORITY AND WOMEN OWNED BUSINESS ENTERPRISE (MBE) PROGRAM

- County established a Minority and Women Owned Business Enterprise (MBE) Program in 2005 to promote the development and encouragement of minority business participation in the County's procurement process
- The County has a 25% MBE aspirational goal and conducts its own MBE registration program
- EDD promotes an annual Shop Local campaign
- Hispanic and Latino, Asian, Black/African American, American Indians, etc.



# SLBE and MWBE 2023 PROGRAM ACHIEVEMENTS

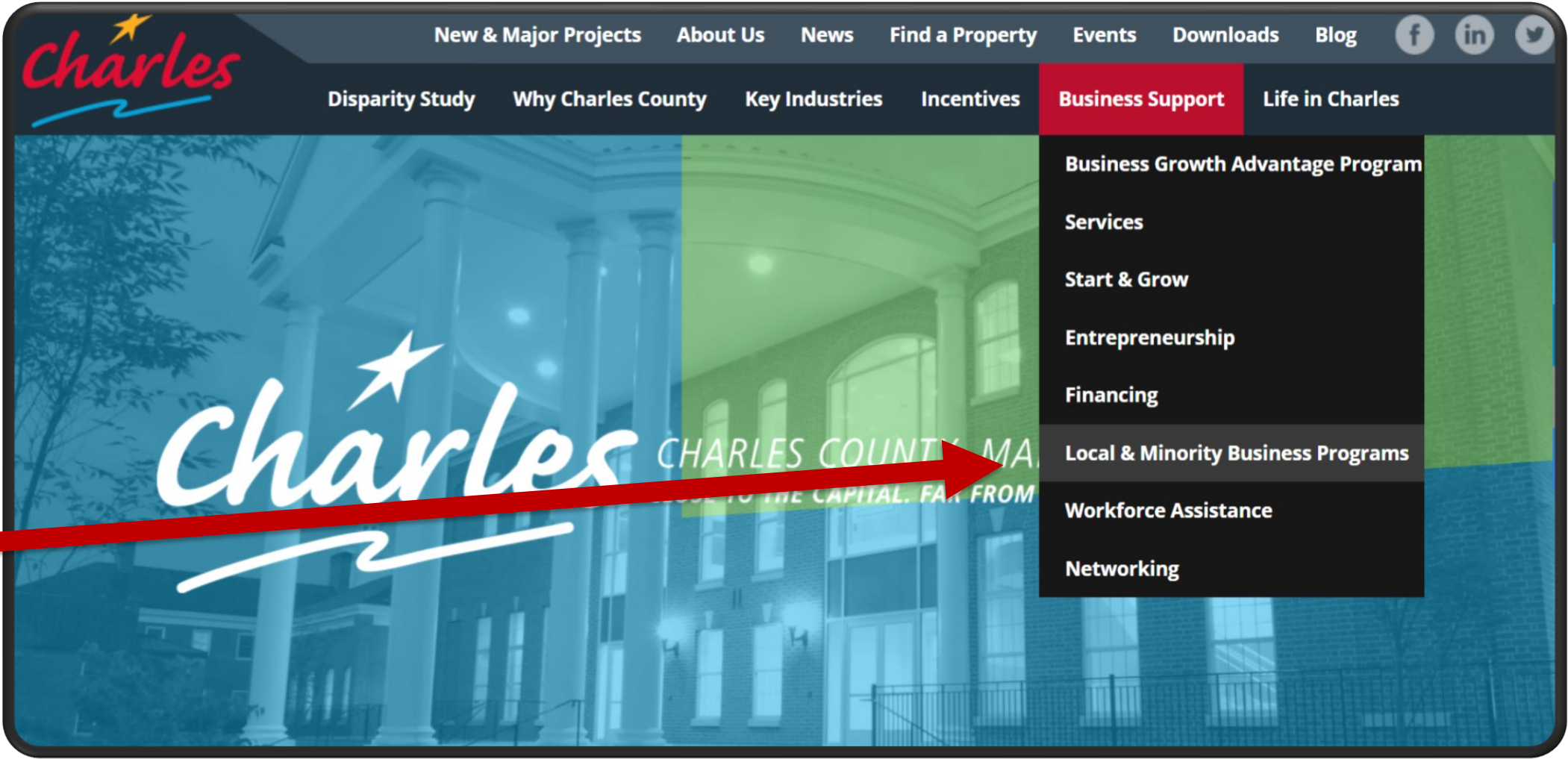
- 1,151 non-employer businesses operating in the county including: 218 Veteran Owned – 532 Minority Owned – 401 Female Owned

<https://www.meetcharlescounty.com/clientuploads/directory/downloads/Charles-County-2023-Annual-Report-11102023.pdf>

- In 2023, fifteen (15) businesses applied for and were certified by the county to participate in the county's SLBE Program - 7 female and 8 male owned businesses.
- In 2023, sixteen (16) businesses were registered with the county's MWBE Program.



# Both Programs are FREE to Join Download and Complete the SLBE and MWBE Applications at [www.meetcharlescounty.com](http://www.meetcharlescounty.com)



# DISPARITY STUDY WAS CONDUCTED TO ENSURE CONTRACTING EQUITY

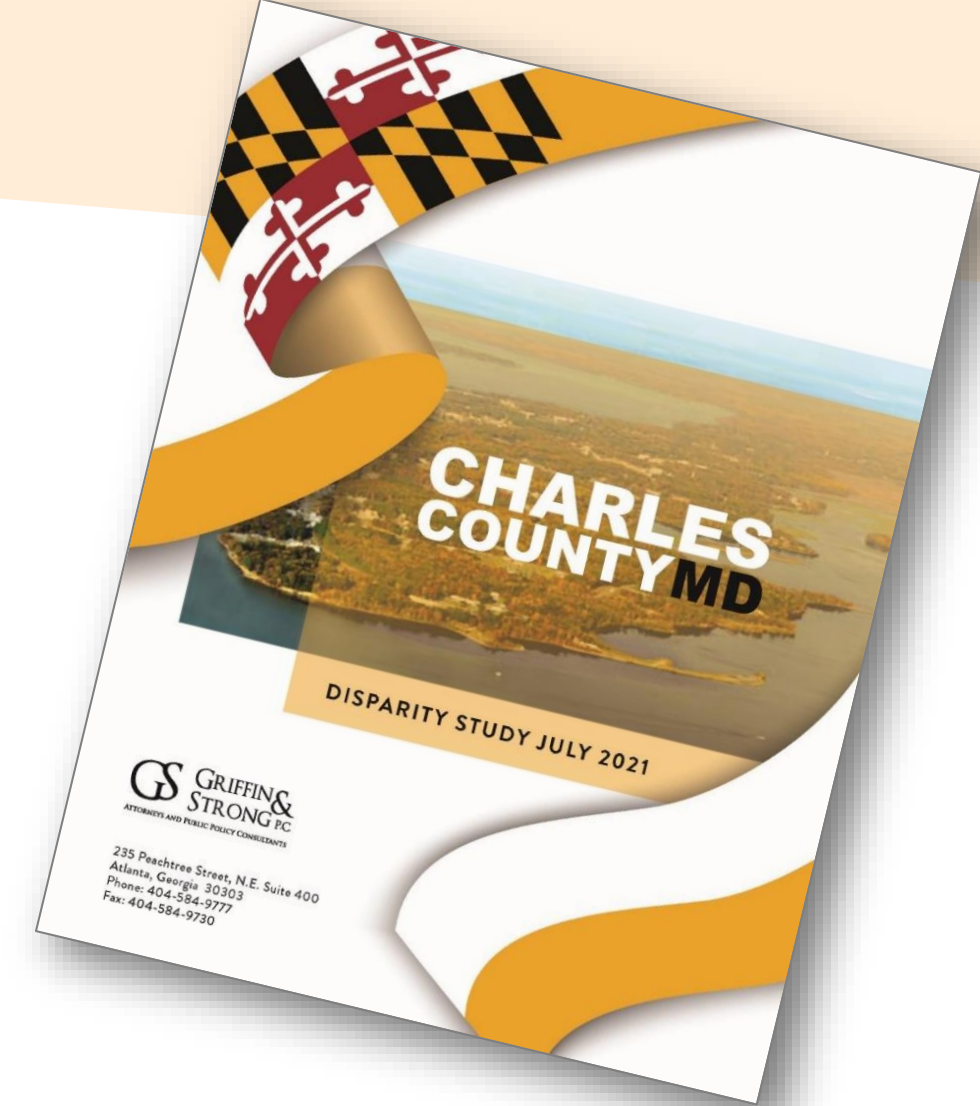
- In 2020, the County conducted a disparity study to determine whether there was a disparity between the availability of firms and the utilization of those firms in the market area. The study analyzed county contracts offered during the fiscal years 2015-2019 in four industry categories — construction, architectural and engineering, other services, and goods.
- The study showed that the County was underutilizing its minority and women owned businesses



# Disparity Study Ensures Contracting Equity

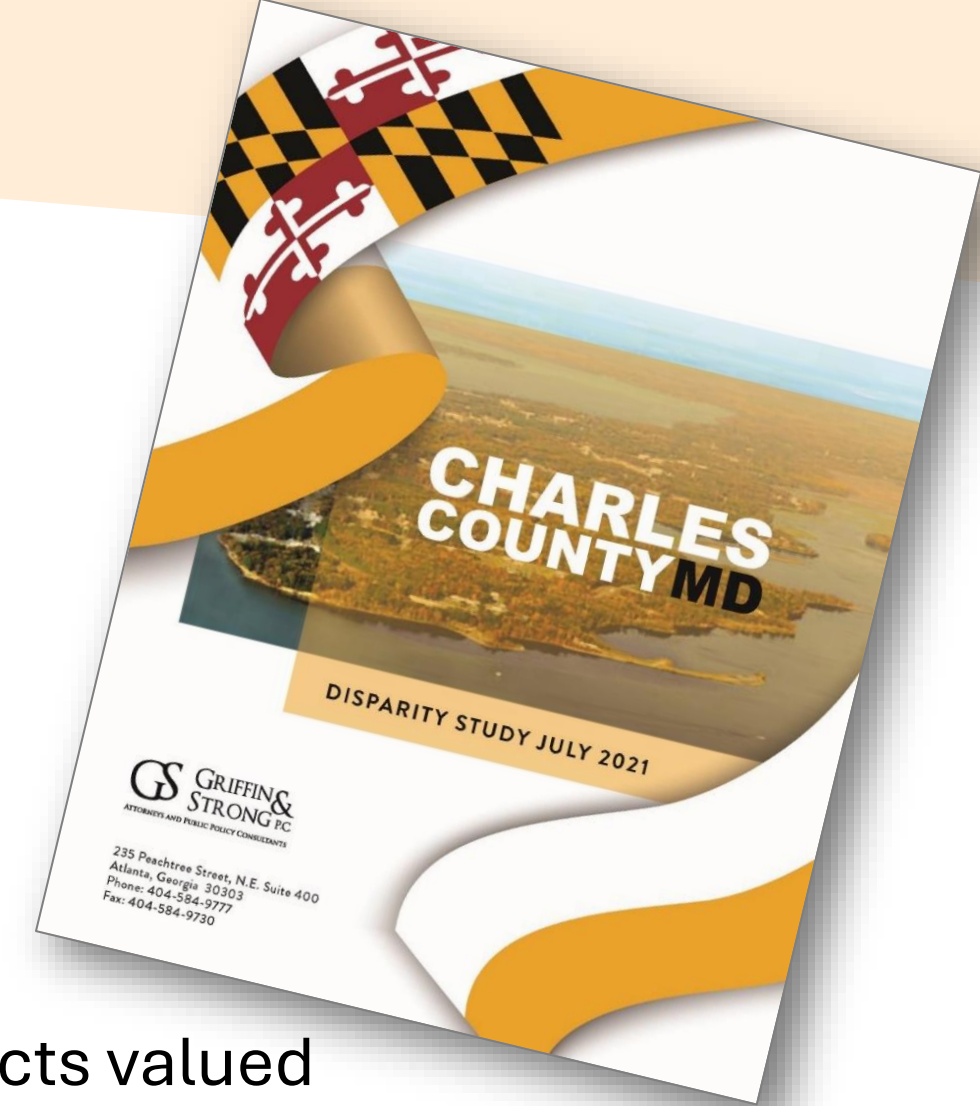
## *Improving communications and outreach efforts to SLBE/MWBE firms*

- Stakeholders' meetings
- Database development for business outreach
- Improving our SLBE/MWBE Websites
- Creating Marketing Videos
- Hosting regular training events and seminars for MWBE firms to demystify the procurement process
- Attending community business events
- Creating more Advertising and Social Media Posts
- Implement Direct mail marketing



# Disparity Study Progress and Achievements

- Updates to disparity study's status report ongoing
- Disparity Study report on EDD website
- New MWBE/SLBE legislation proposed that updates both programs
- Board of County Commissioners approved the legislation
- County currently has an annual 25% MWBE aspirational goal on construction contracts valued over \$25,000
- In FY 23, 0.3% (not 25%) of those contracts awarded went to MWBE firms
- New goals proposed by the disparity study will be based on market analysis and established by a goal setting committee



# Disparity Study

[www.meetcharlescounty.com/charles-county-disparity-study/](http://www.meetcharlescounty.com/charles-county-disparity-study/)





# BUSINESS DEVELOPMENT LOAN FUND FOR WOMEN, MINORITIES AND VETERANS

- Offers micro-loans between \$5,000 to \$35,000 to small, disadvantaged (minority, women, or veteran-owned) businesses.
- Requirements:
- Must be a for-profit business and business located in Charles County, Maryland
- Operational for at least 2-3 years
- Qualify as a Minority owned business enterprise, Woman owned business enterprise, and/or Veteran owned business enterprise
- Meet the Small Local Business Enterprise Program criteria
- Proceeds can assist with Working Capital • Inventory • Staffing
- Demonstrate that loan proceeds will help grow the business or enhance productivity or profitability
- Demonstrate the ability to repay the loan
- Not previously defaulted on an economic development loan with any local, state, or federal agency
- No delinquent debt with Charles County Government



# TARGET INDUSTRY LOAN FUND

- Offers funds to eligible businesses relocating or expanding within target industries (health services, federal contracting, technology, business services, retail development, R&D and engineering, innovative entrepreneurial activity)
- Provides up to \$100,000 and offers a 15yr repayment below prime rate
- Requirements:
  - Demonstrate that loan proceeds will help grow the business or enhance productivity or profitability
  - Demonstrate ability to repay the loan
  - No delinquent debt with Charles County Government, State of Maryland, or Federal agency
  - Proceeds can assist with Working Capital • Inventory • Staffing • Purchase of equipment • Building acquisitions or leasehold improvements • Contract financing • Gap financing

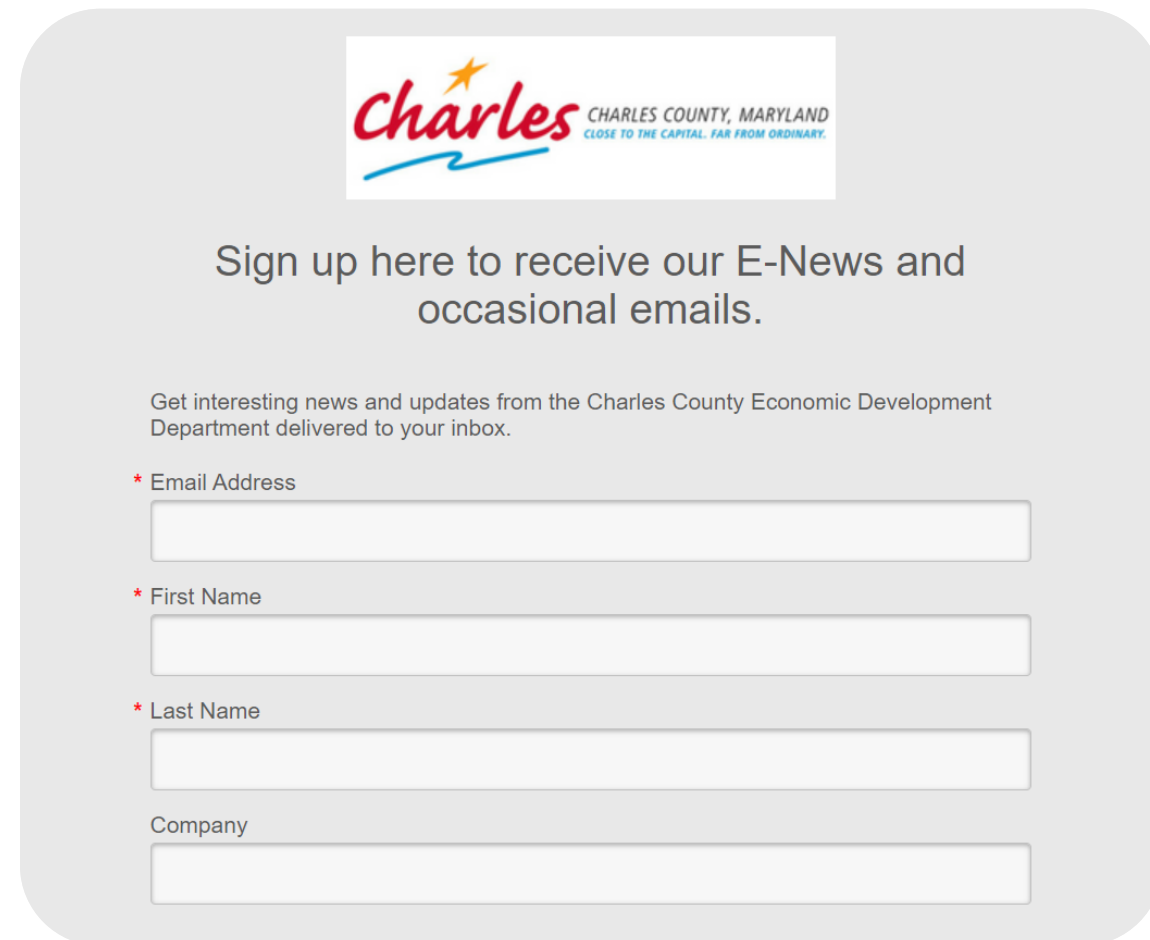



# MINORITY, WOMEN, AND VETERAN OWNED BUSINESS RESOURCES

- Charles County Chamber of Commerce Diversity, Equity and Inclusion Committee - <https://www.charlescountychamber.org/>
- Southern Maryland Minority Chamber of Commerce - <https://www.smmcoc.org/>
- Minority Business Development Agency - <https://www.mbda.gov/>
- Maryland Department of Veteran Affairs – Veteran Owned Small Business Enterprise Program - <https://gomdsmallbiz.maryland.gov/Pages/VSBE-Program.aspx>
- Hire our Veterans Tax Credit - <https://commerce.maryland.gov/fund/programs-for-businesses/hire-our-veterans-tax-credit>
- Military Personnel and Veteran-Owned Small Business Loan Program - <https://commerce.maryland.gov/fund/programs-for-businesses/mpvsblp>
- Maryland State Procurement and Veteran Owned Small Business - <https://gomdsmallbiz.maryland.gov/Pages/VSBE-Program.aspx>
- U.S. Small Business Administration’s Office of Veterans Business Development - <https://www.sba.gov/business-guide/grow-your-business/veteran-owned-businesses#section-header-0>
- U.S. Department of Veteran’s Affairs Office of Small and Disadvantaged Business Utilization - <https://www.va.gov/osdbu/>



# Keep in Touch

A sign-up form for Charles County, Maryland. At the top is the Charles County logo. Below it is the text "Sign up here to receive our E-News and occasional emails." followed by "Get interesting news and updates from the Charles County Economic Development Department delivered to your inbox." The form includes four input fields: "Email Address", "First Name", "Last Name", and "Company".

 CHARLES COUNTY, MARYLAND  
CLOSE TO THE CAPITAL. FAR FROM ORDINARY.

Sign up here to receive our E-News and occasional emails.

Get interesting news and updates from the Charles County Economic Development Department delivered to your inbox.

\* Email Address

\* First Name

\* Last Name

Company

Sign up for our regular e-news at  
[www.MeetCharlesCounty.com](http://www.MeetCharlesCounty.com)



Follow us on Social Media

PRESENTED BY

# Charles County Government Economic Development

301-885-1340 | [info@MeetCharlesCounty.com](mailto:info@MeetCharlesCounty.com)

10665 Stanhaven Place, Ste. 206 | White Plains, MD 20695

## Equal Opportunity Employer

It is the policy of Charles County to provide equal employment opportunity to all persons regardless of race, color, sex, age, national origin, religious or political affiliation or opinion, disability, marital status, sexual orientation, genetic information, gender identity or expression, or any other status protected by law.

[www.MeetCharlesCounty.com](http://www.MeetCharlesCounty.com)

[www.CharlesCountyMD.gov](http://www.CharlesCountyMD.gov)



CHARLES COUNTY, MARYLAND  
CLOSE TO THE CAPITAL. FAR FROM ORDINARY



**THANK**  
**YOU**