

To: Ralph J. Ciallella
County Administrator

From: Deborah E. Collins, Esq., Director
Small Business Development
and Affirmative Action

Date: September 2, 2015

Re: **Second Quarterly Report (April 1, 2015 through June 24, 2015)**

This memorandum constitutes the 2015 Second Quarterly Report of the Essex County Office of Small Business Development and Affirmative Action ("OSBDAA"). The report covers the period April 1, 2015 through and including June 30, 2015. We provide herein an overview of the events, seminars, and outreach efforts we have made to ensure that Small ("SBE"), Woman-owned ("WBE"), and Minority ("MBE") business enterprises have a full and fair opportunity to compete for contracts with the County of Essex (the "County").

This report documents the purchase orders or contracts for goods and services that these business owners have provided to the County during the applicable period. We calculate the overall private contract dollar amount for the quarter and the portion of it that went to our target population. Last but not least, we provide a description of the goods and services that the County has procured through its purchasing and procurement processes.

Where available, the report also sets forth major public works and subcontracting activity for which the federal government or the County has established aspirational participation goals for woman and minority-owned businesses.

The balance of the report chronicles our outreach efforts through programming tailored to meet the needs of start-ups as well as established businesses within our target community (Essex and ten adjacent counties).

Overall Monetary Achievements

Overall, the County spent **\$23,949,228** in private contract dollars during the second quarter of 2015. Small, woman-owned, and minority businesses received **\$13,673,930** or **57%** of the total spend. The breakdown by business classification indicates the following:

Small Business Enterprises received **\$7,072,638** or **30%**; **Minority Business Enterprises** received **\$1,993,282** or **8%**; and **Woman-owned Business Enterprises** received **\$4,553,011** or **19%** of the total percentage awarded to our target population.

The largest contract award this quarter was in the amount of **\$1,467,470** received by Applied Landscape Technologies ("**SBE**") to provide Ivy Hill softball field improvements for the Essex County Department of Parks, Recreation, and Cultural Affairs.

Dia General Construction, Inc. ("**MBE**") received a contract in the amount of **\$471,835** to provide for construction related services at various Essex County facilities for the Department of Public Works. Other notable contracts to minority businesses include a **\$260,000** award to Brantley Bros. Moving & Storage Co., Inc. to provide roundtrip transport of voting machines, and **\$256,897** to KS Engineering, P.C. ("**MBE**") to provide engineering and inspection services for 2015. **See, "Appendix A", Second Quarter Contract Awards for the Period April 1, 2015 through June 30, 2015.**

The average contract dollar amount below the bid threshold of **\$17,500** was **\$10,087**. **See, "Appendix B", Approved Contracts between \$5400 and \$17,500 for the Period April 1, 2015 through June 30, 2015.**

Public Works Projects and Subcontracting Goals

There are no new federally-funded projects to report this quarter.

Additional Accomplishments

On June 18, 2015, we held our annual "Demystifying the RFP Process Workshop". It was well-attended with **63** participants constituting a standing room only crowd at McLoone's Boathouse Restaurant in West Orange. In previous years, the focus of this workshop has been on architectural and engineering services. In an effort to reach a broader audience, we turned our attention to the fields of photography, technology, and marketing. Through the use of a PowerPoint presentation and a panel discussion, we explored subtopics such as the analysis and scoring of a Request for Proposals, and highlights of a winning submission.

See, "Appendix C", Demystifying the RFP Process Workshop for Creative Services,

In response to a request from a select group of entrepreneurs in the field of technology, we offered a seminar entitled "Protecting Your Brand". The workshop leader delved into such topics as defining intellectual property; branding your business; protecting your brand and elevating it. The feedback was very positive, and the forum allowed for networking opportunities. **See, "Appendix D", Protecting Your Brand Seminar, May 7, 2015**

Technological Progress

As part of our data mining process, we continue to refresh our registry to ensure that we have the most up-to-date contact information for the small, woman-owned, minority, and veteran-owned entrepreneurs who sign up to do business with the County of Essex. In monitoring the visits to our website for this quarter, we note the following: **1,804** users visited the site; **92.6%** were returning visitors and 7.4% were first-timers. The average session lasted one minute which indicates to us that most visitors are looking for updates. Hence, we post all of our upcoming seminars and related events hosted by our counterparts in both the public and private sectors.

This quarter three (3) business owners registered electronically through www.ecbizcenter.com, the OSBDAA's website. Overall, thirteen (13) new entrepreneurs registered to do business with the County through our office. At present, there are **1,478** businesses listed in our registry. Since our annual report, **88** businesses are no longer in existence.

Initiate outreach to individuals, groups, and organizations in order to expand our network of small, woman, and minority business owners

On April 27, 2015, we met with Bruce Davis, State-wide Director of Economic Development for the National Association for the Advancement of Colored People ("NAACP"). We discussed the issue of supplier diversity and the possibility of convening a "think tank" made up of leaders in both the public and private sectors. The goal is to stimulate purchasing activity among entrepreneurs who are underrepresented in these spheres.

Our initial meeting led to follow-up conference calls with members of the legal community to focus on increasing the number of minority attorneys both in-house and acting as outside counsel to law firms and public entities.

On June 10, 2015, we hosted ten (10) students from the entrepreneurship club at Berkeley College in Newark. Our Compliance Coordinator, Jessica Valle, introduced them to our Small Business Development Research Center and Library ("the Biz Center"), and took them on a guided tour of our website.

Provide technical assistance to help business owners gain necessary certifications, financing, and bonding

In March 6, 2015 we met with Freeholder Rolando Bobadilla and a group of Spanish-speaking contractors interested in learning more about the work we do. During this session, we discussed the resources the County offers SBEs, MBEs, WBEs and other business owners who are looking to grow their businesses. We explained the purpose of certifying one's business at every level of government, and offered the attendees the opportunity to register through the Essex County Purchasing Portal.

The majority of the contractors asked that we offer some of our workshops in Spanish. To assess the level of interest in the Spanish-speaking construction community, we sent out a Request for Quotes to engage a consultant to conduct an OSHA 10 Outreach Training Program in Spanish. We worked with the winning consultant, Language Directions, to translate marketing materials and conduct outreach in to the Spanish-speaking community. In next quarter's report, we will discuss the actual training session and the feedback we received. **See, "Appendix E", Draft Flyer Announcing OSHA 10 Outreach Training in Spanish**

Build partnerships with groups and organizations that share the County's commitment to equal opportunity

On June 2, 2015, Jessica Valle, Compliance Coordinator, represented our office at the Rainbow Push Wall Street Project & City of Newark Economic Summit hosted by Rev. Jesse L. Jackson, Sr. and Mayor Ras Baraka. The focus of the event was to emphasize the important role technology plays in the economic development and growth of New Jersey. This event presented an opportunity for us to reach business owners in the field of technology.

On June 5, 2015, we participated in the 2015 Business Bazaar & Procurement Expo hosted by America's Small Business Development Center- Rutgers, Newark. At the event, we handed out information and met with several business owners. We also served on a "pitch panel" which afforded individual entrepreneurs an opportunity to market their goods or services directly to representatives from both the public and private sectors. Each entrepreneur received "real time" feedback about the delivery of the "pitch" as well as the likelihood of doing business with the entities the panelists represented.

Create strategic partnerships with private sector financiers and insurers of small, women and minority business owners

This quarter, we collaborated with the United States Small Business Administration's ("SBA") Emerging Leaders Initiative. The SBA program focuses on businesses "poised for growth in historically challenged communities". As a consequence of their participation in the program, attendees have greater access to financing through the SBA and its partners in the banking community. The program itself has positioned the participants to compete for federal, state, local and tribal contracts. We were delighted to welcome several of the participants to our RFP seminar and look forward to working with them in the future, as we continue *putting Essex County first*.

Cc: Joseph N. DiVincenzo, Jr., Essex County Executive
Brittany Timberlake, President, Board of Chosen Freeholders
Philip B. Alagia, Chief of Staff
Alan Abramowitz, Deputy County Administrator
James J. Jorgensen, Purchasing Agent
James R. Paganelli, Esq., County Counsel
Deborah Davis Ford, Clerk of the Board of Chosen Freeholders
Jessica Valle, SBDAA Compliance Coordinator