



# Pinellas County Small Business Enterprise (SBE) Program Update

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Pinellas County Economic Development  
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# Overview

- Small Business Enterprise (SBE) Program Description
- Summary of 2018 Initiatives
- Consultant Key Findings
- Key Recommendations
- New SBE Program Criteria
- Impactful Outcomes
- Next Steps
- Question and Answers




## What is the Pinellas SBE Program?

- The Small Business Enterprise (SBE) Program is a partnership between Pinellas County Economic Development and the Pinellas County Purchasing Departments to help local small businesses improve their participation in the competitive process for County purchases.
- The multi-faceted program seeks to remove barriers, increase awareness and communication, provide training and counseling, and ultimately increase the amount of business the county does with local small businesses.

# 2018 SBE Program Initiative

- Jan 2018 - Pinellas County Board of County Commissioners directive for evaluation of SBE Program
- March 2018 –Morrison & Associates, Inc.
  - Assess current program
  - Refine vendor eligibility
  - Determine infrastructure/software needs
  - Define “local market”
  - Research and recommend “effective” program elements
- April 2018 – SBE Local Conversation

**Pinellas Small Business Enterprise  
Local Conversation**  
Thursday, April 19, 9:00 a.m.





**Register at [PCED.org/SBE](http://PCED.org/SBE)**

As a 2018 priority, the Pinellas Board of County Commissioners, in partnership with the Purchasing and Economic Development departments, will enhance the County's Small Business Enterprise (SBE) Program. An enhanced program will foster a strategic approach to expanded access to opportunities and diversifying the supply chain. Listening to the voices of our citizens and local business owners will be an essential part of improving and invigorating the SBE program. Come share your experiences, successes and ideas for increasing opportunities to do business with Pinellas County Government.

Date: Thursday, April 19, 2018  
Time: 9:00 a.m. - 11:00 a.m.  
Location: St. Petersburg College EpiCenter, Room 1-453  
Address: 13805 58th St. N, Clearwater 33760

There is no cost to attend, but registration is requested to ensure we have enough seats for all attendees: [PCED.org/SBE](http://PCED.org/SBE)



# Local Conversation Collaborative





## Key Findings

- SBE Program lacked program ownership and was not adequately staffed
- Limited capacity for statistical analysis of utilization levels
- Poor vendor communication
- No program “champion” at County Administration level.
- Missed opportunities for SBE participation
- “In the absence of enforcement criteria or performance measurement, the County is left with an initiative dictated by the whim of its prime vendors” (Bob Morrison, 2018)



# Key Recommendations

- Software and leadership realignment
  - Immediate implementation of compliance software – B2GNow Diversity Management Software
  - County administrator oversight and priority
  - Dedicate new staff positions specific to the management and development of SBE Program
- Grow pool of opportunities., e.g., unbundle bids, include aspirational goals
- Increase SBE Program sheltered market threshold to \$100,000
- Vendor certification reciprocity – to grow the pool of “ready, willing, and able” vendors
- Develop and modify purchasing policy and procedures
- Provide technical assistance and training (internal and external)



## New Criteria

The SBE Program includes a sheltered market created for qualified vendors that allows small businesses to place bids for County purchases from *\$5,000 up to \$100,000*. The program is non-specific to gender or race.

- The business must be located in Pinellas, Hillsborough, Pasco, or Manatee counties
- The business must serve a commercially useful function.
- 50 full-time employees or less
- Annual Sales do not exceed a maximum 3-year-average **gross** revenues of three (3) million dollars for businesses providing services, or **gross** revenues not exceeding eight (8) million dollars for construction service providers.
- Participation in business development education and/or consulting





# Impactful Outcomes

The goal is to provide greater access to opportunities generated by the County and thus facilitate more equity in the procurement process.

- Dedicated staff – 4 new hires and program leadership
- By increasing the sheltered market component, firms now have a potential market of \$40 million dollars (\$5K to \$100K) as compared to the current market of approximately \$2 million (\$5K to \$25K)
- Revising policy to incorporate CIP purchases into the program (both construction and design consultants) so that small businesses will have much greater opportunities to provide bid/quotes as either prime or subcontractors
- Establishing aspirational goals on CIP projects that exceed SBE Program sheltered market threshold



## Impactful Outcomes: SBE Program Contract Compliance Software (B2GNow)

- Searchable data base that will assist county staff and general contractors with identifying small business vendors for subcontracting opportunities.
- Built-in monitoring triggers that require shared responsibility
- Electronic notification of receipt of successful SBE program application.
- Email notifications of opportunities
- Ease and ability to generate reports that validate SBE utilization
- Accountability at all levels to seek and make opportunities accessible for local small businesses.
- Immediate access to SBDC consultants for support services to include coaching and training on accessing opportunities, responding to quotations, and other various workshops.



## Program Improvements

- Access: Ongoing outreach, vendor trade shows and forums for networking and meeting the buyers
- Greater utilization of SBEs by providing a strategic approach to diversifying the County's pool of vendors
- Enhanced relationships with sub and prime contractors
- Long term impact will be the sustainability and growth of local small businesses that create jobs for our citizens

# Next Steps – 2019 Outreach

- 30, 60, 90 Day Plan implementation
- Continued recruitment of “ready, willing, and able” vendors
- Cultivating and training internal and external stakeholders on SBE initiatives
- Collaborate with regional governments to develop ongoing programmatic best practices.
- Local Conversation Update

*March 1, 2019*

*St. Petersburg College EpiCenter*

*9:00 a.m. – 11:00 a.m.*

## Pinellas Small Business Enterprise (SBE) Local Conversation Update, March 1

The Pinellas Board of County Commissioners, in partnership with the Purchasing and Economic Development departments, will provide an update to the County's Small Business Enterprise (SBE) Program.

We have listened to the voices of our citizens and local business owners and have made improvements to invigorate the Pinellas SBE program based on your feedback. The enhanced program fosters a strategic approach to expanding access to opportunities and diversifying the supply chain.

Join us on March 1, 2019 at 9:00 a.m. at the St. Petersburg College EpiCenter for an update of the changes we've made to the SBE Program and a briefing of upcoming opportunities. Additionally, learn about opportunities with our partners from the City of Clearwater, City of St. Petersburg, Pinellas Suncoast Transit Authority (PSTA) and the Pinellas County School Board.

[Register Now!](#)





**Questions?**