Office of Economic Development
2013 WMBE OUTREACH PLAN

DEPARTMENT WMBE REPRESENTATIVE STAFF:
Amanda Allen, Assistant Director of Finance

2013 VOLUNTARY TARGET FOR OED

PURCHASING VOLUNTARY TARGET: 20.00% (of $100,000 budget)

CONSULTANT VOLUNTARY TARGETS: 20.00% (of $150,000 budget)

PROJECT/CONSTRUCTION VOLUNTARY TARGET:
N/A

KEY ACTIONS:

PURCHASES

2012 WMBE UTLILIZATION
11.11%

2013 DEPARTMENT BUDGET
$100,000 annual estimate with for profit vendors – General Fund

2013 STRATEGIES AND EFFORTS IN WMBE OUTREACH

Blanket Contracts:

In 2012, less than five percent of OED's discretionary purchases have utilized vendors with Blanket Contracts. Typically, OED's Blanket Contract purchases are for commodities such as office supplies, computer/printer hardware and supplies, copy machine lease, printing and travel arrangements. City purchasing rules require that OED utilize Blanket Purchase Contracts when available. In 2012, 42% of OED's blanket contract purchases were with WMBE vendors, demonstrating success in our efforts to encourage WMBE utilization to OED staff that initiate purchases. OED will continue to encourage Blanket Purchase Contracts with WMBEs and have specifically focused our efforts in 2013 on printing and supplies. In 2013, we target is 30% of Blanket Contract purchases will utilize WMBE vendors.

Purchase Contracts:

Approximately 69% of OED's annual budget is expended through purchase contracts with non-profit agencies to provide direct services and/or implement projects and programs throughout the city. Historically very few purchase contracts are executed in OED with for profit vendors. In 2013, OED will continue its efforts to provide WMBEs with the maximum practicable opportunities to do business with the City.

While there may be minimal opportunities for significant investment with WMBEs utilizing purchase contracts, OED staff are regularly informed of WMBE goals and performance and are familiar with the City's Vendor and Contractor Registration (VCR) database. Staff can promote, through our community based programming, the registration of women and minority owned businesses, particularly immigrant and refugee entrepreneurs within the database. In addition, OED will continue its outreach efforts to WMBEs by encouraging them to register and self-identify on VCR through face to face business contacts, *City Business Casual*, our monthly business networking event, community forums and chamber events.

Direct Vouchers:

In 2012 10.13% of direct vouchers were WMBE vendors. Through the outreach efforts described above and continued efforts to employ a pre-purchase vendor selection strategy that includes identifying available WMBEs offering identical or comparable commodities, OED hopes to realize a goal that 15% of total direct voucher purchases utilize WMBEs.

Community Outreach Efforts:

The Office of Economic Development (OED) has various programs that help expand and nourish the local economy. OED's work is grounded in the notion that providing long-term strategies to retain the competitiveness of the local industry improves the economic health of Seattle and creates jobs for our residents. Some of these long-term strategies include programs that cover a broad range of assistance for small- and medium-sized businesses. An assessment of OED's purchasing opportunities, published policy and ambitious WMBE investment target suggests a strong organizational commitment to maximizing utilization of WMBEs. The following table describes some of the specific programmatic efforts of OED staff and their community partners to support WMBE businesses:

OED Program Activity	Target Population	Service Mechanism	Goals/outcomes
Business retention and expansion outreach program	WMBE businesses with 50 employees or less and $10 million dollars in annual revenue	Staff and contracted partners	10% of 500 total industry visits with WMBE companies
Purchasing and procurement education	WMBE businesses that are not registered as a vendor with the City of Seattle	WMBE businesses that are not registered with the City as a vendor will be assisted with the registration process, connected with procurement agents, and encouraged to attend FAS's Meet and Greets, and OED's *City Business Casuals*. Working with Tabor 100 to market these events to WMBE businesses.	Increase FAS WMBE vendor roster by 10 businesses and provide technical assistance to register WMBE businesses
Marketing financing products	WMBE businesses with 50 employees or less and $10 million dollars in annual revenue	Conduct visits with targeted WMBE businesses that are looking to expand and, qualify them for lending products such as the Grow Seattle Fund, energy efficiency fund, and RVCDF loan programs.	Assist 3 WMBE businesses with financing the expansion of their companies
Technical assistance - business financial training	Immigrant owned businesses	Contracted partners: CCD and Washington CASH	•Trainings will serve a minimum of 100 participants •40% of attendees will start or expand businesses •8 business development workshops will be facilitated targeting underserved populations with a particular focus on East African low-income entrepreneurs.

Connect directly with the local business community via our *City Business Casual* series.	Seattle business community.	Monthly, informal gatherings that provide the Seattle business community with regular, direct access to business-focused city officials, including influential city leaders and key department heads and representatives. Close collaboration and information exchange are essential for Seattle businesses to build and grow. *City Business Casual* is a great way to facilitate growth in Seattle's thriving local business community.	On average, 100 businesses attended this monthly networking event in 2012 It's estimated that no less than 10% of attendees represent WMBE businesses. OED strives to have several of the special guests for each event be WMBE business owners. This brings their business publicity and attracts other WMBE attendees.

CONSULTANT SERVICES

2012 WMBE UTLILIZATION

35.16%

2013 DEPARTMENT BUDGET

$150,000 annual estimate with for profit vendors – General Fund

2013 STRATEGIES AND EFFORTS IN WMBE OUTREACH

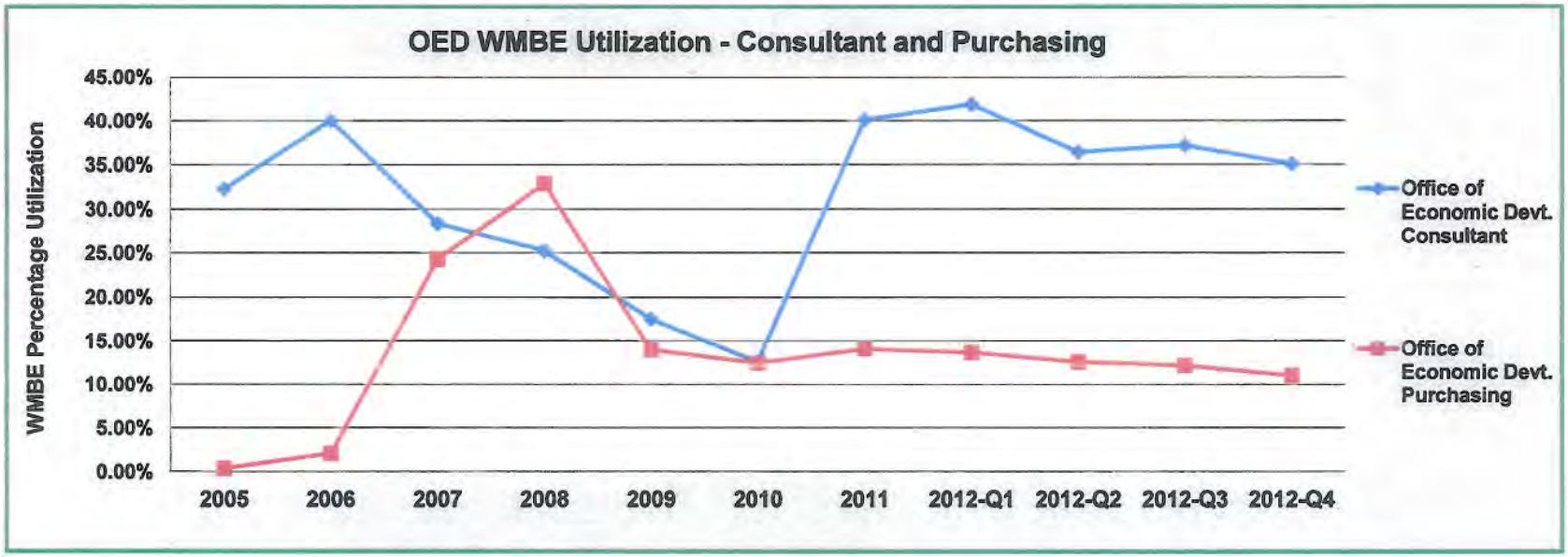
Consultant Contracts:

OED has typically been very successful in soliciting and awarding consultant contracts to WMBE vendors. For 2013, OED will continue our efforts of effective staff training, the outreach efforts described above and continued utilization of existing City resources such as the VCR database and Consultant roster. Our specific objective is to continue to meet or exceed our published goal.

Community Outreach Efforts:

See above

Office of Economic Devt.							
Year	Consultant			Purchasing			
	Total	Percent	WMBE	Total	Percent	WMBE	
2005	$ 114,033	32.33%	$ 36,870	$ 4,589,275	0.42%	$ 19,183	
2006	$ 122,523	40.08%	$ 49,111	$ 994,866	2.15%	$ 21,387	
2007	$ 149,139	28.47%	$ 42,461	$ 141,112	24.35%	$ 34,355	
2008	$ 371,151	25.36%	$ 94,132	$ 145,190	32.91%	$ 47,788	
2009	$ 131,587	17.62%	$ 23,190	$ 141,742	14.03%	$ 19,891	
2010	$ 194,644	12.69%	$ 24,700	$ 190,603	12.50%	$ 23,833	
2011	$ 256,061	40.16%	$ 102,825	$ 431,649	14.16%	$ 61,106	
2012-Q1	$ 67,387	41.94%	$ 28,263	$ 434,823	13.75%	$ 59,806	
2012-Q2	$ 161,702	36.49%	$ 59,013	$ 513,960	12.65%	$ 64,995	
2012-Q3	$ 191,417	37.24%	$ 71,288	$ 592,509	12.25%	$ 72,600	
2012-Q4	$ 228,284	35.16%	$ 80,263	$ 682,739	11.11%	$ 75,833	



1) 2012 year to date spend through 12/31/12
2) Produced by PCSD/FAS on 1/2/2013
3) Source: Standard Summit Reports