Welcome!

Veteran Federal & State Small Business Program Overview

June 7, 2022
Live Transcription and/or Closed Captioning

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• Select “Live Transcript”
• Select “Show Subtitle”
Things to Consider

• All attendees are in “listen only” mode (automatically muted and cameras are off)
• **All communication & questions must be typed & submitted through the Q&A window** (find it at the bottom of your screen)
• We will engage in couple of Polls at the end of the presentation
• We will share information about upcoming workshops, resources, including how to connect with today’s presenter(s) & how to get today’s slide presentation(s)
• We will conduct a Q&A session after each speaker to address as many questions as possible.
Caroline Henson
Business Development Specialist & Veteran’s Business Development Officer
Danielle Davis
VSBE Compliance Manager
Veteran-Owned Small Business Enterprise (VSBE) Program Overview

Presented by

Danielle Davis
VSBE Compliance Manager
Governor’s Office of Small, Minority & Women Business Affairs

- Connect small businesses to greater economic opportunities
- Oversight, monitoring, and compliance of three socioeconomic procurement programs across 70 state agencies/departments
- Conduct statewide outreach and training programs
- Host online resources for small business growth and development

https://gomdsmallbiz.maryland.gov
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| Minority Business Enterprise (MBE) Program |
| - Subcontracting program |
| - 29% aspirational goal |
| - Race and gender specific |
| - Application-based certification process |
| - Annual renewal |

| Veteran-Owned Small Business Enterprise (VSBE) Program |
| - Subcontracting program |
| - 1% minimal goal |
| - 3-Step certification process includes verification of veteran status |
| - Annual renewal |

*MBEs and VSBEs are encouraged to perform as a prime contractor.*
Veteran-Owned Small Business Enterprise (VSBE) Program

ATTENTION: Due to a VSBE Program enhancement the week of June 6, 2022, we will not take any new applications from June 6-10, 2022. Check back for more updates. If you have any questions, you may contact the VSBE Program Compliance Manager, Danielle Davis at 410-346-0717.

Overview
Maryland’s VSBE Program provides contracting opportunities on state-funded procurements for qualified veteran-owned small businesses. Designated agencies and departments are directed to spend at least 7% of the dollar value of their procurement contracts with certified VSBE firms.

Only the work of a certified VSBE firm, performing as either a prime contractor or a subcontractor, can be counted toward an established VSBE contract goal. There is no cost to obtain certification, and once certified, firms must renew annually.

The number of certified vendors in the VSBE Program, and the diversity of products and services they provide, makes a big impact on how VSBE goals are met on a contract. Increasing the VSBE vendor pool will ultimately lead to increased VSBE goals on state-funded contracts.

Eligibility Standards
Businesses seeking to participate in the VSBE Program must (1) meet the size standards adopted by the United States Small Business Administration in 13 C.F.R. 121.201 and any subsequent revision of that regulation, and (2) must be at least 51% owned and controlled by one or more individuals who are veterans. A veteran is defined as an individual who is verified as having served on active duty in the armed forces of the United States, either them for training, and was discharged or released under conditions other than dishonorable.

Certification in the VSBE Program requires three (3) steps:
STEP 1: Vendor Registration
STEP 2: Veteran Verification
STEP 3: VSBE Certification

Vendor Registration - VSBE firms must be registered as a vendor on the state’s e-Procurement platform, Maryland MarketPlace Advantage (eMMA). Vendors registered in eMMA receive email notices of procurement opportunities from state agencies and departments valued over $10,000. County and local governments use the platform to advertise their procurements as well. There is no cost to register in eMMA.
The VSBE Program

Overarching Goal
Enhance opportunities for veteran-owned small business to perform as prime contractors and subcontractors within the state contracting arena.

Overview
• Enacted in 2010
• 1% statewide goal minimum
• 52 participating agencies/departments
• Veteran verification required
• For profit small businesses only
• $31M paid to VSBE’s in FY2020
VSBE Participation & Goals

- Participation may be obtained directly (prime contractors) or indirectly (subcontractors).
- May be applied to IFBs and RFPs.
- May be applied to individual task orders competitively procured under a master contract.
- VSBE goals are evaluated on a contract-by-contract basis.
- Procurement officers look in eMMA, and other databases to assess the potential vendors.
- Increasing the number of certified VSBE vendors will ultimately result in higher contract goals.
Recent Statute and Policy Activities

• Added a state-based verification process and online process now in eMMA

• Requires VSBE vendors to now be for-profit

• VSBE Advisory Committee
  - Align regulations with the MBE Program

• Added VSBE Liaisons Directory from all participating agencies
VSBE Certification

3 Step Process

STEP 1- REGISTRATION
Register as a vendor in eMMA; Identify interest in VSBE under “Procurement Programs”
Complete “Vendor Registration”

STEP 2- VERIFICATION
Verify veteran status through one of the 2 accepted verification units: Maryland Department of Veterans Affairs or US Department of Veterans Affairs (Federal CVE)

STEP 3- CERTIFICATION
Complete VSBE Application
(Under “Documents,” complete the VSBE Application and entering your valid Veteran Verification number)

Once the vendor is approved, they will be assigned a VSBE Certification Number (VBXX-XXXXXX)
All solicitations over $15,000 must be publicly posted (advertised) on eMaryland Marketplace Advantage (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 Frequently Asked Questions and Quick Reference Guides. Any questions please contact the eMMA Help Desk at eMMA.helpdesk@maryland.gov.
Answer 4 questions and select Veteran Verification Type.

- a. Is at least 51% of this business owned and controlled by one or more veteran(s) or disabled veteran(s)?
- b. Does your company meet the size standards adopted by the United States Small Business Administration?
- c. Is it a for-profit business?
- d. Veteran Verification Type
Two options for the Veteran Verification:

Vendors are able to enter either their Federal SAMS UEI # (12 digits)

Vendors are able to be verified with the Maryland Department of Veteran Affairs with the Veteran Verification form and upload their veteran supporting documentation
Doing Business with the State of Maryland

Things You Need to Know

1. Your business must be in “Good Standing.”

2. The State of Maryland doesn’t buy anything; agencies & departments procure things.

3. All solicitations over $15,000 must be posted on eMaryland Marketplace Advantage (eMMA).

4. Virtually all contracts are evaluated for small, minority, women and veteran-owned business inclusion.

5. Certification in a socioeconomic programs offers a competitive advantage, it is not a guarantee.
Procurement Levels and Categories

Small Procurements $0-$50,000 / Formal Procurements +$50,000

- **Small Procurement**
  - Category I
- **Small Procurement**
  - Category II
- **Small Procurement**
  - Category III
- **Formal Procurement**
Procurement Levels and Categories

Direct Solicitation Method

Small Procurement Category I
- $5,000 or less
- Can use oral, written, or published solicitation to obtain quotes
- Encouraged to solicit quotes from small & minority businesses
- Award is based on the procurement officer’s judgement

Small Procurement Category II
- $5,001 - $15,000
- Can use oral, written, or published solicitation to obtain quotes
- Encouraged to solicit quotes from small & minority businesses
- Award is based on the procurement officer’s judgement
Procurement Levels and Categories

Bid/Proposal Solicitation Method

Small Procurement
Category III

- $15,001 - $50,000
- Written solicitation required
- Must be published on eMMA
- Must try to get a least 2 valid quotes
- Awarded to the lowest/best responsive & responsible bidder/offeror

Formal Procurement

- $50,000+
- Written solicitation required
- Must be published on eMMA
- Must try to get a least 2 valid quotes
- Awarded to the lowest/best responsive & responsible bidder/offeror
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QUICK LINKS
- Maryland Department of Veterans Affairs
- Federal Vet's First Verification Program
- eMaryland Marketplace Advantage
- VSBE Liaison Directory

ATTENTION: If you are experiencing problems with certification or recertification in eMMA, assistance is available from a VSBE Administrator by calling 410-697-9600.
# VSBE Liaison Directory

<table>
<thead>
<tr>
<th>Reporting Agency</th>
<th>VSBE Liaison Name/Contact Info</th>
<th>Address</th>
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| Aging                            | Pamela Sidle  
apamela.sidle@maryland.gov  
410-333-7943                                                       | 301 West Preston Street, Suite 1007  
Baltimore, MD 21201                                                   |
| Aging                            | Alexandra Baldi  
alexandra.baldi@maryland.gov  
410-767-1102                                                         | 301 West Preston Street, Suite 1007  
Baltimore, MD 21201                                                   |
| Agriculture                      | VACANT                                                              |                                      |
| Archives                         | Teresa D. Fawley  
teresa.fawley@maryland.gov  
410-260-6405                                                         | 350 Rowe Boulevard  
Annapolis, MD 21401                                                  |
| Assessments & Taxation           | Tara Gray  
tara.gray@maryland.gov  
410-767-1194                                                         | 300 West Preston Street  
Baltimore, MD 21201                                                  |
| Attorney General’s Office        | Janice Clark  
jclark@oag.state.md.us  
410-576-6442                                                         | 200 St. Paul Place  
Baltimore, MD 21202                                                  |
| Budget & Management              | Thomas McLamore  
thomas.mclamore@maryland.gov  
410-260-7663                                                         | 45 Calvert Street, 1st Floor  
Annapolis, MD 21401-1907                                             |
| Canal Place Preservation         | VACANT                                                              |                                      |
| Commerce                         | Tonya Wigfall  
tonya.wigfall@maryland.gov  
410-767-6869                                                         | 410 East Pratt Street  
Baltimore, MD 21202                                                  |
| Commission on Civil Rights       | Rosina Garrett  
rosinagarrett@maryland.gov  
410-767-6567                                                         | 6 St. Paul Street, Suite 900  
Baltimore, MD 21202-1631                                              |
| Comptroller                      | Patti Tracey  
ptracey@marylandtaxes.gov  
410-260-7220                                                          | 80 Calvert Street  
Annapolis, MD 21401-0466                                             |
Upcoming Webinars and Outreach Workshops

**Veteran & Military Spouse Program and Resources (Virtual)**
June 14, 2022 - Women Veteran & Military Spouse Owned Small Business Resources

**Ready, Set, GROW! Procurement Connections Workshops (Virtual)**
Wednesday, June 15, 2022 @ 10 a.m.

**Doing Business with Maryland Casinos (In-person)**
June 21, 2022 – MGM National Harbor
June 22, 2022 – Live! Casino
June 23, 2022 – Horseshoe Casino

**Technical Training Classroom Webinars (Virtual)**
June 28, 2022 – Proposal Writing 1: Reading A Solicitation
June 30, 2022 – Proposal Writing 2: Developing An Outline
Business Events

Stay connected to the many opportunities for training, networking, and business development that are taking place across Maryland and on virtual platforms. Here is a highlight of some of the events coming up this month.

06/03/2022 - Business Lending Unit - MD Department of Housing & Community Development
06/07/2022 - MBE/DBE Application Assistance Workshop
06/07/2022 - Veteran Federal & State Small Business Programs Overview
06/09/2022 - 36th Annual Small Business Week Awards
06/13/2022 - Federal Proposal Development - A focus on the Technical Proposal
06/14/2022 - Fast Cash Strategies for Small Businesses
06/15/2022 - Ready, Set, GROW! Procurement Connections Workshop
06/21/2022 - Introduction to Entrepreneurship (in Spanish)
06/23/2022 - Developing Financial Projections for Your Small Business
06/28/2022 - Proposal Writing Part 1 - Reading a Solicitation
06/30/2022 - Proposal Writing Part 2 - Developing an Outline

Check out the full listing of small business events online at goMDsmallbiz.maryland.gov.
Resources

Maryland’s Office of Minority Business Enterprise (OMBE)

Maryland Small Business Development Center (SBDC)
https://www.marylandsbdc.org/

Mid-Atlantic Veterans Outreach Business Center (VBOC)
https://midatlanticvboc.com/

Small Business Administration (SBA)

Maryland Procurement Technical Assistance Center (PTAC)
https://www.mdptac.org/

SCORE
https://www.score.org/
Maryland Department of Housing & Community Development (DHCD) Business Lending
https://dhcd.maryland.gov/Business/Pages/default.aspx

Neighborhood Business Works

- Maryland DHCD’s Small Business Loan Program est. 1995
- Flexible Financial Support of Small Business
- Broad Range of Financing Tools
- Statutory Changes (HB 326 in 2016 Legislative Session) Enable Growth in Years Ahead

https://dhcd.maryland.gov/Business/Pages/SmallBusinesses.aspx
Maryland’s State Small Business Credit Initiative (SSBCI) Program

**$198 Million**
For new and ongoing statewide investments in small businesses

**$103 Million**
Department of Housing and Community Development (DHCD)
- Neighborhood BusinessWorks
- Loan funding for:
  - Small businesses
  - Owner/Operator-occupied development projects
  - Nonprofit organizations

**$45 Million**
Department of Commerce
- Maryland Small Business Development Financing Authority (MSB DFA)
- Loan and equity funding for:
  - All small businesses unable to obtain adequate business financing on reasonable terms

**$50 Million**
Maryland Technology Development Corporation (TEDCO)
- Various Venture Capital & Startup Programs
- Equity funding for:
  - Early-stage tech & life science companies
  - Economically underserved founders and communities
Maryland’s State Small Business Credit Initiative (SSBCI) Program

Expression of Interest Form

The state of Maryland expects to open applications in the summer of 2022. Complete our Expression of interest Form to get notified when funding is available and applications are being accepted.

For more information
Contact: ohcos.sbci@maryland.gov or 866-266-3558
Please write & submit questions through the Q&A window (find it at the bottom of your screen)