



ANNUAL REPORT | FY24

 **BALTIMORE CITY MAYOR'S OFFICE OF**
Small and Minority Business
ADVOCACY & DEVELOPMENT

TABLE OF CONTENTS

	2	4	6	8	10	12	14	
	SMBA&D Duties	Baltimore Main Streets	Overview of the Minority & Women's Business Program	Contract Compliance by the Numbers	External Outreach, Development, & Collaboration	Conferences, Programs, & Webinars	Closing Remarks	
1	3	5	7	9	11	13		
Letter from SMBA&D to the Board of Estimates	U.S. Department of Commerce Minority Business Advanced Manufacturing Center for the Mid-Atlantic Region	Small Business Resource Center & Sourcelink Outcomes	M/WBE Certification	M/WBE Contract Utilization/ Participation Goals & Waivers	Partner Events	Awards & Recognitions		



Christopher R. Lundy, Esq.
Director of SMBA&D

The Clerk of the Honorable Baltimore City Board of Estimates
100 Holliday St.
Baltimore, MD 21202

Re: The Baltimore City Mayor's Office of Small & Minority Business Advocacy & Development Fiscal Year 2024 Annual Report

Dear Honorable Members of the Board:

Enclosed is the Baltimore City Mayor's Office of Small & Minority Business Advocacy & Development, Fiscal Year 2024 (FY24) Annual Report. This report encompasses Fiscal Year 2024, July 1, 2023-June 30, 2024.

Pursuant to Baltimore City Code Article 5, Section 28-10, SMBA&D is responsible for the administration of the Minority & Women's Business Program. City Code Article 5, Subtitle 28. SMBA&D is required to annually "review MBE and WBE participation on all contracts and procurement to evaluate the effect of the Program and the City's progress towards meeting the annual goals" and report the findings to the Board of Estimates. City Code Article 5, § 28-25.

To start Fiscal Year 2024, we became the Mayor's Office of Small & Minority Business Advocacy & Development (SMBA&D)! Thank you, Mayor Scott, for giving me the opportunity to lead this fantastic team as the inaugural Director of SMBA&D! The agency now includes oversight of the Minority & Women's Business Program—M/WBE certification, active certification directory, contract compliance, & investigations for compliance with the MWB Program; the Small Business Resource Center, the Baltimore Main Streets neighborhood revitalization program, and the U.S. Department of Commerce Minority Business Development Agency Mid-Atlantic Region Advanced Manufacturing Center. The agency now brings a host of diverse services to benefit small, local, minority, & women's business enterprises via our digitized process.

Our current level of service serves merely as a baseline of expectations of our support and advocacy for the business community. This has resulted in:

- The announcement of the 9th Baltimore Main Street in the Park Heights Neighborhood.
- Building out the team to increase staff resources for all aspects of our operations
 - There is now a team of contract compliance officers to monitor contracts and ensure that M/WBEs are utilized.
 - A **Training Officer & Payment Liaison** to ensure the agencies are aware of the requirements of the MWB Program, our review process, and ensure that M/WBEs are paid timely and in accordance with the Statement of Intent for the contract.
 - There are now **multiple investigators** to ensure compliance and recommend penalties as warranted.
 - **Baltimore Main Streets** has grown under the leadership of Director Charlyn Nater to work in partnership with the Main Street Neighborhood Directors.
 - We have added a **Chief of Innovation & Strategic Partnerships** to ensure our efficiency as we grow & strengthen existing and develop additional partnerships.
 - Importantly, we now have a **Public Relations Officer** to inform you of all our resources, events, and new programming.
- The Small Business Resource Center currently offers over 130 webinars for business education and development in addition to providing technical assistance.
- The growth of our annual conference at the convention center.
- The introduction of a Candid Conversation Speaker Series to assist the small business community with prevalent issues.
- Certification can now be accomplished in well under 30 days.
- We continued to meet and listen to the challenges and needs of business owners

The SMBA&D team is bringing an unprecedented number of individuals dedicated to the advocacy and development of the business community.

In FY24 we continued to train the agencies on the requirements of the MWB Program, their roles and City Code mandated responsibilities, and the new processes relying upon B2G. Due to Workday configuration issues, Citywide B2G contract compliance was delayed. B2G will provide the City with overall spending and the subset of M/WBE utilization data and spending. SMBA&D continues to innovate and bring new resources to Baltimore. SMBA&D serves a critical role as a reviewing agency in the procurement process. We review all City spending and set goals on formal procurements more than \$50,000. This is a tremendous load of thousands of items. This process is of the utmost importance to ensure that contracts are awarded to responsible and responsive bidders whose bidders comply with the applicable minority and women's business enterprise goals. Furthermore, our post award contract compliance measures ensure that contracts are working towards their M/WBE goals, utilizing the listed subcontractors, and paying them within 7 days of the prime contractor receiving payment from the City.

I look forward to continuing to implement process improvements to improve efficiency, identify ways to better serve M/WBEs, continue to expand development efforts, and advocate for greater emphasis on increasing both availability and capacity of M/WBEs. I request the assistance of our agency partners to partner with us to allow this to be a true success. Full utilization of the system by the agencies and the contractor community will allow us to see where we are with participation, ensure timely payments, & be more efficient in our review of contract compliance with the MWB program. M/WBEs are the catalyst to an improved and thriving Baltimore City!

Our success is inherently intertwined with the extent of our intentionality. We must be intentional in our efforts and plans to remedy historical inequalities in City procurement of goods and services and our business community. It takes not only investment but ongoing accountability.

My team now possesses the staff, resources, and expertise to further serve the business community. Economic development, entrepreneurship, neighborhood revitalization, and community ownership are the key components to elevating the lives and conditions of Baltimoreans. The SMBA&D team will continue to raise and support the business community. We must have training, entrepreneurship, and City contracting opportunities to ensure our youth have a successful future. Please stay tuned to our website and social media accounts for upcoming additional programming, support, and resources. I thank you in advance for your partnership in pursuit of this vision for the local business community.

Regards,



Christopher R. Lundy, Esq.

Director, Mayor's Office of Small & Minority Business
Advocacy & Development (SMBA&D)

Small Business Resource Center
3000 Druid Park Drive, Suite 3000B
Baltimore, Maryland 21215

SMBA&D DUTIES

2



SMBA&D DUTIES

- Reviewing all city contracts over \$50,000 for MBE/WBE utilization goal setting
- Reviewing requisitions under \$50,000 for award to small & minority businesses.
- Examining contract compliance requests for pre-award bid review and post-award compliance reviews.
- Evaluating new, renewal, & expansion M/WBE certification applications.
- Investigating potential violations of the City Code.
- Operating the Small Business Resource Center which offered 95 webinars annually during FY23 & has increased further in FY24.
- Oversight of the Baltimore Main Streets Program to revitalize neighborhoods by uplifting local businesses and community organizations. There are currently nine Main Street neighborhoods in the program.
- Sourcelink, the online resource hub to start, grow, & seek funding for your business.
- Sizeup Baltimore, a tool to measure business performance, optimize marketing, enhance advertising, analyze demographics. This is like having a consultant analyze your business against your competitors.
- Operator of the U.S. Department of Commerce Mid-Atlantic Region Minority Business Development Agency (MBDA) Advanced Manufacturing Center to help makers bring their ideas to life.



U.S. DEPARTMENT OF COMMERCE MINORITY BUSINESS ADVANCED MANUFACTURING CENTER FOR THE MID- ATLANTIC REGION




3

Manufacturing is an oft forgotten industry.

We do not think of where products are manufactured until we need them urgently or something shows the value of local manufacturing. The pandemic proved that impacts to the global supply chain can result in a lack of available PPP such as masks and hand sanitizer, computer chips to produce cars, and toilet paper. The lack of these critical items displayed that even when items are available the disruption to the supply chain may severely impact price. Onshoring or reshoring of the manufacturer of products in America is impactful. Even more so is the critical need for local Made in Baltimore products. During the pandemic local businesses like Mount Royal Soap and Citywide Youth Development pivoted to produce hand sanitizer and masks.

Local manufacturing is critical to our independence as a nation. Being beholden to foreign powers ability to supply our needs makes our economy reliant upon their desire to fairly supply and price their goods. The growth of job opportunities and careers is foundational to the work of MBDA AMC.



We have the privilege of being the operators of The Mid-Atlantic Minority Business Development Agency Advanced Manufacturing Center (MBDA AMC), located in Baltimore, Maryland.

MBDA AMC partners with organizations in the Mid-Atlantic Region to provide industry-focused services targeting minority-owned manufacturing enterprises in Baltimore City, other Maryland jurisdictions, and surrounding states in the region. The MBDA AMC has a dedicated leader committed to the business development of minority and underserved communities.

Funded through a grant by the U.S. Department of Commerce Minority Business Development Agency to the City of Baltimore Mayor's Office of Small and Minority Business Development and Advocacy, the Baltimore MBDA AMC is one of only four specialized MBDA Advanced Manufacturing Centers in the country, offering targeted assistance to minority manufacturers that aim to employ new technologies to increase the number of "Made in America" products that can be sold domestically and globally.

The Center is staffed by business specialists who work with clients and customers to help them categorize immediate and long-term business needs and goals and to aid in gaining access to financing, contracts and other sales opportunities, domestic and global markets, specialized consulting and training, and support through business and industry advocacy.

To advance these businesses changing the manufacturing landscape, the Center leverages a network of local, state, regional, and national relationships to open doors for clients and customers to larger and emerging markets. Beyond Strategic Partners, formally cited in the MBDA grant, the Center has engaged a host of Alliance Partners. The network includes:





BALTIMORE MAIN STREETS



4



THANK YOU TO OUR MAIN STREET PARTNERS

HIGHLANDTOWN MAIN STREET

Amanda Smit (asmit@southeastcdc.org)

PENNSYLVANIA AVE MAIN STREET

Wanda Best (info@pa-mainstreet.com)
Robert Thomas (lrmfp512013@gmail.com)

BELAIR-EDISON MAIN STREET

John Watkins (john@belair-edison.org)
Denitra Braham (denitra@belair-edison.org)

HAMILTON-LAURAVILLE MAIN STREET

Daniel Doty (daniel@hamiltonlauravillemainstreet.org)

PARK HEIGHTS MAIN STREET

Yolanda Jiggetts (yjiggetts@phrmd.org)
Karen Johnson (kjohnson@phrmd.org)

FELLS POINT MAIN STREET

Tessa Farnham (office@fellspointmainstreet.org)
Alison Schuch (director@fellspointmainstreet.org)

PIGTOWN MAIN STREET

Carrie Bradshaw (director@historicpigtown.org)
Shareen Aarons (shareen@historicpigtown.org)

FEDERAL HILL MAIN STREET

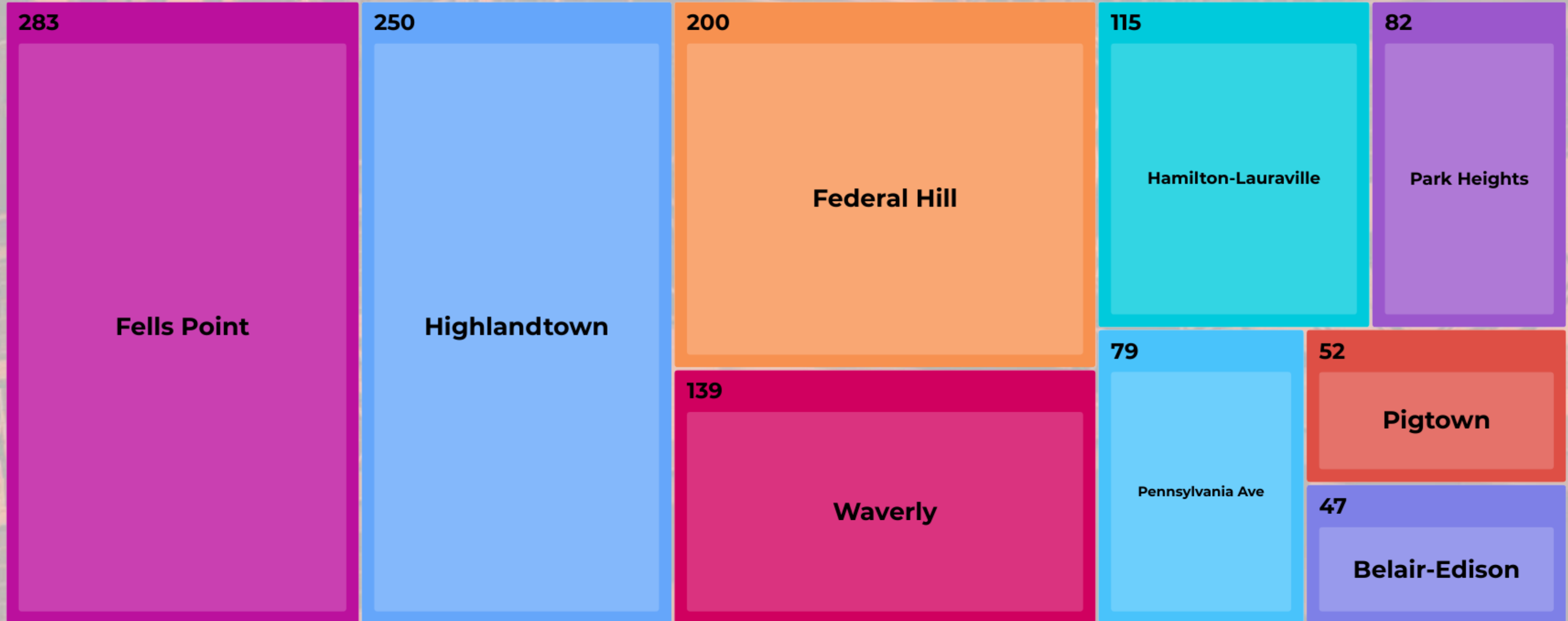
Taylor Shwartz (execdirector@fedhill.org)

WAVERLY MAIN STREET

Diana Emerson (executive.director@waverlymainstreet.org)



NUMBER OF ACTIVE MAIN STREET BUSINESSES (AS OF JUNE 2024)



TOTAL: 1247



We cannot have a successful program without the partnership, hard work, and support of these community leaders.

They are often behind the scenes but work tirelessly to improve their neighborhood and Baltimore. I cannot give enough credit to this collection of individuals for their commitment to improving their communities. They know that it is about creating beautiful, engaging places, that spotlight the local businesses and celebrate the rich and diverse history that is Baltimore.

The Baltimore Main Streets Program uplifts local businesses, provides them with developmental resources, and spotlights neighborhoods throughout our City. The Baltimore Main Street program follows the Main Street America approach centered around transformation strategies organized as four points: **Economic Vitality, Design, Promotion, and Organization.**

MAIN STREET PARTNERSHIPS

Maryland Department of Transportation (Maryland Transit Administration)

Ongoing partnership to encourage local Marylanders to public transportation to visit and support small businesses in our Main Streets:

■ Excellence Within Reach - Women's History Month 2024

Owner: Christelle Daceus
3030 Greenmount Ave
Baltimore, MD 21218
www.excellencewithinreach.com

■ Urban Reads - Women's History Month 2024

Owner: Tia Hamilton
3008 Greenmount Ave
Baltimore, MD 21218
info@oururbanreads.com



MAIN STREET PARTNERSHIPS

Root Branch Media

Ongoing partnership providing Main Street business owners the opportunity to engage in live broadcasts designed to captivate their audience and boost brand visibility:

■ Swill By Blacksmiths

Owner: Chef Heather
906 Washington Blvd
Baltimore, MD 21230
info@swillapothecafe.com

■ Angel Park Boutique

Owner: Justin James
1707 Aliceanna St
Baltimore, MD 21231
angelparkfellspoint@gmail.com

■ Katwalk Boutique

Owner: Toni James
1709 Aliceanna St
Baltimore, MD 21231
info@katwalkboutique.com

■ Tye & Co. Hair Salon

Owner: Tye Bailey
2051 Pennsylvania Ave
Baltimore, MD 21217
tyeandcompany@gmail.com

■ Hopscotch Bottle Shop

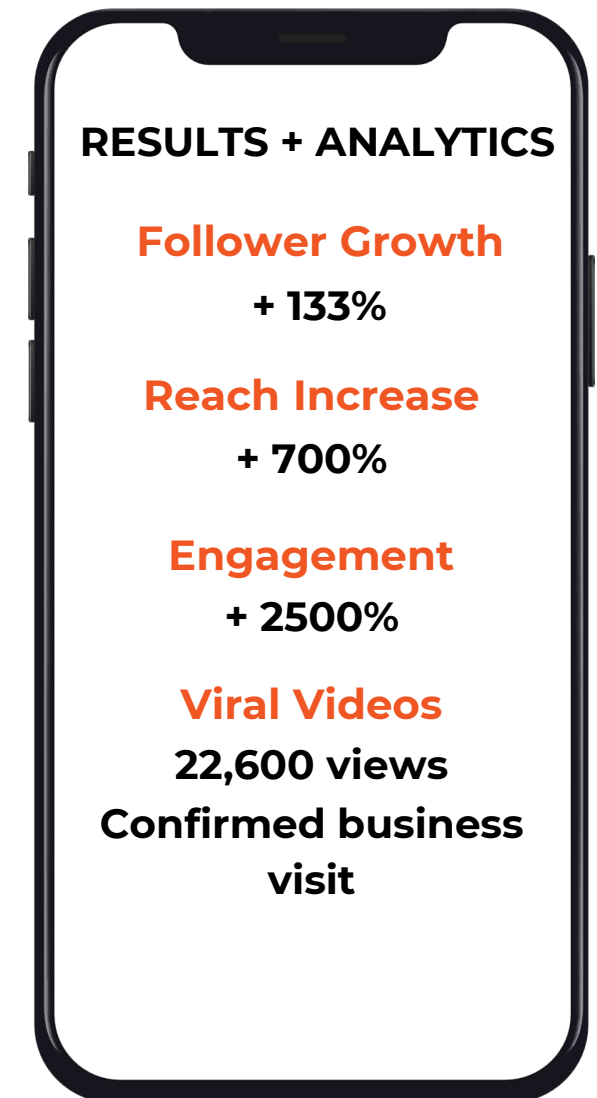
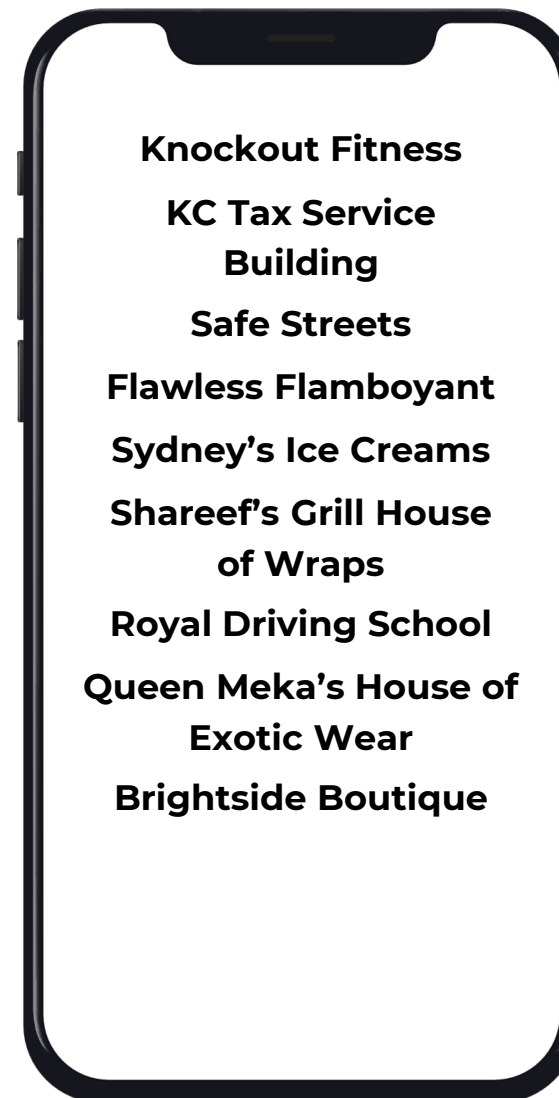
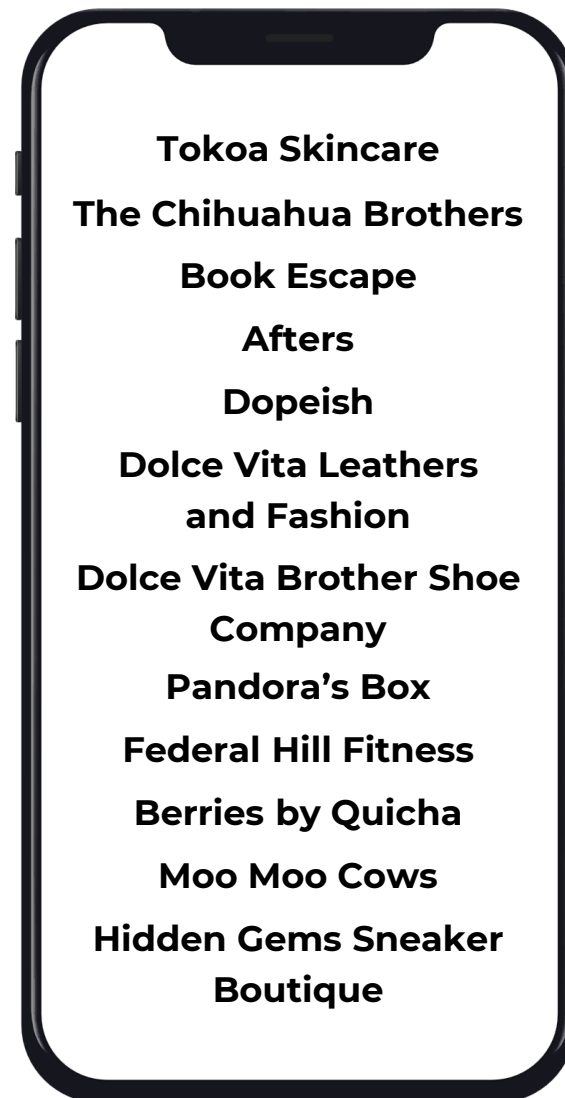
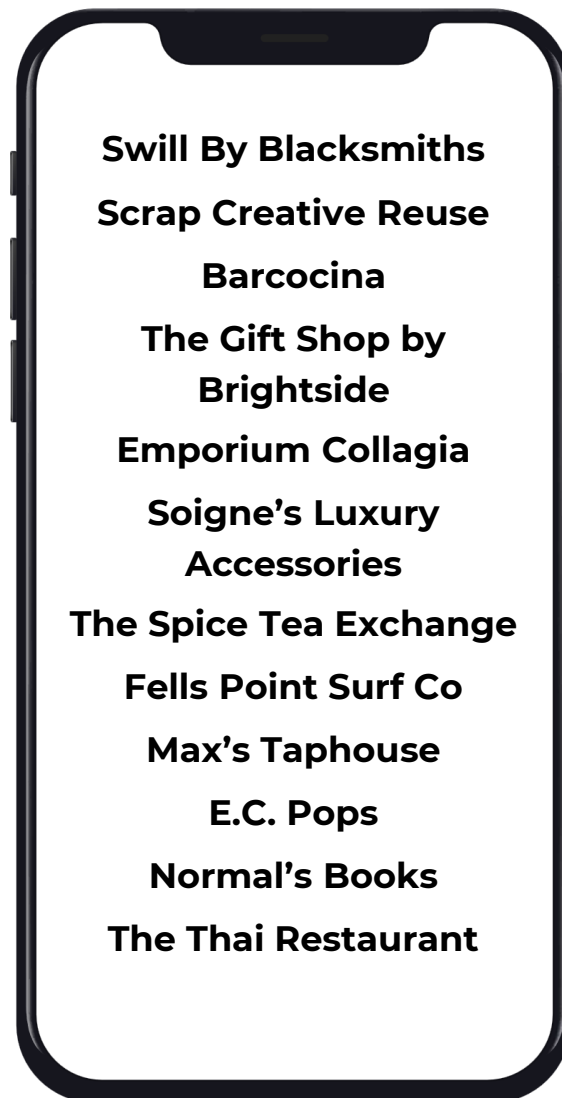
Manager: Heidi
520 S. Caroline St (Ste 101)
Baltimore, MD 21231
heidi@hopscotchbottleshop.com



MAIN STREET PARTNERSHIPS

Queen of All Tradez

Social Media Manager contracted to increase program awareness and create brand identity/awareness online. Here are the business captured:



SMALL BUSINESS SATURDAY





SMALL BUSINESS SATURDAY

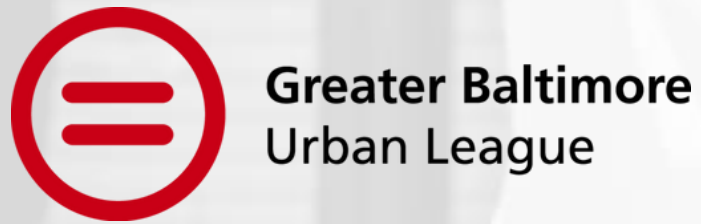
is a day dedicated to celebrating and supporting small businesses and all they do for their communities. Small Business Saturday kicks off the holiday shopping season. **Baltimore City residents are encouraged to shop small and support local businesses located in Baltimore's nine Main Streets districts.** Founded by American Express in 2010 and officially co-sponsored by U.S. Small Business Administration since 2011, Small Business Saturday has become an important part of small businesses' busiest shopping season. Mayor Brandon M. Scott, Mayor's Office of Small and Minority Business Advocacy and Development and Baltimore Main Streets hosted this event.



WE CONTINUE TO WORK TO ENSURE

folks shop not just on Small Business Saturday but every day in the Main Streets. We want the first thought when we have a need is to think of if it is possible to support a local business. **The investment in our communities throughout Baltimore matters.** We are working in partnership to extend our placemaking efforts.

MAIN STREETS IS FORTUNATE TO HAVE THE FOLLOWING PARTNERS IN OUR NEIGHBORHOOD REVITALIZATION EFFORTS



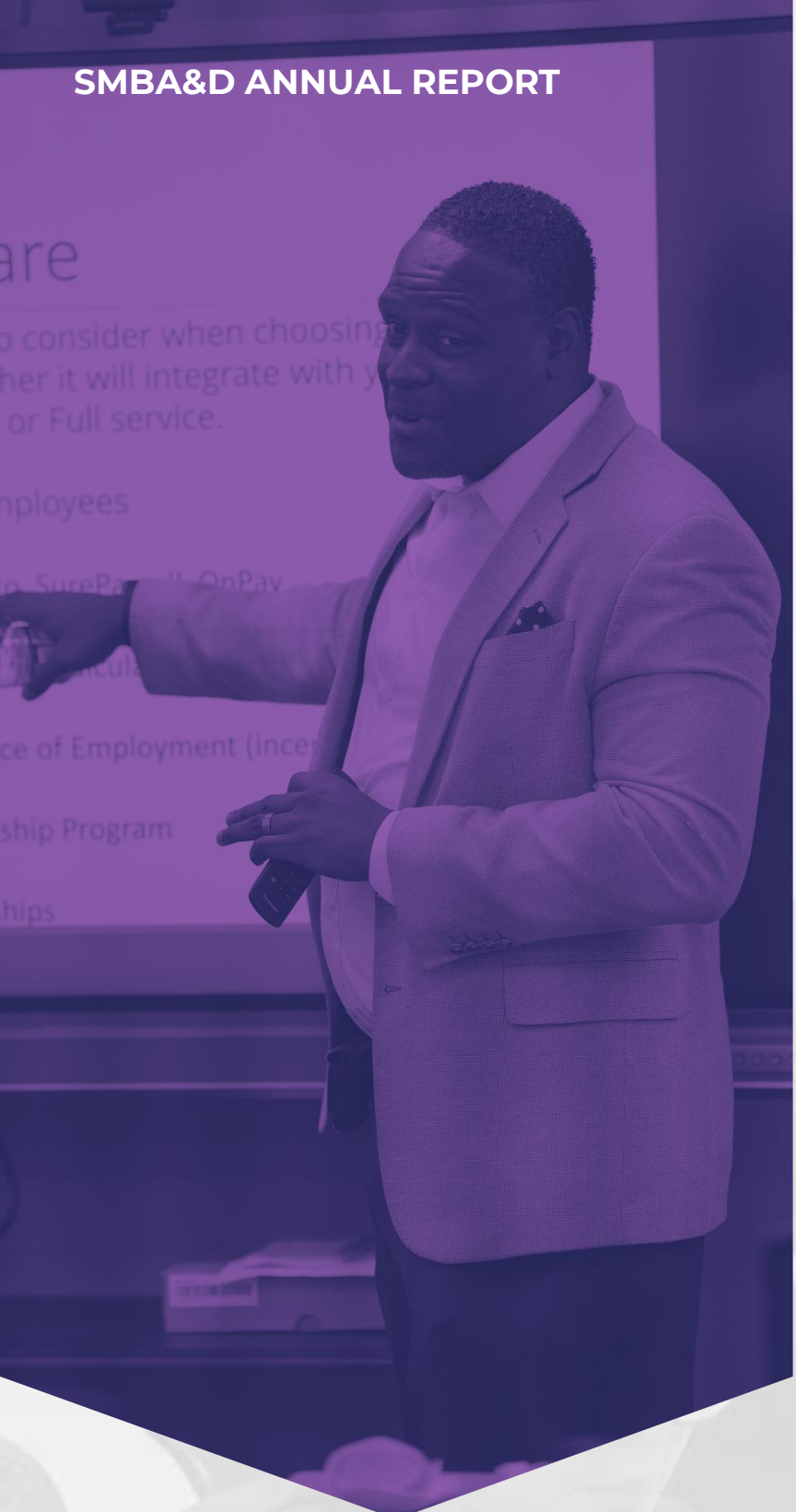
SMALL BUSINESS RESOURCE CENTER & SOURCELINK OUTCOMES



5

SMALL BUSINESS RESOURCE CENTER & SOURCELINK OUTCOMES

The SBRC continued to provide valuable technical assistance to the business community. The SBRC provided a host of scheduled webinars and trainings throughout the year. Additionally, they provide valuable technical assistance to business owners. Their work is instrumental in developing our business community to be more prepared and resilient in the face of challenges.



Total Clients Registered for Webinars: 1533



OVERVIEW OF THE MINORITY & WOMEN'S BUSINESS PROGRAM

6





The Minority and Women's Business Program (MWB Program) is **“necessary to overcome the effects of past discrimination and to prevent ongoing discrimination in the City’s contracting process, while assuring that high quality goods and services are obtained through the competitive bidding process.”** City Code § 28-3(a)(4). The MWB Program requirements are applicable to all City contracts and spending. The MWB Program is a remedial civil rights program to ensure there are equitable opportunities for minority and women's business enterprises. Our mission is grounded in ensuring equitable rights and opportunities for small and minority businesses. SMBA&D will support the business community by conducting outreach, advocacy, and facilitating training.

As a result of being City Code based, SMBA&D does not possess the same latitude that some agencies are able to exercise via their discretion. Public procurement can dramatically change the trajectory of a business. The MWB Program is all about providing opportunities for our small local M/WBEs. SMBA&D takes extremely seriously our role in ensuring compliance with the City Code and all contractual terms.

SMBA&D's broad involvement in City operations and the procurement process as an approval agency enables the agency to review and work with partners, contractors, suppliers, the community, and private developers. Importantly, SMBA&D does not make recommendations for the award of contracts. That function is handled by our partners at the agencies and the Bureau of Procurement. **SMBA&D collaborates with agencies throughout the City during the procurement process and contract term to ensure that there are opportunities for MBE/WBE participation.**

The inclusion of MBE/WBE utilization goals, and monitoring compliance, ensures that M/WBE utilization injects dollars directly into minority and women's owned businesses. **We are actively working to recruit and retain minority and women businesses seeking to do business with the City of Baltimore by expanding contracting opportunities with the MWB Program.** We are additionally working to increase all small local businesses, especially in our Main Streets neighborhoods.



SMBA&D's duties overseeing the MWB Program are governed by Baltimore City Code Article 5, Subtitle 28, which states:

§28-10 (a) The Minority and Women's Business Opportunity Office is responsible for the administration of this subtitle.

The Office's duties include:

1 | Certification of business enterprises covered by this subtitle

2 | Maintaining a directory of business enterprises certified under this subtitle

3 | Providing information and needed assistance to business enterprises covered by

4 | Investigating alleged violations of this subtitle and, when appropriate, making written recommendations for remedial action

5 | Developing and distributing all necessary forms, applications, and documents necessary to comply with this subtitle

6 | Maintaining statistics on and reviewing regularly the progress of agencies towards achieving the annual goals for the utilization of minority business enterprises, women's business enterprises, small business enterprises, and local business enterprises

7 | Recommending to appropriate City officials' methods to further the policies and goals of this subtitle

8 | Monitoring contractors throughout the duration of their contracts to ensure that all efforts are made to comply with this subtitle

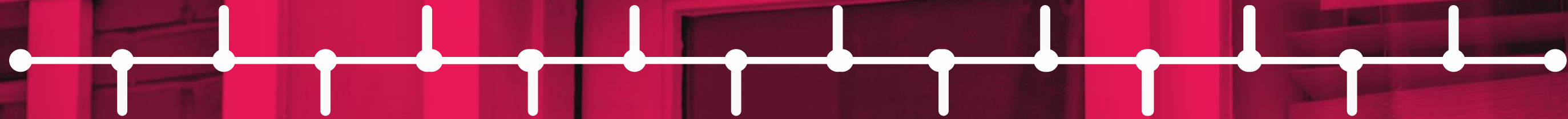
9 | Certifying compliance with this subtitle before contracts are submitted to the Board of Estimates for award



SMBA&D is here to **assist, counsel, provide resources to foster growth, and zealously advocate to protect the interests** of small, minority, and women-owned businesses.



M/WBE CERTIFICATION



7



WELCOME

SMBA&D certifies businesses as minority and/or woman-owned business enterprises. The B2G Diversity Management System is the home of the actively certified M/WBE directory. The directory lists all current and actively City certified MBE and WBEs. The certified directory provides the needed visibility to ensure that M/WBE businesses are being contacted and contractually engaged to work on City contracts and City funded private development projects.

All functions in FY24 were tracked in Smartsheet or B2G. B2G contract compliance will enable a detailed review of agency M/WBE contract spending and work towards exceeding the annual goals.

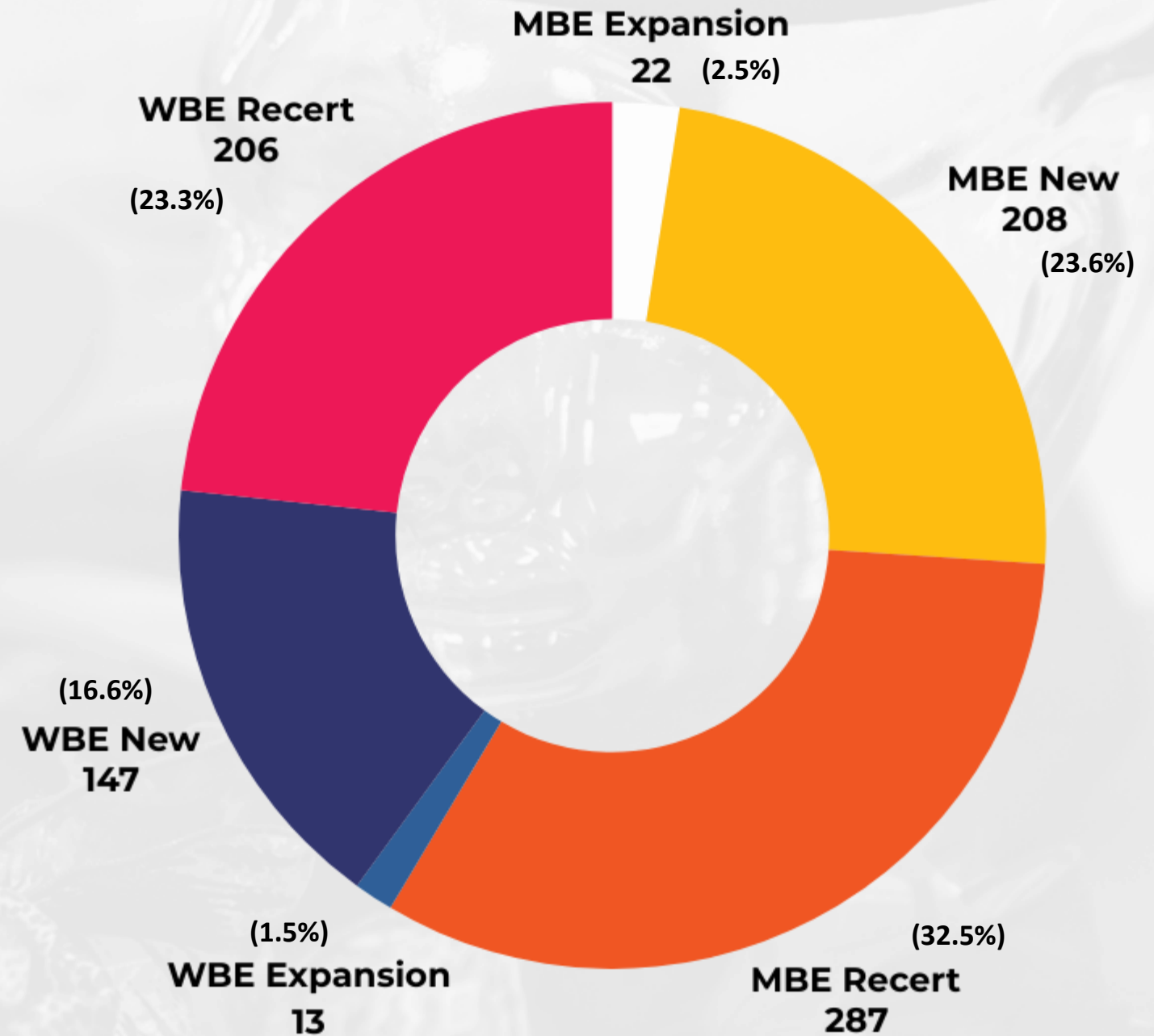
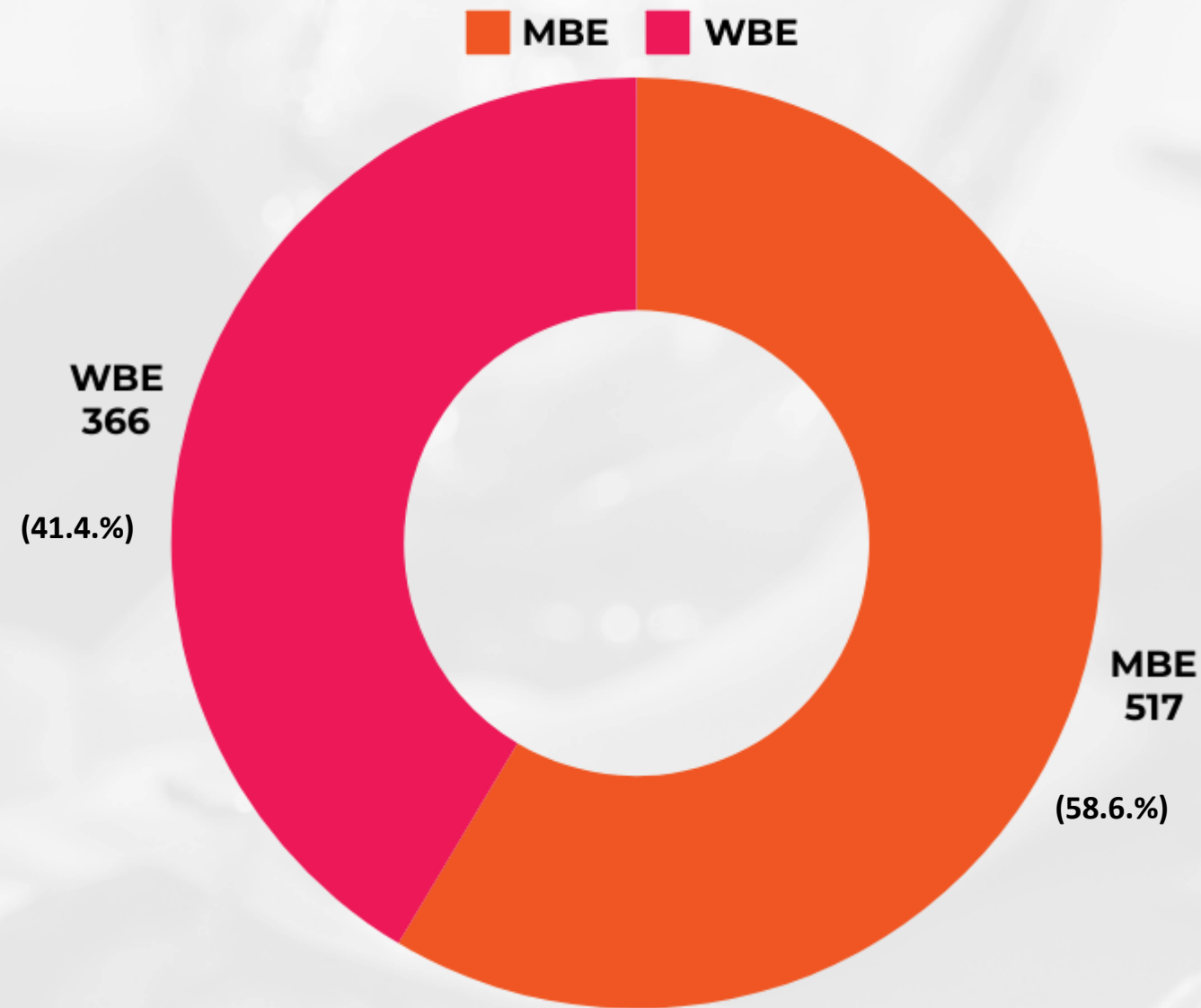
**1,244 Certified
M/WBEs** in the B2G
Active Certified
Directory at the close
of FY24

11.41 Average Days
to process
certification
application or
renewal

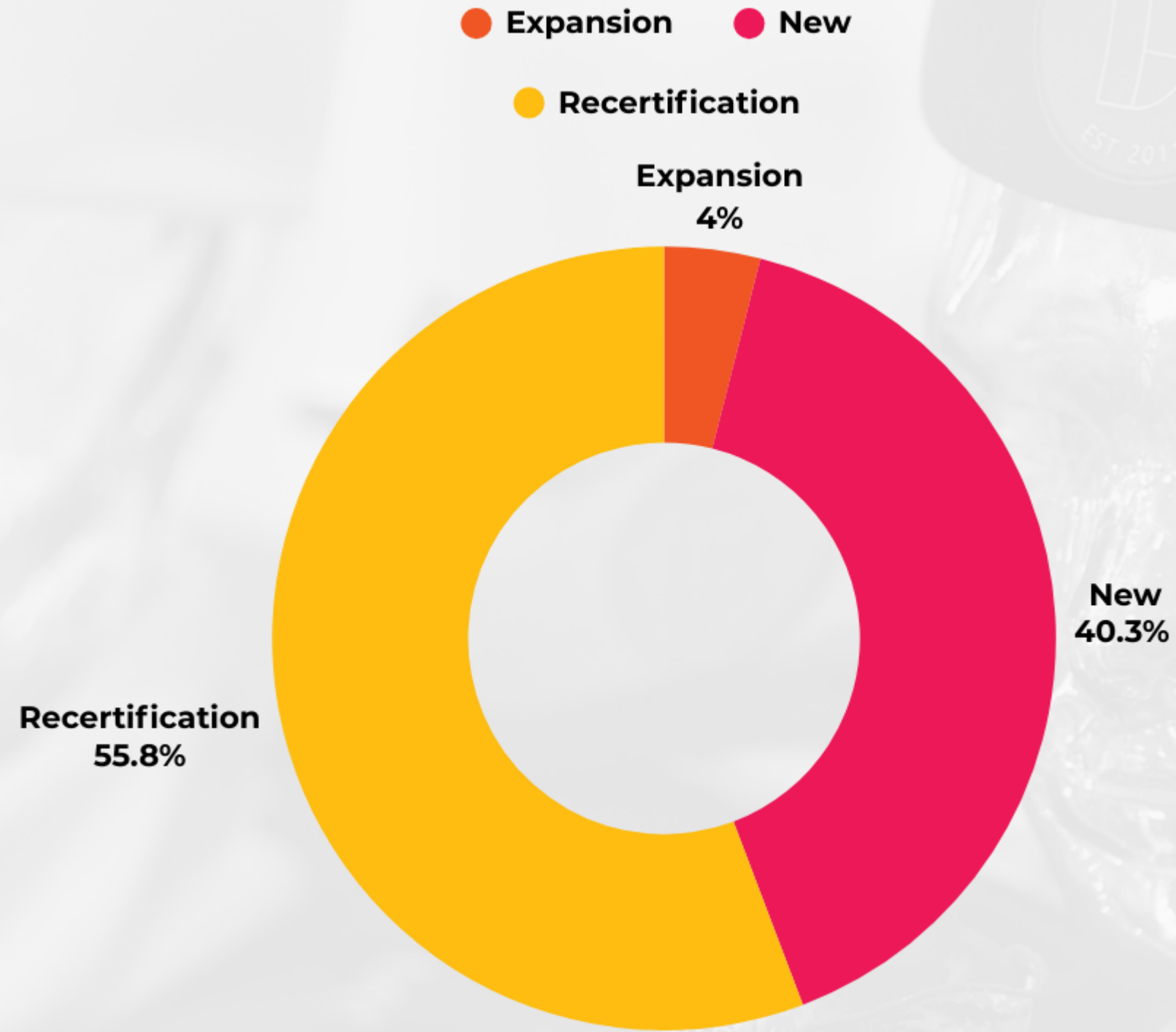
This year we added 185 M/WBEs to the directory & are still certifying businesses in well under 30 days on average.

RECEIVED APPLICATIONS

- MBE Expansion
 MBE New
- MBE Recert
 WBE Expansion
- WBE New
 WBE Recert



RECEIVED APPLICATIONS



It is important to note that the Baltimore City SMBA&D certification is accepted by other jurisdictions, including **Baltimore County, Anne Arundel County, Howard County, Queen Anne's County, Carroll County, and Montgomery County.** The acceptance of City M/WBE certification is instrumental in procurement throughout Maryland. Moreover, the Minority & Women's Business Program's scope of eligibility for certification is second only to State MDOT certification. SMBA&D is a pivotal certifying agency in the area that zealously advocates for opportunities for and the development of M/WBEs.

THE CODE PROVIDES THE CRITERIA FOR OBTAINING M/WBE CERTIFICATION

- **The minority and/or women must own at least 51% of the company and have operational and managerial control**
- **Be an independent, operating, small business**
- **Have been in operation for at least 12 months before applying for certification**
- **Have been minority or women-owned for at least 12 months before applying for certification**
- **Have an active operating office in the Baltimore City Market Area**

City Code Art. 5, § 28-78. Both the initial and renewal certification application are now in [B2G](#). The entire application can be saved, completed, and submitted via the website. Even if denied certification, there is an ability to seek additional review if you follow the protest and/or appeal procedures detailed in the initial denial letter. Thank you to Director Todd Carter and his fantastic team for the assistance of BCIT in configuring & implementing B2G. Special thank you to our phenomenal project manager for B2G, Kenneth Muriithi! We would not have a successful system without the diligence, leadership, and expertise of Ken!



CONTRACT COMPLIANCE BY THE NUMBERS



8

One of our critical functions is our role as a BOE reviewing agency. The flow of City spending is constant, and as a result our role is challenging. BOESubmit has provided us with the data to quantify this work. Thank you to Comptroller Henry and his fantastic team for bringing BOESubmit to the City and their immense partnership! Special Thanks to BOE Clerk Celeste Amato, KC Kelleher, and Audrey Quarles for all of their assistance! It has been a huge step forward for efficiency in the Board of Estimates Process.

1,732 submissions were approved in this period

**\$3,482,011,675.13 total value of submissions
were approved in this period**

This is an increase over the **\$89,770,441.80** value of approved submissions in FY23 per BOESubmit.

FY 24 BY THE NUMBERS

- Amount paid to MBE subs in FY24: **\$20,804,404.09**
- Amount paid to WBE subs in FY24: **\$6,954,613.36**

Our efforts have resulted in more dollars being paid to M/WBEs than the FY23 reviewed totals:

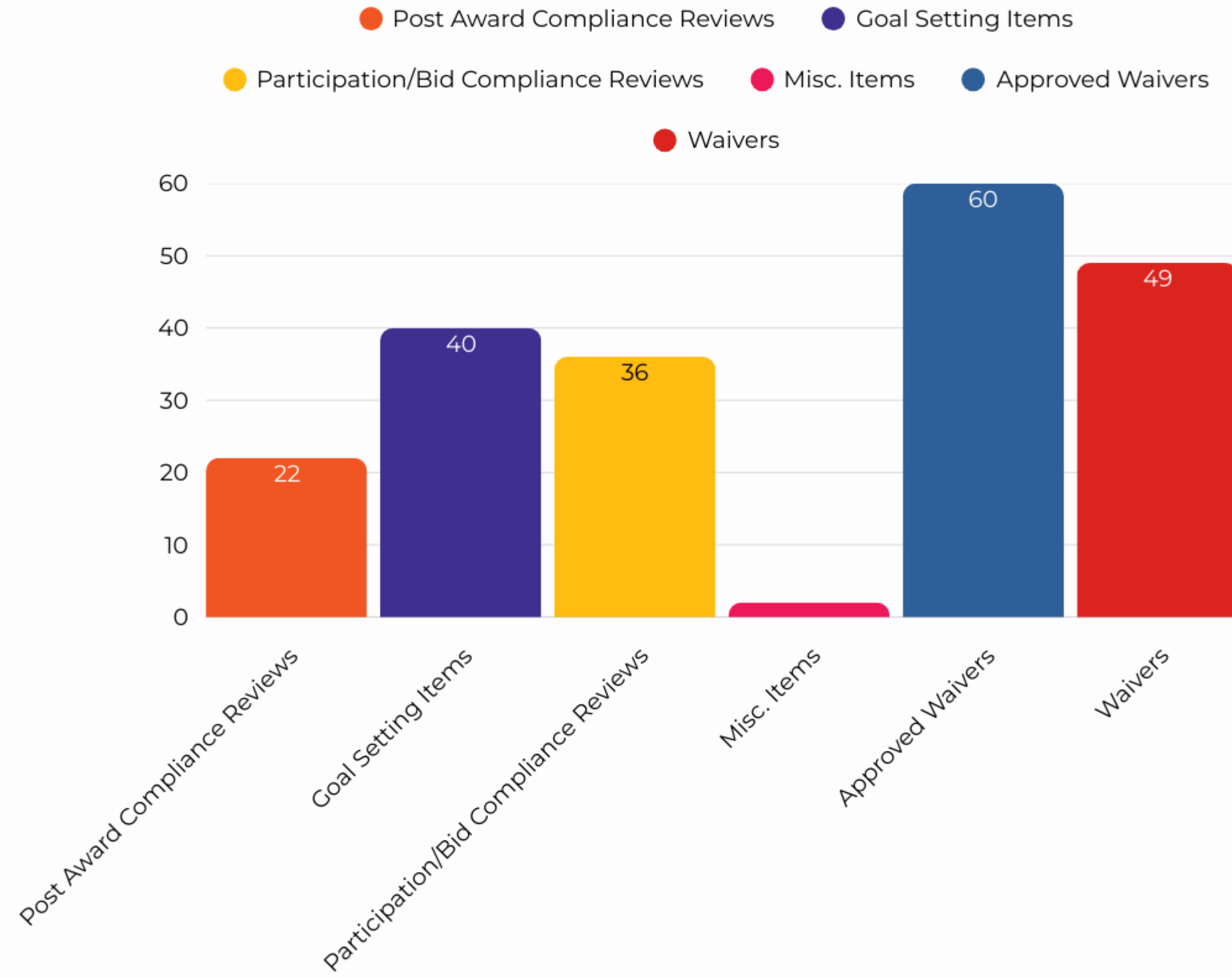
MBE - \$19,843,457.43

WBE - \$3,599,695.45

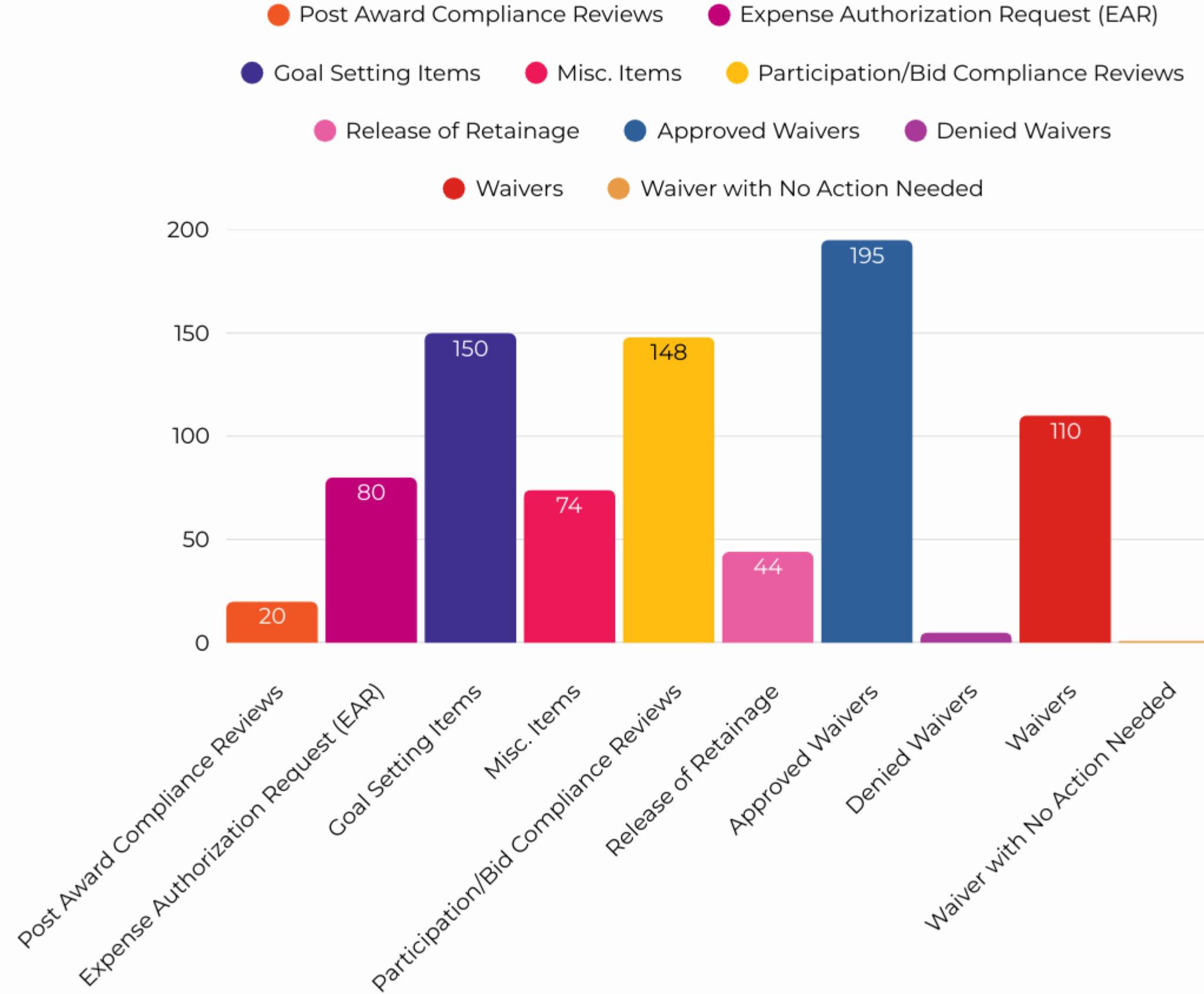
BOP and Agency Items Submitted

BoP and City Agencies submit items that require SMBA&D review via a Smartsheet form. These items are broken down by the type of request. Compliance reviews and MBE & WBE Participation Commitment Forms can have multiple prime contractors or bidders, each requiring an individual review and SMBA&D action.

FY24 BOP ITEMS SUBMITTED TO SMBA&D



FY24 AGENCY ITEMS SUBMITTED TO SMBA&D



AGENCY EFFORTS TO PROMOTE M/WBE UTILIZATION HIGHLIGHTS

Compliance monitoring ties directly into business development. Compliance monitoring is the actual control we have over business development, helping guarantee that MBE's and WBE's can increase their capacity, improve their technical skills and carve out competitive advantages that take them from subcontractors to prime contractors and into major players within the Baltimore Washington corridor. SMBA&D's advocacy for compliance with the MWB Program directly feeds Business Development. Thank you to our agency partners! We want to highlight efforts that stood out in FY24 from **BCIT & DOT**.

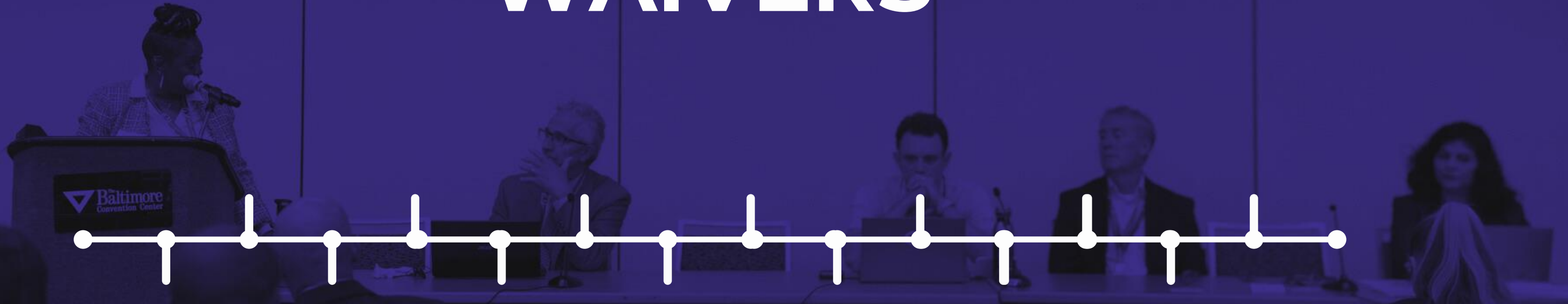
BALTIMORE CITY INFORMATION AND TECHNOLOGY (BCIT)

- BCIT reports that in FY '24, they awarded more than \$25m to MBE/WBE Primes. These figures include ARPA funded contracts supporting broadband and infrastructure projects in Baltimore City communities.
- BCIT ultimately awarded 24% of their IT contracts to MBE/WBE Primes and 43% of their contracts had MBE/WBE subcontractor participation. This all translates to growth of 216% from FY '23 to FY '24 in money to MBE's/WBE's. These opportunities continue to allow MBE's and WBE's who work with BCIT the opportunity to grow and sustain their businesses.
- BCIT only requested 9 waivers in FY '24 up from 6 in FY '23. This increase was due to limitations such as propriety software and licenses with no opportunity to segment those services. BCIT also argued that they have no control over the types of contracts executed or their scope, as the number of services required can vary from year to year.
- BCIT has implemented quarterly monitoring which will notify SMBA&D and Procurement of any issues where there could be a potential material breach of contract due to non-compliance with the MBE/WBE goals.
- BCIT also developed and documented an internal quarterly compliance reporting process to monitor compliance goals to be submitted to B2G Now during the compliance period. BCIT also mentioned their role in resolving the integrations issues with Workday and B2G Now.

DEPARTMENT OF TRANSPORTATION (DOT)

- DOT conducts compliance reviews, monitoring and reporting of potential compliance issues on a bi-weekly/monthly basis. These evaluations review both local and federal contracts, evaluation (which includes project timelines, report submissions, work segmentation plans and updates on contract progress), verifying MBE/WBE/DBE percentages, with the Compliance officer consulting with the DOT Transportation & Engineering and Project PM's when appropriate.
- If there is inconsistent utilization with MBE's/WBE's/DBE's at the 50%-75% range, DOT Civil Rights and Compliance (CRD) issues an email to secure formal justification from Prime Contractor using electronic DOT Civil Rights portal.
- If the contract is between 75%-85% overall performance but the goal achievement is low, the Compliance Officer immediately conducts a Contractor Analysis. If the matter is escalated to DOT management, the Compliance officer submits a compliance report that details an overview, summary of the problem, points of contact and final outcomes associated with the project.
- If a subcontractor contact DOT CRD, DOT renders the appropriate compliance evaluation by investigation which includes mediation.
- DOT also does constant spot-checking of certification databases, including the SMBA&D subcontractor database, to verify that subcontractors are current during contract lifecycle.
- DOT has the following strategies for the future: sustaining the internal data tracking system to improve agency enforcement for non-compliance with MBE/WBE goals, continue conducting site visits (which occur on a daily and weekly cycle), and DOT's new Design & Engineering Compliance Officer II is creating an adherence model that encompasses minority performance and participation for all design engineering awarded contract (which helps to improve agency monitoring and post-award management).

CONTRACT UTILIZATION, PARTICIPATION GOALS, AND WAIVERS



SMBA&D is here to assist and frequently meets with contractors and subcontractors to discuss their questions, issues, concerns, or comments regarding how SMBA&D can improve. This section is to provide guidance on the requirements of the Minority & Women's Business Program.

Goals are the vehicle that SMBA&D utilizes to eliminate the underutilization of M/WBEs in the City procurement process. The lack of M/WBE utilization is at the heart of the data that was analyzed in the Disparity Study. SMBA&D often hears from prime contractors, Bureau of Procurement Buyers, and agency contract administration that the goals set on a specific procurement are too high. The Disparity Study clearly refutes this position.

There remains a statistically significant disparity in the City's utilization of M/WBEs.





We must be mindful that SMBA&D is not in this alone. **The Agencies are to play a critical role in creating opportunities for M/WBEs:**

- **§ 28-70 requires that all contracting opportunities must be evaluated in an effort to divide/segment the total requirements of a contract to provide reasonable opportunities for participation by MBE/WBEs**
- **§ 28-68 requires that each agency head or designee must assume primary responsibility for achieving the goals of the program and on a continuing basis, review all aspects of the program's operations to assure that the purpose is being attained.**
- **SMBA&D will seek agencies to provide annual report "All City agencies must submit to the Office [MWBOO], on an annual basis, a written report on the efforts made under this subsection [Article 5, Subtitle 28 The Minority & Women's Business Program]." City Code Article 5, § 28-50(c)(1).**

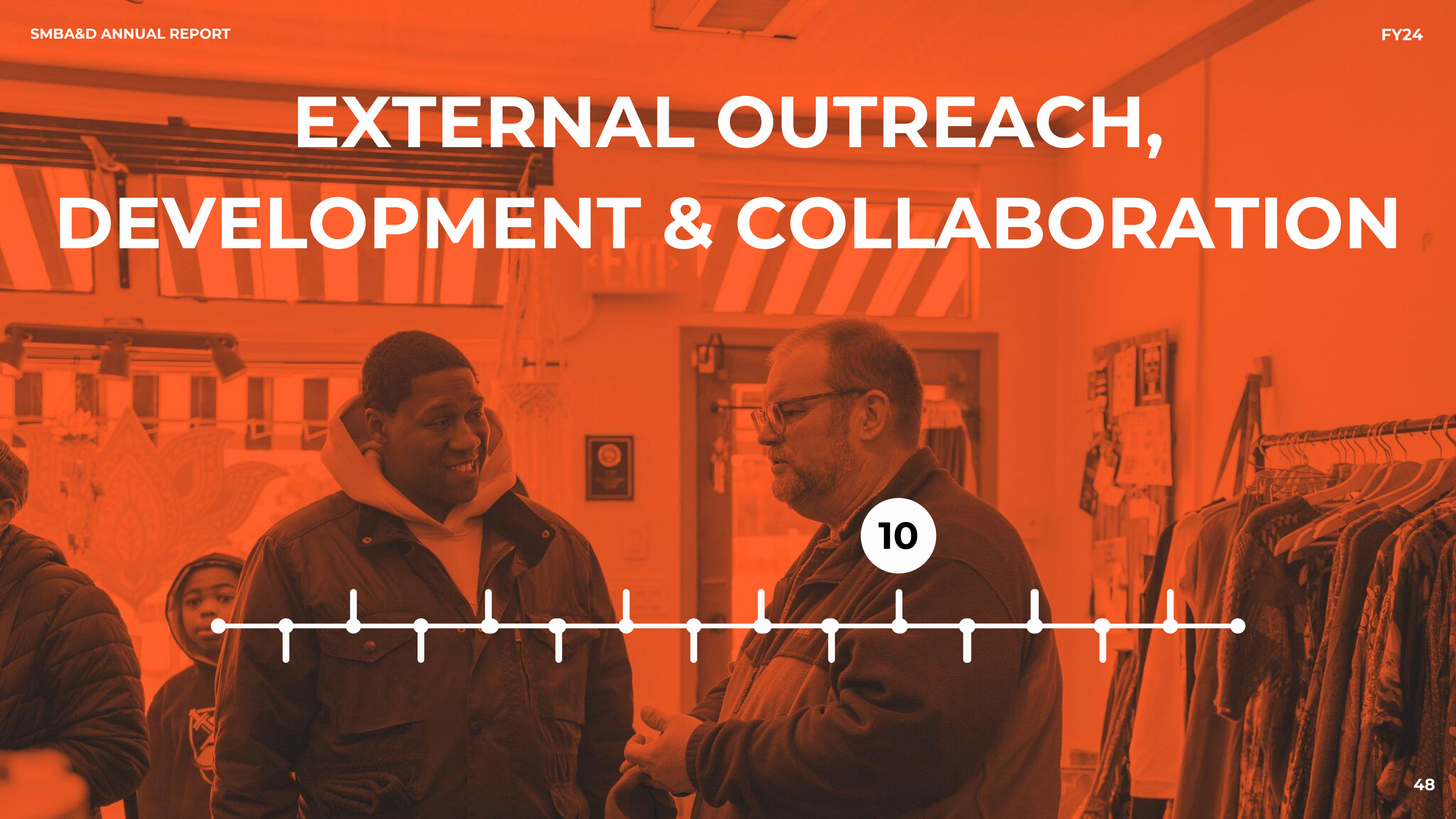
Please note that additional waiver guidance can be found on our website in the "Frequently Asked Questions" section.^[i]

[i] <https://smba-d.baltimorecity.gov/mwboo/faq> (Beginning at No. 24 Questions About MBE/WBE Participation Forms)

The importance of the requirements of the Minority & Women's Business Program in the Code § 28-54 requires that City contracts:

- 1. Incorporate this chapter by reference**
 - 2. Provide that the failure of any bidder, contractor, or subcontractor to comply with this chapter is a material breach of contract; and**
 - 3. Require that, during its term, the contractor will:**
 - fulfill the commitments submitted with the bids;
 - continue to make good faith efforts to utilize minority and women's business enterprises; and
 - maintain records reasonably necessary for monitoring compliance.
- **Contract compliance issues originate in the agencies due to them having project managers and daily inspectors on construction projects and contract administration to manage other types of contracts. SMBA&D will be increasing compliance efforts via digital goal progress tracking in B2G, increasing on site investigator random site audit visits to ensure compliance, and annually requesting that agencies report on their efforts to further opportunities for M/WBEs.**

EXTERNAL OUTREACH, DEVELOPMENT & COLLABORATION



10



EVENTS

TRAINING & OUTREACH SESSIONS

CONFERENCES, PROGRAMS, & WEBINARS



11

A-B

C-E

1553 registered for webinars

137 Total Webinars covered topics including, but not limited to:

- Creating a Winning Business Plan
- Cash Flow Planning
- Business Finance Basics
- Budgeting During a Crisis
- Using YouTube to Grow Your Business
- Cybersecurity & Your Small Business
- Make Your Website Work for You
- Reaching Customers Online with Google
- Get Your Local Business on Google Search & Maps
- Tax Tips for Small Business Owners

TRAINING

- 11 Agency Trainings on SMBA&D process
- 2 Agency B2G training sessions
- 2 B2G vendor training



2024 CITY OF BALTIMORE PROCUREMENT CONFERENCE

The 2024 City of Baltimore Procurement Conference offered contracting opportunities for small, minority and women-owned businesses from City, County, State, Federal and government agencies, universities, financial institutions, organizations and corporations. Attendees heard directly from procurement officials about contracting opportunities for small, minority and women-owned businesses. The following workshop sessions were offered:

- **Workshop I** - Information & Technology Contracts (Current and Future)
- **Workshop II** - How to Do Business with the City of Baltimore
- **Workshop III** - City of Baltimore MBE/WBE Certification
- **Workshop IV** - City of Baltimore Design and Construction Presentation
- **Workshop V** - Minority Business Development Agency & Capital Region Minority Supplier Council Procurement Services

Mayor Brandon M. Scott, SMBA&D, Baltimore Convention Center, Baltimore City Information & Technology and City of Baltimore Bureau of Procurement hosted this event. New this year, the conference was held at the Baltimore Convention Center.

Stats

Participants: 879

Exhibitors in Attendance: 97



FY24 Speaker Series: Candid Conversations for Entrepreneurs: Business Growth

This series was created to **recognize the importance of black-owned businesses and their contributions to the nation's economy** during the month of August for Black Business Month. The series was also created to facilitate the growth and development of existing and emerging companies. The series offered eight sessions from August to December that featured industry experts providing advice on subjects in finance, accounting, procurement and bonding surety, legal resources, MBE/WBE certification, completing a City government bid package and estimating.

- **Session I** - How to Take Advantage of City of Baltimore Procurement for Business Growth
- **Session II** - What You Should Look for in Accounting for Business Growth
- **Session III** - Financing Options for Business Growth
- **Session IV** - Bonding Surety for Business Growth
- **Session V** - Legal Resources Available for Business Growth
- **Session VI** - You're City MBE/WBE Certified, Now What?
- **Session VII** - How to Complete a City Government Bid Package
- **Session VIII** - Estimating

STATS:

- **Participants: 143**

PARTNER EVENTS

12



We Fostered Partnerships With



NMSDC Host City

National Minority Supplier Development Council (NMSDC) in collaboration with the U.S. Department of Commerce's Minority Business Development Agency (MBDA) host the NMSDC Annual Conference & Exchange and MBDA Annual National Minority Enterprise Development (MED) Week. **This collaboration reflects the important role nonprofits, private corporations, and the federal government plays in promoting business diversity.** It enables NMSDC and MBDA to convene high-level federal partners to engage in important policy discussions focused on accelerating growth for minority businesses. It also provides a more effective platform to educate companies and minority business enterprises (MBEs) on business development and contracting opportunities in emerging industries and federal programs/services that support business growth. Conference highlights: trade show, matchmaking and keynote sessions, workshops, exhibits, and several networking receptions. Founded in 1972, NMSDC is supported by 23 regional affiliates and many strategic partners nationwide. **NMSDC is the largest minority conference in the country.** Director Lundy participated in the 2023 NMSDC Annual Conference & Exchange Mayor's Roundtable Discussion: Equity in Contracting for Minority Businesses

Inner City Capital Connections (ICCC) Program Baltimore Cohort

The Initiative for a Competitive Inner City (ICIC) and Kaiser Permanente in partnership with the Mayor's Office of Small and Minority Business Advocacy & Development (SMBA&D) has hosted the Inner City Capital Connections (ICCC) Program in Baltimore since 2018. The ICCC program is a **tuition-free executive leadership training program designed and delivered by the ICIC to help business owners in under-resourced communities build capacity for sustainable growth and resiliency.** Through in-person and virtual seminars, digital learning modules, and individual coaching, this self-paced 40-hour "mini-MBA" allows business owners to customize a curriculum to fit their business's specific needs. The ICCC program is comprised of four key components with a time commitment of 40 hours spread over a 5-month period. The 2022 cohort was held virtually.

Stats:

Total Nominations: 1,800+ (Baltimore City Team Nominations: 461)

Applications Accepted: 200; Participants: 100

Building for Growth (BFG) Program Baltimore Cohort

The Building for Growth (BFG) is a tuition-free executive education program that aims to help BIPOC and woman-owned construction subcontractors build capacity and develop sustainable growth strategies that position their businesses to increase revenues and profits. The interactive 21-week curriculum virtual program was designed by the Initiative for a Competitive Inner City (ICIC). The ICIC's innovative research and programming has developed and prepared thousands of small business owners to access capital and achieve business growth. The program featured a variety of speakers.

Stats:

Registrations: 300; Participants: 166

Business Planning Clinic Modules hosted by National Coalition of 100 Black Women, Inc. – Baltimore Metropolitan Chapter

During Women's History Month, the National Coalition of 100 Black Women, Inc. – Baltimore Metropolitan Chapter hosted four Business Planning Clinic Modules in partnership with Mayor's Office of Small and Minority Business Advocacy & Development and Sister Nomic\$. The business planning clinic modules were held over four consecutive Saturdays at Mayor's Office of SMBA&D. The modules covered success planning, marketing and planning success, cash flow planning and operation planning.

Stats:

Registrations: 50; Participants: 40

Additional Events:

- Small Business Development Growth By Design Program (SBDP) hosted by Baltimore City Department of Public Works (DPW) – Business Plan Writing Session Director Taylor served as facilitator & M/WBE Certification where Director Lundy served as facilitator.



ADDITIONAL EVENTS

- **Small Business Development Growth By Design Program (SBDP)** hosted by Baltimore City Department of Public Works (DPW) – Business Plan Writing Session where Director Taylor served as facilitator & M/WBE Certification where Director Lundy served as facilitator.
- **Live! Casino & Hotel Minority Outreach Fair** hosted by MWMCA
- **Sept 30** - Generational Wealth Diversity Summit Financial Empowerment Movement hosted by Sharif Small
- **Oct 19** - M&T 0-100 Certification Presentation, now co-operated with M&T as the Multicultural Business Accelerator
- **Nov 1** - Baltimore Together Procurement Economy Panel
- **Nov 2** - OECR Panel Ensuring Compliance with Prevailing & Living Wage Laws: A Comprehensive Workshop for Baltimore City Contractors & Agencies
- **Nov 16** - Montgomery Co Procurement Fair Panelist
- **Feb 1** - Best of Black Baltimore Awards & Reception
- **Apr 23** - CCL 2024 \$5K Pitch Judge Johns Hopkins Carey Business School
- **Apr 25** - Economic Inclusion Conference at Coppin State University
- **May 3-8** - Main Streets America Birmingham Conference
- **May 10** - MWMCA (21st) Spring Breakfast
- **May 12-17** - B2G Conference
- **June 6** - Procurement Economy Playbook Launch Speaker & Panel Moderator
- **June 11** - 2024 SBDC Women's Conference

AWARDS & RECOGNITIONS



www.BMORENEWS.com
Presents
The Joe Manni Black Wall Street Award
to
Reginald Mack
BLACK WALL STREET
BLK SWAN
Special Thanks to
Randy Griffin

www.BMORENEWS.com
Presents
The Joe Manni Black Wall Street Award
to
Wendy Labney
BLACK WALL STREET
BLK SWAN
Special Thanks to
Randy Griffin

www.BMORENEWS.com
Presents
The Joe Manni Black Wall Street Award
to
Stephen Cambell
BLACK WALL STREET
BLK SWAN
Special Thanks to
Randy Griffin

13

Director Christopher R. Lundy and Director Charlyn Nater
were both honored to receive the
Joe Manns Black Wall Street Award



Thank you to **Bmorenews.com** and **Doni Glover** for his dedication to recognizing black leaders and businesses.

CLOSING REMARKS

14



Diversity Compliance programs, like our MWB Program, are under attack across the nation. In Baltimore we know that, despite this trend, there is still an ongoing need for our remedial civil rights program. It is important currently that we focus upon solving business needs and creating resiliency. Some needs are educational, which we address via the SBRC and MBDA AMC, while others are grounded in providing opportunities via our goal setting and compliance reviews during the procurement process and contract life cycle post-award. **Now is the time to prepare for what lies ahead.** We are doing more than ever before to ensure that the community is aware of our wealth of free resources to assist businesses.

The creation of SMBA&D came at an opportune moment to provide this assistance. We have begun this journey with a great inaugural year. My vision for SMBA&D is grounded in **professionalism, efficiency, respectful communication, maximizing our reliance on technology, and the responsible stewardship of City resources.** As a taxpayer, I take the responsibility of being a public servant seriously and believe that this is what is owed to the citizens. I begin every onboarding of a new employee emphasizing how critical these tenets are to our work. I envision Baltimore being a nationwide leader regarding how to have a city renaissance. I believe that we are on our way but must make additional investments to the business community.



As I alluded to previously, business education is a key component. We, with our partner M&T, have the Baltimore City Multicultural Small Business Accelerator (formerly 0-100) cohort that took place this fall at the Small Business Resource Center. I am thrilled to have this as part of our resource portfolio. Additionally, we will be working to ensure the business community is aware of all the local business development cohorts. With these educational resources we will **achieve a Baltimore that has knowledgeable business owners, that diversify their work locally, privately, and at the State and Federal levels.** Moreover, they will be very knowledgeable about City procurement, contracts, and who to contact on their team (accountant, lawyer, marketer) and in the City when they do need assistance.

I have been disheartened when I hear a M/WBE business owner state that they would have no business, but for the program. With the everchanging legal landscape it is imperative to prepare business owners for what life will be like in the absence of diversity compliance programs. Our businesses must be competitive even if there are no goals to satisfy. **Policy changes such as procurement awards based upon best value** will enable the City to take the overall circumstances into account prior to the award of the contract beyond merely who represents to have the lowest price. We must develop and encourage new vendors to promote growth in the city. This would also enable the BOE to consider our spending with local Baltimore based businesses when awarding contracts.





The Minority & Women's Business Program has improved and continues to provide opportunities for M/WBEs, but we must do more. We need to establish and grow even more minority and women-owned businesses. We are committed to providing more technical assistance to our existing businesses to ensure that they gain the skills needed to allow them to thrive. This will be accomplished only by having a consistent intentionality in our approach to eradicating the significant underutilization of M/WBEs by segmenting contracts, seeking out minority and women-owned businesses for goods and services, ensuring prompt payment, compliance monitoring, investigating violations of the City Code, and providing mechanisms and structures to increase and encourage entrepreneurship.

In our work as a reviewing agency in the procurement process, we review all City purchases. **We will be providing additional training to ensure that agencies maximize the utilization of M/WBEs**. An increase in local spending will have a profound impact on the community. Dollars paid to local businesses are consequential. Furthermore, we cannot lose sight of the impact of our decisions as individuals on the community. Our local businesses support our communities, employ our neighbors, and revitalize our neighborhoods. Our investment and dedication of resources is pivotal to our recognition of the needs of the M/WBE business community. As a result, we must further invest in SMBA&D to allow for programming and grants to better serve the business community to ensure that it is representative of the citizens of Baltimore. With **intentional, purposeful investment in small M/WBEs** we will see increased job opportunities and open the door of possibilities to our youth.

We must view business development via a broad lens. Entrepreneurship is the gateway to improve your circumstances and those of your family in life. We spend billions annually and can make decisions to emphasize our small, local, and minority-owned businesses. A business has broad impacts upon: the owner and their family, employees and their families, which may be local, subcontractors that work for the business to support their families, the community that has one less vacant commercial location. Furthermore, the employees of the business are not on the street or engaged in crime, the health outcomes of everyone associated with the business improves, and the children in those families may be able to take advantage of increased education opportunities. Thriving businesses change outcomes for these individuals and can have a profound impact on the community. **This greater emphasis on business and all the available opportunities in burgeoning industries will catapult Baltimore to new heights.**

Thank you for taking time to read this report and learn more about how we serve small businesses.

Regards,





ANNUAL REPORT | FY24

 **BALTIMORE CITY MAYOR'S OFFICE OF**
Small and Minority Business
ADVOCACY & DEVELOPMENT