



Getting Your Foot in the Door
March 8, 2023

Maryland's Socioeconomic Procurement Programs

Alison Tavik

Director

Communications & Outreach



Maryland

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

Governor's Office of Small, Minority & Women Business Affairs

- Oversight, monitoring, and compliance of three socioeconomic procurement programs across 70 state agencies/departments
 - Small Business Reserve (SBR) Program
 - Minority Business Enterprise (MBE) Program
 - Veteran-Owned Small Business Enterprise (VSBE) Program
- Conduct statewide outreach and training programs
 - T.I.P.S. Webinar Series (*Training & Insights for Procurement Success*)
 - Ready, Set, GROW! Procurement Connections
 - Public Data Mining Strategies
- Curate online resources for small business growth and development
 - Home of the Maryland Procurement Forecast

<https://goMDsmallbiz.maryland.gov>

Doing Business with the State of Maryland



1 – Maintain your Good Standing with SDAT

All vendors receiving a contract award (payment) or seeking to obtain socioeconomic certification must be in good standing with the Maryland Department of Assessments and Taxation.

<https://dat.maryland.gov>

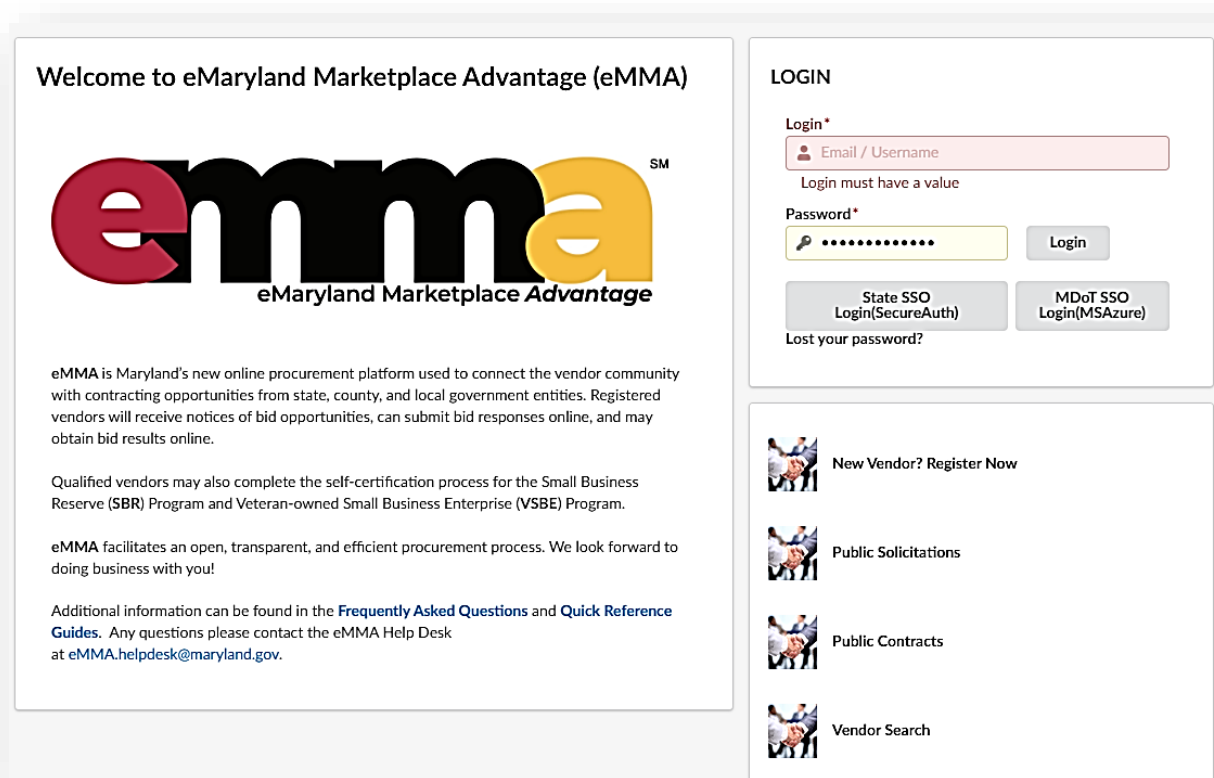
The screenshot shows the homepage of the Maryland Department of Assessments and Taxation (SDAT) website. The header includes the Maryland.gov logo, a COVID-19 Health Resources banner, and a navigation menu with links for Home, About, Real Property, Businesses, Forms, Reports, Tax Credits, and Services. The main content area features the SDAT logo, a search bar, and a large banner for the 'CUSTOMER SERVICE PROMISE' with the text 'CHANGING Maryland for the Better' and the names of the Governor and Lt. Governor. A sidebar on the left contains 'Online Services', 'Quick References', and a 'How Are We Doing?' section. A footer banner encourages users to sign up for reminders and news updates from SDAT.

www.goMDsmallbiz.maryland.gov

2 – Register in eMMA

All state-funded purchases greater than \$15,000 must be published on eMaryland Marketplace Advantage (eMMA), our vendor registration and procure-to-pay platform.

<https://emma.maryland.gov>



The screenshot shows the eMMA website interface. On the left, a large vertical graphic features the Maryland state flag colors (black, yellow, and red) and a stylized white figure. The main content area is divided into two columns. The left column contains a welcome message, the eMMA logo (with 'emma' in red, black, and yellow, and 'SM' in small text), and the text 'eMaryland Marketplace Advantage'. Below the logo, there are three paragraphs of text: the first describes eMMA as Maryland's new online procurement platform; the second mentions that qualified vendors can complete self-certification for the SBR and VSBE programs; the third states that eMMA facilitates an open, transparent, and efficient procurement process. At the bottom of this column, there is a link to 'Frequently Asked Questions and Quick Reference Guides' and contact information for the eMMA Help Desk. The right column is titled 'LOGIN' and contains a login form with fields for 'Email / Username' and 'Password', a 'Login' button, and two buttons for 'State SSO Login(SecureAuth)' and 'MDoT SSO Login(MSAzure)'. Below the login form, there is a link for 'Lost your password?'. At the bottom of the right column, there are four links with small icons: 'New Vendor? Register Now', 'Public Solicitations', 'Public Contracts', and 'Vendor Search'.

Welcome to eMaryland Marketplace Advantage (eMMA)

emmaSM
eMaryland Marketplace Advantage

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.

LOGIN

Login *

Email / Username

Login must have a value

Password *


.....


Login


State SSO Login(SecureAuth)


MDoT SSO Login(MSAzure)

Lost your password?

 **New Vendor? Register Now**

 **Public Solicitations**

 **Public Contracts**

 **Vendor Search**

www.goMDsmallbiz.maryland.gov

3 – Certification

Certification is ***not a requirement*** for doing business with the State of Maryland.



Why Certify?

Nearly every contract with state funding is reviewed for small business designation and/or minority, women, and veteran inclusion through our socioeconomic procurement programs.

Socioeconomic Procurement Programs

SBR Program

- \$448 million in payments

MBE Program

- \$1.1 billion in awards

VSBE Program

- \$30 Million in awards

Fiscal Year 2021

Socioeconomic Procurement Programs

Small Business Reserve (SBR) Program

- Prime contracting program
- 15% set-aside
- Race and gender neutral
- State-defined small business eligibility standards apply

Minority Business Enterprise (MBE) Program

- Subcontracting program
- 29% aspirational goal
- Race and gender specific
- For-profit businesses

Veteran-Owned Small Business Enterprise (VSBE) Program

- Subcontracting program
- 1% aspirational goal
- Includes disabled veterans
- For-profit businesses

MBEs and VSBEs are encouraged to perform as a prime contractor.

Certification

Small Business Reserve (SBR) Program

- Race and gender neutral
- Online certification process (eMMA); same-day
- Annual renewal

Minority Business Enterprise (MBE) Program

- Race and gender specific
- Application-based certification process with MDOT's Office of Minority Business Enterprise; 90 days
- Annual renewal

Veteran-Owned Small Business Enterprise (VSBE) Program

- Veterans only; verification required
- Small business; 51% ownership & control
- Online certification process (eMMA); 3-days
- Annual renewal

What is Procurement?



The act of obtaining or buying goods and services through a process that includes preparation, processing, selection, compliance, and approval of payments.

State Finance & Procurement (SF&P)

Code of Maryland Regulation (COMAR)

Procurement Process

1. Need Identification

Focuses on the various types of goods and services that are procured by the state.



2. Pre-Solicitation

Planning stages prior to preparing a procurement solicitation.



State of Maryland
Procurement Manual

Procurement Process

3. Solicitation Preparation

Includes procedures for drafting solution.



7. Contract Administration Process

Focuses on post-contract award activities.



6. Award Process

Includes the steps for approving contract awards.



5. Review / Evaluation Process

Opening the vendor responses to solicitations.



Competition is Key

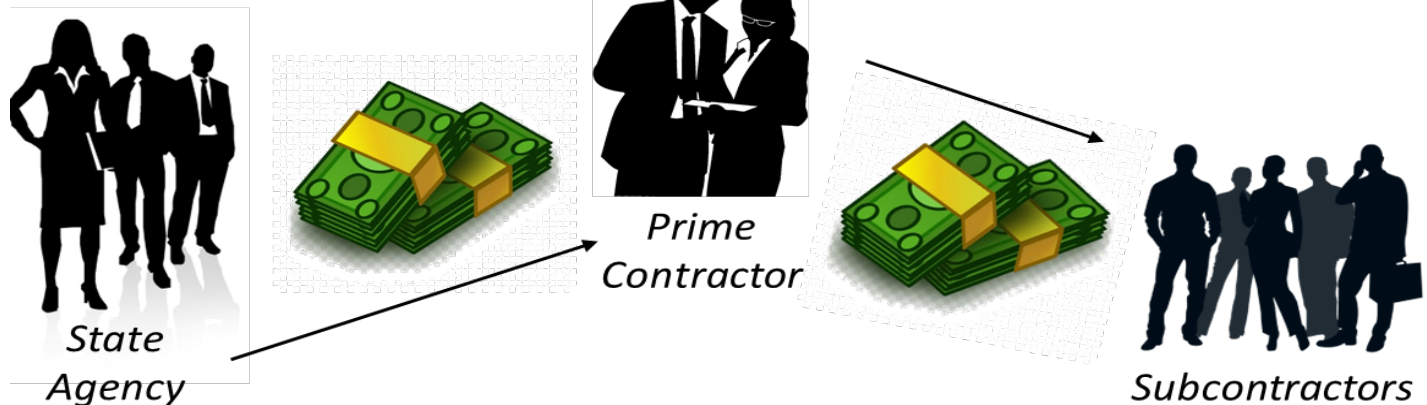
- Competition is an integral part of procurement
- Socioeconomic programs DO NOT eliminate competition



You are at a competitive disadvantage if you don't understand how the customer buys things.

Procuring Goods & Services

Prime Contractor		Subcontractor
<ul style="list-style-type: none"> • Legal contract with the state organization 		<ul style="list-style-type: none"> • Legal contract with the prime contractor
<ul style="list-style-type: none"> • Responds to requests from state organization • Builds relationships with MBE and VSBE subcontractors 		<ul style="list-style-type: none"> • Builds relationships with prime contractors • Responds to requests from prime contractors
<ul style="list-style-type: none"> • Follows State regulations and procedures for contracting • Chooses MBE and/or VSBE subcontractors 		<ul style="list-style-type: none"> • Follows prime contractor's policies and procedures • Verifies payments from prime with the state organization



Key Attributes of Maryland's Socioeconomic Procurement Programs

- Public procurement processes are open and transparent
- There is no cost to receive or maintain SBR, MBE, or VSBE certifications; annual renewals are required
- Firms are encouraged to obtain certification in each program for which they qualify

Key Attributes of Maryland's Socioeconomic Procurement Programs

- Qualifying solicitations between \$50,000 and \$50,000 are automatically designated as SBR
- There is no cap to solicitations designated as SBR; value may exceed \$500,000
- SBR designated solicitations may include MBE goals

Key Attributes of Maryland's Socioeconomic Procurement Programs

- Contracts over \$100,000 are evaluated for MBE and VSBE inclusion
- Purchasing agency must conduct a pre-bid meeting for all solicitations that include an MBE and/or VSBE goal
- Prime contractor must name MBEs and VSBE subcontractors in the bid/solicitation

Key Attributes of Maryland's Socioeconomic Procurement Programs

- MBE and VSBE subcontractors cannot be removed by the prime without written consent from the agency head
- MBEs with dual certification can meet multiple subgoals on the same contract
- VSBEs with MBE certification can fulfill both subcontracting goals on the same contract

Key Attributes of Maryland's Socioeconomic Procurement Programs

- MBE prime contractors may fulfill up to 50% of a subgoal
- VSBE prime contractors may fulfill 100% of a subgoal verify
- SBR, MBE & VSBE Liaisons are positioned in every participating agency
 - Liaisons participate on the PRG
 - The liaison directory is published online

State Contracting Pipeline



**eMaryland Marketplace
Advantage (eMMA)**

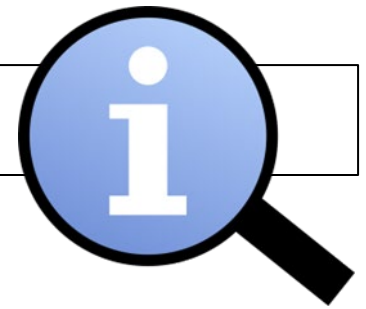


Procurement Forecast



Board of Public Works

Mining the Pipeline



Data mining is the process of finding and extracting usable data from a larger data set to identify patterns and correlations.

The information can be used to increase revenue, cut costs, improve customer relationships, reduce risk, and more.



What Information are You Looking For?



Prime Contractors

- Competitors
- Pricing
- Contracting cycles
- Purchasing agencies
- Purchasing officers

Sub Contractors

- Primes who win state contracts
- Contracting cycles
- Socioeconomic program inclusion
- Purchasing agencies

Tutorials: Governor's Office of Small, Minority & Women Business Affairs

<https://gomdsmallbiz.maryland.gov/Pages/default.aspx>

The screenshot shows the homepage of the Governor's Office of Small, Minority & Women Business Affairs. The header features a search bar, navigation links for Home, MBE PROGRAM, SBR PROGRAM, VSBE Program, RESOURCES, and PROCUREMENT FORECAST, and social media icons for Facebook, YouTube, and Twitter. The main content area includes a 'GOVERNOR'S COORDINATING OFFICES HOME' banner, a 'Quick Links' sidebar with categories like About Us, FAQs, Legislation and Policy, Outreach, News, Reports, and Contact Us, and three reporting toolkits for SBR, MBE, and VSBE programs. A central banner image shows two hands shaking over a document with the word 'CONTRACT' and the text 'AGREEMENT made this'. Below the banner is the text 'Calling all veteran entrepreneurs. Join the VSBE Program today!'. On the right, there is a section for 'Attention SBR & VSBE Vendors' with contact information, a 'TOP WEBSITE PICKS' list, and a 'MINING PUBLIC DATA' section highlighted with a red border, containing links for eMaryland Marketplace Advantage (eMMA), Procurement Forecast, and Board of Public Works.

Enter search term

Home MBE PROGRAM SBR PROGRAM VSBE Program RESOURCES PROCUREMENT FORECAST

GOVERNOR'S OFFICE OF
Small, Minority & Women Business Affairs

GOVERNOR'S COORDINATING OFFICES HOME

Quick Links

- About Us
- FAQs
- Legislation and Policy
- Outreach
- News
- Reports
- Contact Us

SBR PROGRAM REPORTING TOOLKIT

MBE PROGRAM REPORTING TOOLKIT

VSBE PROGRAM REPORTING TOOLKIT

Calling all veteran entrepreneurs. Join the VSBE Program today!

Attention SBR & VSBE Vendors
If you are experiencing problems with certification or recertification in eMMA, call us for assistance at 410-697-9600.

TOP WEBSITE PICKS

- NEW - 2022 Expanding Opportunities Magazine
- eMaryland Marketplace Advantage (eMMA)
- Maryland Financial Incentives for Businesses
- Maryland Business Express
- Maryland Entrepreneur Hub
- SBR Liaisons
- MBE Liaisons
- VSBE Liaisons
- MBE Rights & Responsibilities
- FY2021 Customer Service Annual Report

MINING PUBLIC DATA

eMaryland Marketplace Advantage (eMMA)

- Video
- Slide Deck

Procurement Forecast

- Video
- Slide Deck

Board of Public Works

- Video
- Slide Deck

Pipeline: Board of Public Works Agenda

https://bpw.maryland.gov/Pages/meetingDocuments_year.aspx?year=2023



DEPARTMENT OF GENERAL SERVICES
OFFICE OF STATE PROCUREMENT
ACTION AGENDA
January 25, 2023

REVISED



Contact: Courtney League 410-767-5516
courtney.league@maryland.gov

34-C. **CONSTRUCTION CONTRACT**
Judiciary

Contract ID: Construction of New Baltimore City District Court/Multi-Service Center; BC-500-190-001

ADPICS No.: 001B3600256

Contract Description: Originally built in 1973, the Shillman Building located at 500 N. Calvert Street in Baltimore has operated for many years as a State Office Building and is now being renovated to become the newest Baltimore City District Court. The project includes the complete gutting of the building, removal of the existing roof, removal of the entire exterior brick façade, and removal of portions of steel structure. The new building will remain a five-story structure and is designed with the utmost in energy efficiency, extensive security, and is required to receive a LEED Silver rating.

Award: Cam Construction Co., Inc.; Timonium, MD

Contract Term: 1,460 Calendar Days

Amount: \$68,065,318

Procurement Method: Competitive Sealed Bidding

Bids:

<i>Bidders</i>	<i>Amount</i>
Cam Construction, Co., Inc.; Timonium, MD	\$68,065,318
Towson Mechanical, Inc.; Parkville, MD	\$70,079,200
Dustin Construction, Inc.; Ijamsville, MD	\$71,263,500
Costello Construction of MD, Inc.; Columbia, MD	\$72,793,200
W.W. Schlosser Co., Inc.; Hyattsville, MD	\$86,977,000

MBE/VSBE Participation: 40% (8% African American and 11% Women) / **5.09%**

Performance Security: Performance and payment bonds for 100% of contract amount.

Incumbent: N/A

Governor's Office of Small, Minority & Women Business Affairs

- [Maryland Procurement Forecast](#)
- [Public Data Mining Strategies](#)
- [T.I.P.S. \(Training & Insights for Procurement Success\) Webinar Series](#)
- [Ready, Set, GROW! Procurement Connections Workshops](#)
- [Resources](#)
- [Events](#)

goMDsmallbiz.maryland.gov



