

Thank You!



BUSINESS AFFAIRS







AGENDA

1. Doing Business with Anne Arundel County

2. Anne Arundel Economic Development Overview

3. MBE Certification Overview

4. Maryland's Socioeconomic Programs Overview



WELCOME

HOW TO DO BUSINESS WITH ANNE ARUNDEL COUNTY

Office of Central Services Purchasing Division



Topic Overview

P.O.R.T.

Bid Board

Bid Results Wi

What Should I Know?

PAVE



HOW TO GET STARTED



Register with P.O.R.T

- Sign up for the appropriate categories
- Register with your certification

P.O.R.T FAQ's

 https://www.aacounty.org/centralservices/purchasing/doing-businesscounty/port-faqs

Need Help?

- webprocure-support@proactis.com
- (866) 889 8533



Bid Board

https://www.aacounty.org/centralservices/purchasing/doing-businesscounty/bid-opportunities

Bid Results

https://www.aacounty.org/centralservices/purchasing/doing-businesscounty/bid-results

What Should I Know? • Solicitations - Advertised in the newspaper and through P.O.R.T. • State funded projects are posted on eMaryland Marketplace Advantage (eMMA) Pre-Bid Meeting • The Buyer • Q&A Insurance Requirements • Bonds Vendor Debrief Language Assistance Always Ask Questions • Event Calendar (in progress)



What is PAVE?

The PAVE program is an initiative within the Anne Arundel County Procurement Compliance Team. It is designed to promote equitable economic opportunities for Certified Business Enterprises (CBEs).

CBEs are minoroity owned businesses that are owned by individuals from the recognized designations:

- African American Owned
- Hispanic Owned
- Asian Owned
- Women Owned
- Veteran Owned
- other small and emerging businesses

PAVE's mission is to reduce barriers that prevent these diverse businesses from participating in the County procurement process.





Historical Data

The County has historically tracked two key metrics - the number of contracts awarded to

Certified Business Enterprises (CBEs) and County spending with CBEs.

Both are important indicators of the County's connections with CBEs in our area.

- Tracking contract awards allows the County to identify opportunities for extended relationships with CBEs (for the duration of a specific contract).
- Tracking spend data allows the County to identify future procurement opportunities. By tracking both, the County can analyze and refine PAVE initiatives to be responsive to current and future procurement opportunities. Both metrics should be considered as resources are targeted to growing contracts and increasing spending with CBEs.



PAVE Program will address

- Implementing an electronic contracting data collection, monitoring, and notification system
- Increase vendor communication and outreach to firms
- Focus on reducing barriers to disadvantaged business contract awards
- Partnering with other agencies and local organizations to provide bonding, financing, and technical assistance programs.

The PAVE Strategic Plan phased initiatives covers the race neutral recommendations in the Disparity Study but are not limited to:

- Develop comprehensive reporting and tracking capabilities
- Build awareness and communicate the PAVE program through outreach efforts
- Develop capacity building programs in an effort to reduce barriers
- Increase the County's presence in the CBE community by partnering with other agencies and organizations.





aacounty.org/PAVE



complianceteam@aacounty.org



(410) 222-7602





QUESTIONS?

My Contact Information

Elisa Brown

Minority/Small Business Coordinator

Anne Arundel County

Office of Central Services, Purchasing Division

Email: phbrow22@aacounty.org

Phone: (410) 222 - 7667









MDOT/Certification Workshop 3/14/2025





AAEDC Mission

To support business and serve as a catalyst for business growth in Anne Arundel County thereby increasing job opportunities, expanding the tax base and improving quality of life.





AAEDC Services

- Small Business Counseling (SBDC-SCORE-APEX)
- Market Research
- Site Search
- Permitting Assistance
- Inclusive Ventures Program
- VOLT Fund



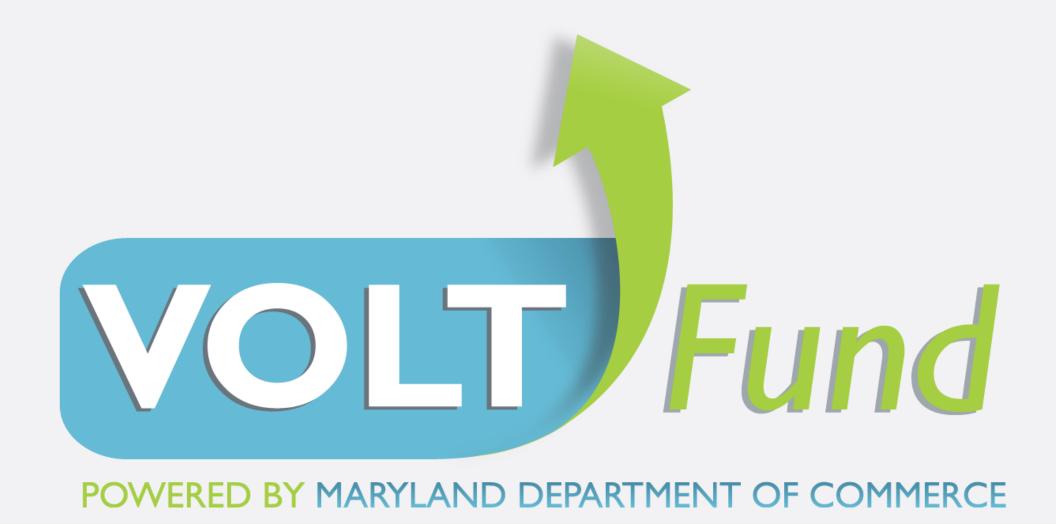


Inclusive Ventures Program

Provides education, mentorship and access to capital to small, minority, women, and Veteran owned businesses in Anne Arundel County

- Virtual Entrepreneur Cohort and Seed Fund
- Complimentary Consultations
- VOLT Micro Loan Fund









Background

2008 Video Lottery Terminal legislation included a 1.5 percent set aside of revenue for loans for small, minority, veteran and women owned businesses in Maryland

AAEDC approved by the State of MD in 2013 to be a fund manager

AAEDC's allocation is \$18M in funding over 11 rounds

The VOLT Fund = AAEDC's program (9 other fund managers throughout the state)

Closed over 160 loans for over \$21M

Created/retained over 2,000 jobs and over \$60M in outside capital investment





Requirements

- TARGETED AREAS: 50% of the fund to small businesses located within a 10-mile radius of Maryland's six casinos:
 - Maryland Live! (Anne Arundel)
 - Hollywood Casino Perryville (Cecil County)
 - Casino at Ocean Downs outside of Ocean City (Worcester County)
 - Casino at Rocky Gap (Allegany County)
 - Horseshoe Casino (Baltimore City)
 - MGM National Harbor (Prince Georges County)
- NON-TARGETED AREAS: Remaining funds for loans to small, minority, veteran and women-owned businesses located in other areas of the state.





Loans to Small Business

- Loan amounts from \$25,000 \$500,000
- Priced at below market interest rates (5%)
- Eligible purposes:
 - Business or commercial real estate acquisition
 - Building improvements
 - Equipment/vehicle purchase
 - Leasehold improvements
 - Business start-up costs
 - Working capital
- Lending outside the traditional banking box
 - "Credit worthy but not bankable"
 - Start ups
 - Gap funding for bigger projects





VOLT Microloan Program

- \$50k with flexible underwriting
- Companies that have successfully graduated a business accelerator program
- Under \$500k in sales and 10 employees
- Must be in business for 2 years or working 5 years in the same industry
- 2.00% fixed interest with no fees
- Borrower to provide expansion plan with financial projections









2660 Riva Road Suite 200 Annapolis, MD 21401

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Barbara Quaye-Business Development Director
Phone: 410.222.7410 Email: sprimosch@aaedc.org
bquaye@aaedc.org

www.aaedc.org







Office of Small and Minority Business Policy

MBE/DBE/ACDBE/SBE Overview

Wes Moore
Governor

Aruna Miller
Lt. Governor

Paul J. Wiedefeld Secretary

OFFICE OF SMALL & MINORITY BUSINESS POLICY

We are responsible for the oversight and implementation of outreach activities related to the MBE/DBE/ACDBE/SBE programs including:

- Monthly workshops
- Internal and external events
- Communication strategies for program updates
- Development of training and outreach materials
- Management of MBE website

MINORITY BUSINESS ENTERPRISE PROGRAM

- The Maryland Department of Transportation (MDOT) is the official certification agency for the State
- Established in 1978, Maryland's Minority Business Enterprise (MBE) Program is known to be the oldest in the country
- Largest MBE program in the country
- One of the most aggressive in the nation with a 29% MBE participation goal and contract sub goals

TYPES OF CERTIFICATION

There are four types of certifications:

- Minority Business Enterprise (MBE)
 - State-funded contracts
- Disadvantaged Business Enterprise (DBE)
 USDOT contracts administered by:
 - - Maryland State Highway Administration (SHA)
 - Maryland Aviation Administration (MAA)
 - Maryland Transit Administration (MTA)
 - Metropolitan Planning Organizations (MPOs)
- Airport Concessions Disadvantaged Business **Enterprise (ACDBE)**
 - Airport concessions contracts administered by MAA
- Small Business Enterprise (SBE)
 - USDOT contracts administered by SHA, MAA, and MTA
 - Race and gender neutral

BENEFITS OF CERTIFICATION:

Access and Opportunities

- Greater exposure to government and private sector contracting opportunities
- Only MBE/DBE certified firms can fulfill the minority participation goals
- Certified firms appear on the Directory of Certified Firms which is used by prime contractors, consultants, government agencies and private sector companies seeking minority business participation

BENEFITS OF CERTIFICATION:

Monitoring and Advocacy

Enforcement of MBE compliance policies and procedures

MBE Liaison Officers

FREE! FREE! FREE!

THERE IS NO COST TO APPLY FOR OR MAINTAIN CERTIFICATION WITH MDOT'S OFFICE OF MINORITY BUSINESS ENTERPRISE



CERTIFICATION ELIGIBILITY













ELIGIBILITY STANDARDS

There are five eligibility standards each applicant must meet:

- 1. Ownership
- 2. Minority Status
- 3. Control
- 4. Personal Net Worth
- 5. Size

ELIGIBILITY STANDARDS: OWNERSHIP

An MBE/DBE/ACDBE is a small business that is at least 51% independently owned and controlled by one or more socially and economically disadvantaged individuals

- Ownership must be real and substantial
- Owner must be a U.S. citizen or permanent resident
- Firms headquartered in Maryland must be in good standing with the Maryland Department of Assessments and Taxation

ELIGIBILITY STANDARDS: MINORITY STATUS

Certain groups are *presumed* to be socially disadvantaged:

- Women
- African Americans
- Hispanic Americans
- Native Americans
- Asian Pacific Americans
- Subcontinent Asian Americans
- Disabled Persons (MBE Program Only)

Firms owned by ethnic women are dually certified

ELIGIBILITY STANDARDS: CONTROL

- Minority owner(s) must have an overall understanding of, and managerial and technical competence and experience directly related to, the type of business in which the firm is seeking certification
- Firms are certified in <u>specific areas of work</u> as defined by the North American Industry Classification System (NAICS Codes)

To learn more about NAICS Codes visit

https://www.census.gov/naics/

ELIGIBILITY STANDARDS: PERSONAL NET WORTH

In order to evaluate economic disadvantage, each minority owner must submit a Personal Financial Statement (a.k.a. Personal Net Worth (PNW) Statement)

PNW is the net value of the assets held by an individual or includes the minority applicant's portion of assets held jointly or as community property

- MBE Cap:
 - \$2,136,382(adjusted annually)
- DBE Cap:
 - **\$2,047,000**
- ACDBE Cap:
 - **\$2,047,000**

PNW Calculations DO NOT Include:

- Applicant's personal residence
- Value of the applicant business

ELIGIBILITY STANDARDS: SIZE

All applicant firms must be "small"

- Size standards are set by the U.S. Small Business Administration (SBA) under Regulation 13 CFR Part 121
- Size standards are determined by industry based on NAICS Codes
- Firms seeking DBE Certification must not exceed the current DBE statutory cap of \$30.72

For more information regarding size standards visit SBA's website at:

https://www.sba.gov/size

The Certification Process











THE PROCESS

- 1. <u>APPLICATION</u> Applicants must submit an application along with all applicable supporting documentation; online and hard copy versions available
- 2. <u>INVESTIGATION</u> An MBE Officer reviews the entire application package then conducts an on-site interview with the applicant(s) and performs a job-site visit (if applicable); all findings are documented in a written report
- 3. <u>EVALUATION</u> The Certification Review Committee (CRC) reviews the investigative report to evaluate whether the applicant firm meets all program requirements.
- 4. <u>DETERMINATION</u> The Certification Review Committee Chairperson issues a written determination

Out of state firms must be certified in their State of Original Jurisdiction before applying in Maryland

The Application











COMPLETING THE ONLINE APPLICATION

- Create a profile and complete the application using the Certification Management System (https://marylandmdbe.mdbecert.com/)
- You will not be able to submit your application until all required fields are completed. All required fields are marked with an asterisk.

Out of state firms must be certified in their State of Original Jurisdiction before applying in Maryland

CERTIFICATION TIME

Once a complete application package has been received, it takes an average of 5 to 6 months to complete the certification process

If you do need assistance, please call the OMBE office at 410-865-1269.

ONLINE ANNUAL CERTIFICATION REVIEW

- Firms are reviewed annually and may remain in the program as long as they continue to meet the eligibility standards
- Upon written notice, an MDOT certified firm shall provide updated information annually in order to maintain certification; sixty (60) days prior to a firm's certification anniversary date, a firm will receive a notification from MarylandMDBE@mdbecert.com with the following instructions:
 - Visit MBE site (https://marylandmdbe.mdbecert.com/)
 - Click "Submit Annual Review"
 - Proceed to "Login" or "Lookup Account"
 - Submit annual review documents
- A review of the firm is also required when there is a material change in the firm's circumstances such as ownership, minority status, control, size or services.

As you go through the certification process... talk with the experts!



410.865.1269

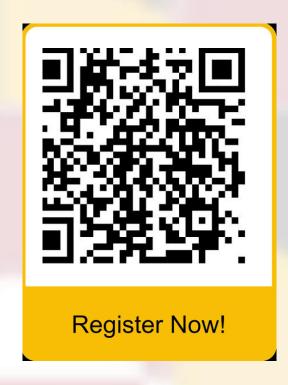
mbe@mdot.maryland.gov www.mdot.maryland.gov

For individual guidance on your application, please contact the Office of Minority Business Enterprise using the contact information above.

Office of Small & Minority Business Policy

April 1, 2024 at 10:00 AM

Registration is now open online!



Contact:

Eun Young Hong: ehong@mdot.maryland.gov
Heather McCall: hmccall@mdot.maryland.gov
Office of Small & Minority Business Policy

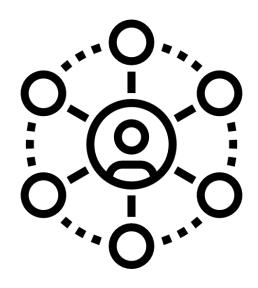
www.mdot.maryland.gov



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



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



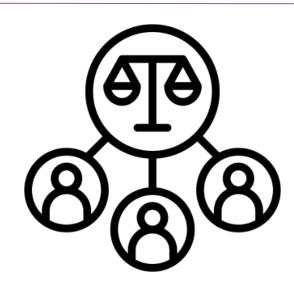
Connect small, minority, women, & veteran business owners to opportunities in the state contracting arena



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

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



- · 10,000+ certified MBE firms
- \$2.2 Billion in awards in FY24
- \$1.6 Billion made in payments
- 1,724 Firms to Receivepayment as an MBE in FY24



- 950+ certified VSBE firms
- \$124 Million in Awards in FY24
- 727 Prime contracts made to
 VSBE's contracts in FY24
 - 104 VSBE firms received

payments in FY24
www.goMDsmallbiz.maryland.gov



- 5,300+ certified SBR firms
- \$483 Million in payments
- Over 2,000 Firms received payment as an SBR in FY24
- 29% increase in Certified
 - **Small Business database**



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

- 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.
- 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 <u>for-profit business,</u> 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



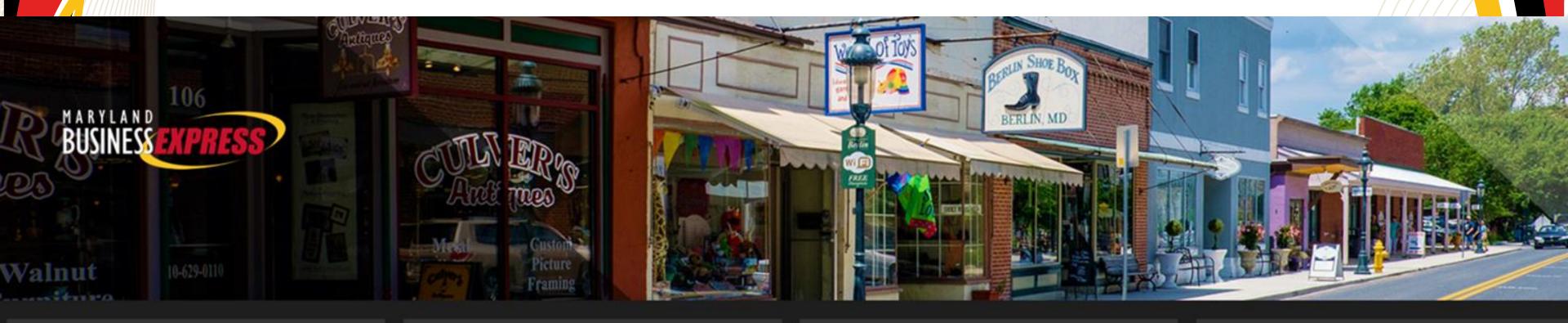




Business 101-



Maryland Business Express





Turn your great idea into a great business



Register, file and launch your busines



Dun your hysiness and prepare for success



Find now funding. Incations & customers



https://businessexpress.maryland.gov/

Maryland Department of Assessment & Taxation (SDAT)



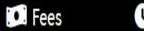


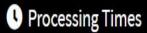


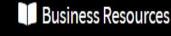
All Maryland domestic and foreign business entities registered in Maryland must maintain their "good standing" status with the State Department of Assessments and Taxation.

https://egov.maryland.gov/B
usinessExpress/EntitySearch/
Search











Business 101-

NAICS CODES & UNSPSC CODES



https://www.census.gov/naics/



North American Industry Classification System

	opment Federal tners Register Notices	FAQs	Reference Files ▼		NAPCS
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NAICS Search

Enter keyword or 2-6 digit code

2022 NAICS Search

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 <u>Standard Industrial Classification (SIC) system</u>. It was developed jointly <u>Committee (ECPC)</u>, <u>Statistics Canada</u> \rightarrow , and Mexico's <u>Instituto Nacional de</u> level of comparability in business statistics among the North American cou

This official U.S. Government Web site provides the latest information on playarious NAICS reference files and tools. Additional information on the backet in the <u>History</u> section of this Web site.

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

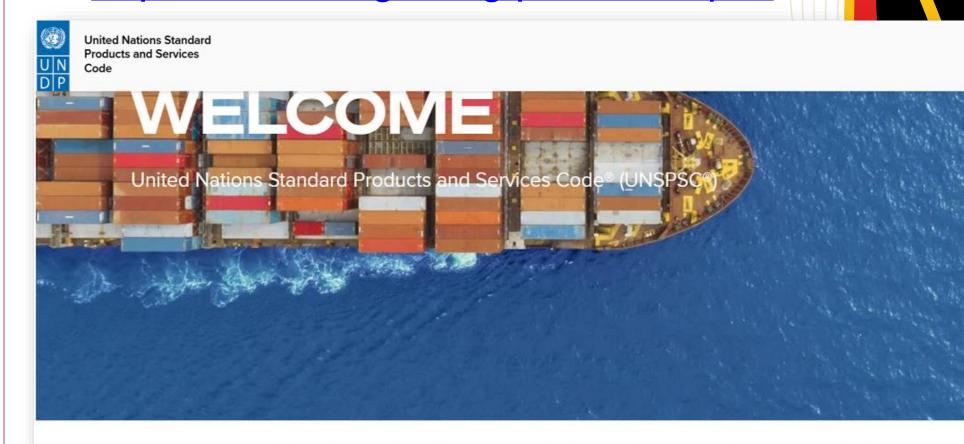
multi-sector standard for efficient, accurate classification of products and services

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

· Company-wide visibility of spend analysis

· Cost-effective procurement optimization

Full exploitation of electronic commerce capabilities



The United Nations Standard Products and Services Code* (UNSPSC*), owned by the United Nations Development Programme (UNDP), is an open,



eMMA

https://emma.maryland.gov/

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.

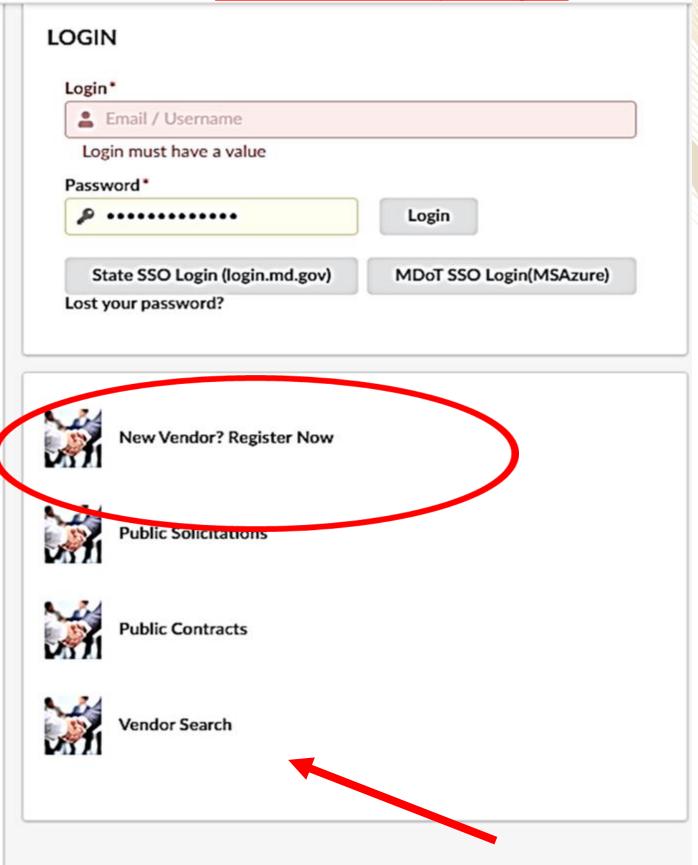
Qualified vendors may also complete the self-certification process for the Small Business Reserve (SBR) Program and Veteran-owned Small Business Enterprise (VSBE) Program.

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

Additional information can be found in the <u>Frequently Asked</u>

<u>Questions</u> and <u>Quick Reference Guides</u>. Any questions please contact the eMMA Help Desk at <u>eMMA.helpdesk@maryland.gov</u>.

For additional training and resources, please go to the Maryland Procurement
Academy homepage at State of Maryland eMMA Training





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







What's Next?



Virtual via Zoom- Registration is required

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

T.I.P.S. Small Business Webinar Series: Navigating eMaryland

Marketplace Advantage (eMMA)

March 25@ IOAM

Procurement IOI Training- https://www.youtube.com/watch?v=e-

QwqffxCcE&list=PLlgoHh4PoIJOW63akD6aGAU8JmT0qzOrX&index=2&t

=165s

UPCOMING



ATTENTION ALL VETERAN BUSINESSES, SMALL BUSINESSES and MINORITY BUSINESS ENTERPRISES

The Department of Maryland State Police is holding an Open House on

April 24, 2025

8:30 AM to 12:00 PM

38 East Sudbrook Lane Pikesville, MD 21208

(MSP Headquarters compound)

MSP Museum

An opportunity for vendors to meet Procurement Officers who have the potential to buy the goods/services you provide.

Register Here: https://docs.google.com/forms/d/e/1FAIpQLSd1l_x3scJvkapdrimwR7Iv8mBh6fGMmPEdzpspmmcEoDrdQ/viewform?usp=header

For more information on SBR/MBE/VSBE business with MDSP, visit: https://mdsp.maryland.gov/Organization/Pages/SupportServicesBureau/QuartermasterDivision.aspx



Tuesday, April 29, 11:30 AM-3:30 PM, TU University Union Floor 3

Join us at the Towson University Vendor Fair to meet with small, minority, veteran, and women-owned local businesses and learn how you can diversify your purchasing.

The Towson University Vendor Fair is an opportunity for campus and other local affiliate program managers and procurement representatives to network with and explore products and services from small, minority, veteran, women-owned, and local businesses from across greater Baltimore.

SCHEDULE

Attendees are welcome to come to the panel, the fair, or both portions of the event:

11:30 AM-1 PM: Certification Panel and Lunch

Panelists will provide strategies for businesses looking to gain the Minority Business Enterprise (MBE), Small Business Reserve (SBR), and Veteran-Owned Small Business Enterprise (VSBE) certifications and the benefits of seeking procurement and contracting opportunities with state agencies, like Towson University.

1-3:30 PM: Vendor Fair

Featuring vendors of all kinds, with a focus on MBE/SBR/VSBE certified businesses. Network and engage with small, minority, veteran, women-owned, local businesses from across greater Baltimore and diversify your procurement activities.

REGISTER TO ATTEND



Hosted by TU Procurement Department and the Office of Partnerships & Outreach

Questions? Email us at partnerships@towson.edu

APPLY TO BE A VENDOR



Are you certified as a small, minority-owned, or veteranowned business?

APPLY BY MARCH 7

