

U.S. Department of Commerce
Minority Business Development Agency



***Minority Business Development Agency
Federal Procurement Center (MFPC)
Pilot Program***

Pre-Application Conference

June 8, 2011

Overview

Teleconference Protocol

Important Dates

Speakers

Purpose of Conference

Teleconference Protocol

- Many callers at one time
- Phone automatically placed on mute
- Questions are prompted at designated times and coordinated through conference operator
- Teleconference focused on MFPC competition
- Keep questions relevant to topic at hand
- Avoid making statements
- Avoid duplicating questions

Important Dates

- CFDA #11.802, Minority Business Resource Development
- MBDA Federal Procurement Center Pilot Program
- Competition
 - Start Date May 23, 2011
 - End Date June 7, 2011
11:59 P.M., E.D.T.
- Applications must be received by deadline
- Electronic applications only
- Anticipated Award
 - Start Date September 1, 2011

Speakers

Alex Doñé, Associate Director, Office of Business Development

Heyward Davenport, Regional Director, New York National Enterprise Center

Holden Hoofnagle, Chief, Office of Business Development

Rita Gonzales, Program Manager, Office of Business Development

Cynthia Rios, Program Analyst, Office of Business Development

Purpose of Teleconference

- Agency background
- Business case for MFPC program
- MFPC program objectives
- Clarify requirements contained in the Federal Funding Opportunity (FFO) announcement
 - Program
 - Competition
- Strategy for competition
- Answer questions related to the solicitation

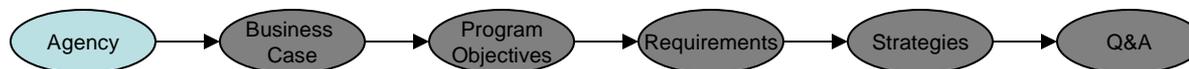
Agency Background

Vision

MBDA's vision is economic prosperity for all American business enterprises

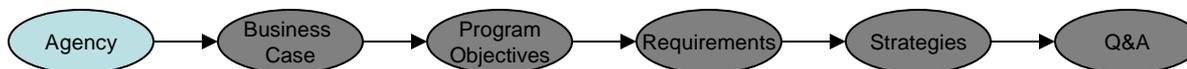
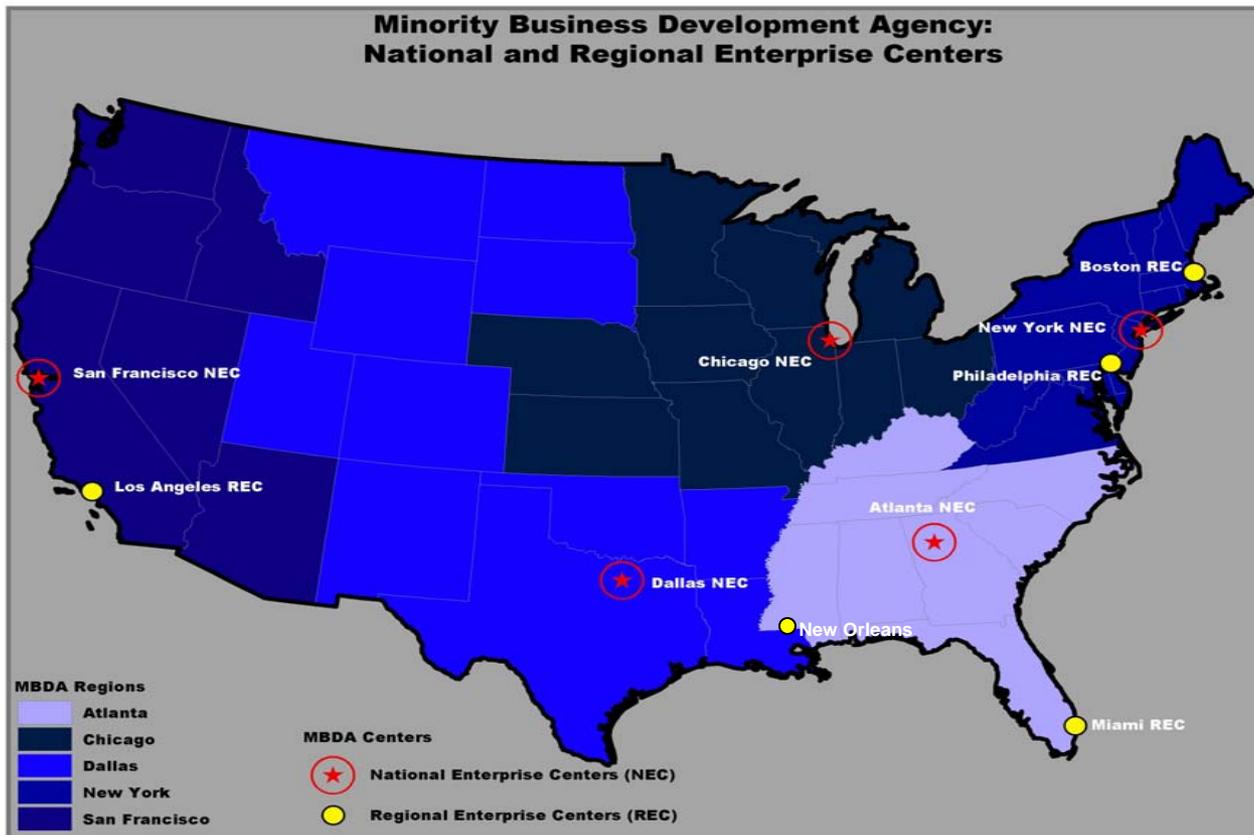
Mission

To foster the growth and global competitiveness of U.S. businesses that are minority-owned



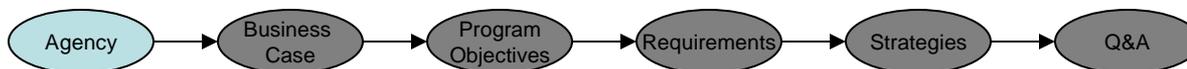
MBDA Structure

MBDA provides nationwide reach through five regional offices



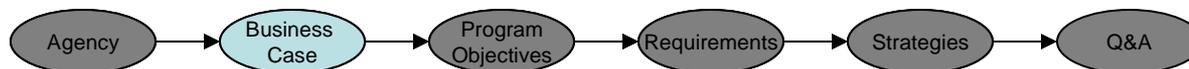
Our Clients

- MBDA serves all minority clients regardless of size
- The core MBDA client is a firm that generates \$1,000,000 (+) in annual revenue or with rapid growth potential
- Minority firms eligible for MBDA services are: African Americans, Alaska Natives, Asian Americans, Hasidic Jewish Americans, Hispanic Americans, Native Americans, Native Hawaiians, and Pacific Islanders



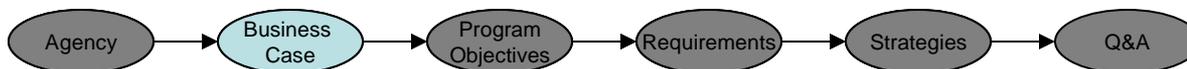
Business Case for MFPC Program

- The Federal government had an estimated contract spend of \$537 billion for Fiscal Year 2010 (USASpending.gov)
- Given the sheer number of federal agencies and their reach, as well as the complexity of procurement regulations, the federal marketplace can be difficult for Minority Business Enterprises (MBEs) to navigate
- To explore the potential for MBE growth via the federal procurement arena, MBDA developed the MFPC pilot program
- The MFPC pilot program is focused on providing targeted assistance to minority firms in accessing and obtaining federal contracts
- The MFPC pilot program is expected to contribute to MBDA's objective of building minority firms of size, scale and capacity



Business Case for MFPC Program (cont'd)

- The U.S. needs strong minority-owned firms to achieve maximum economic growth
- The nation is failing to reap the benefits of economic parity – the creation of 16 million jobs, generation of \$2.5 trillion in gross receipts and unrealized tax base exceeding \$100 billion per year
- Minority firms have the potential to contribute significantly to the balance of trade
 - Minority businesses are twice as likely to generate sales through exports compared to non-minority firms
- Minority-owned firms create job opportunities for all Americans; MBEs tend to be generally more balanced in hiring minority and non-minority persons
- In 2050, minorities will represent 54% of total U.S. population
- MBDA is a catalyst to build minority-owned firms of size, scale and capacity

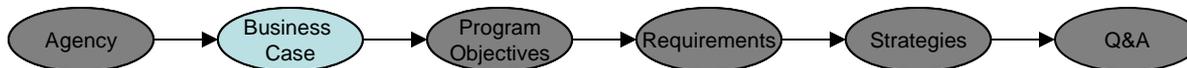


Business Case for MFPC Program (cont'd)

Summary of Business Statistics by Group – 2007

Group	Percentage of Classifiable Firms	Percentage of Total Gross Receipts	Percentage of All Paid Employees
African American	7 % (1,921,907)	1% (\$137.4 billion)	2% (920,128)
American Indian & Alaska Native	0.9 % (237,386)	0.3% (\$34.5 billion)	0.3% (191,472)
Asian	6% (1,552,505)	5% (\$513.9 billion)	5% (1,935,688)
Hispanic	9% (2,260,309)	3% (\$345.2 billion)	3% (1,932,243)
Native Hawaiian & Other Pacific Islander	0.1% (38,881)	0.1% (\$7 billion)	0.1% (43,187)
All Minorities	22% (5,762,940)	9% (\$1 trillion)	10% (5,916,651)
Classifiable Firms (U.S. firms w/o publicly held)	100% (26,306,316)	100% (\$11.0 trillion)	100% (57,356,178)

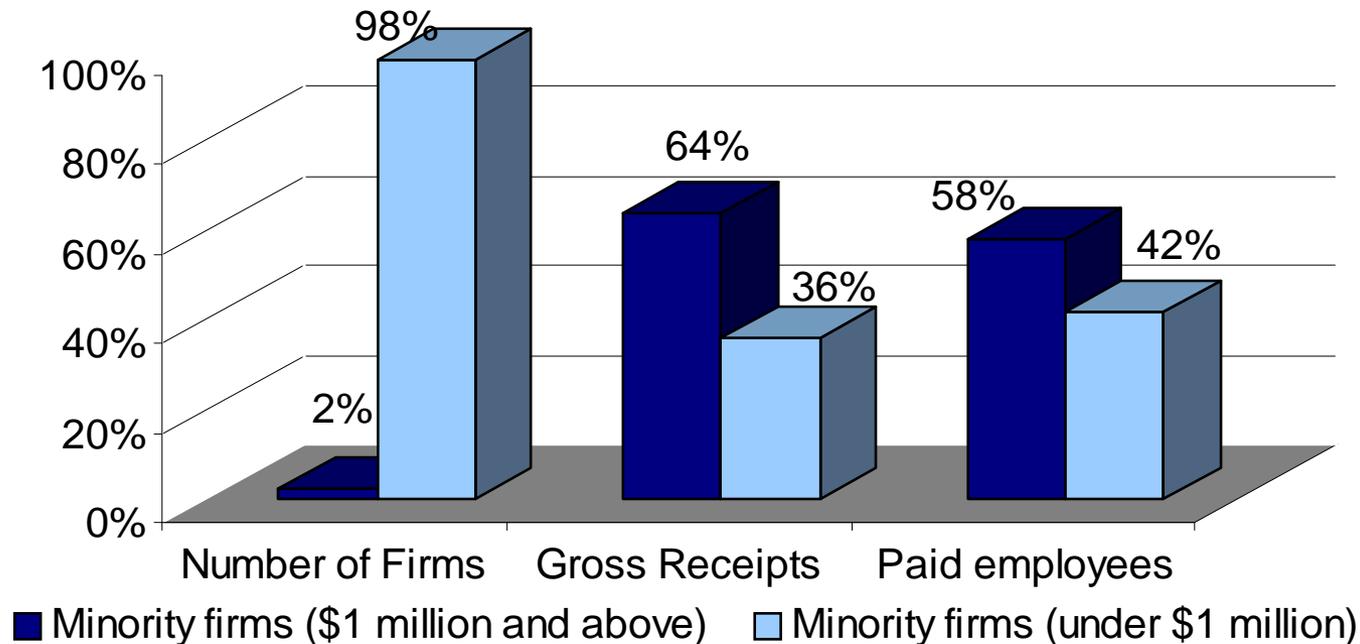
Source: MBDA's analysis of U.S. Census Bureau's *2007 Survey of Business Owners*, data released in July 2010 and September 2010. Classifiable Firms are all U.S. firms less publicly held, foreign-owned, non-profit and other firms whose ownership cannot be classified in terms of race, ethnicity, or gender.



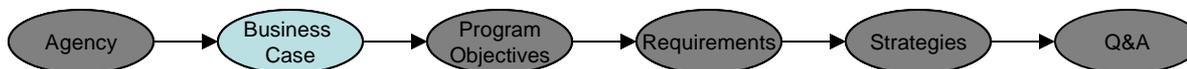
Business Case for MFPC Program (cont'd)

Larger Minority Firms vs. Smaller Minority Firms, 2002

While smaller in number, minority firms with receipts of \$1 million or more generate a much larger percentage of all minority revenues and paid employment than firms with receipts under \$1 million:



Source: U.S. Census Bureau, 2002 Survey of Business Owners, August 2006



Business Case for MFPC Program (cont'd)

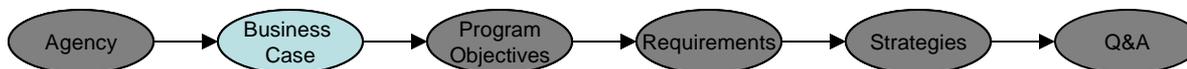
MBDA's performance criteria is based on:

- New Jobs Created
- Dollar Value of Contracts Awarded
- Dollar Value of Financing Transactions Awarded

FY 2010, MBDA has created:

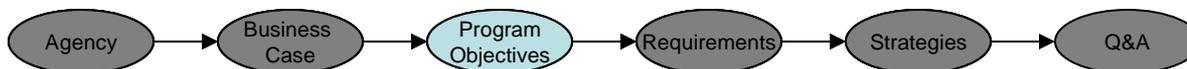
- 6,397 New Jobs
- \$3.9 Billion in Contracts and Financing

Fiscal Year	Agency Funding	Total Contracts & Financial Opportunities Awarded to date	New Jobs Created to date	Return on Agency Investment (ROAI) to date
FY 2010	\$31.5 M	\$3.9 B	6,397	125x
FY 2009	\$29.8 M	\$3.0 B	4,134	101x
FY 2008	\$28.5 M	\$2.1 B	5,316	74x
FY 2007	\$29.9 M	\$1.8 B	3,506	59x
FY 2006	\$29.8 M	\$1.6 B	4,254	54x
FY 2005	\$29.8 M	\$1.6 B	2,270	54x
FY 2004	\$29.7 M	\$1.6 B	n/a	54x



MFPC Program Objectives

- The primary objective of the MBDA Federal Procurement Center is to assist minority businesses across the nation in accessing and obtaining federal contract opportunities
- The MBDA Federal Procurement Center will be strategically located in within the DC-VA-MD Metropolitan Statistical Area
- MBDA Federal Procurement Center is not limited by its physical location and may serve minority businesses in all fifty states and Puerto Rico
- The services offered will create and retain jobs at minority-owned firms
- The MBDA Federal Procurement Centers must collaborate with other MBDA funded centers, staff and strategic partners to serve minority-owned businesses and achieve program goals



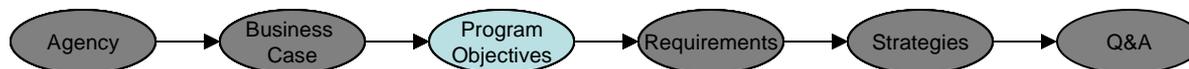
MFPC Program Objectives (cont'd)

Program Objectives

- Assist MBEs with better understanding and navigating the federal procurement arena
- Provide MBE firms with specialized assistance in both identifying and accessing federal procurement opportunities and in obtaining and performing on federal contracts

Target Clients

- Special emphasis will be placed on MBE firms with one or more of the following characteristics:
 - Revenues over \$1 million
 - Participant in high-growth industries
- Centers will serve MBEs of all sizes; start-ups and smaller firms served electronically and/or by strategic partner (via referral)



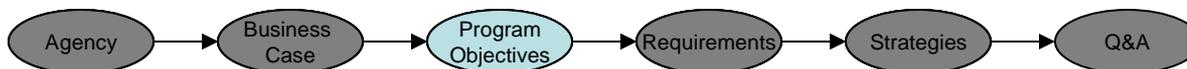
MFPC Program Objectives (cont'd)

Major Program Services

- Develop and maintain relationships with federal program managers and contracting officials
- Provide information and assistance related to laws enacted that may be of benefit to MBEs in securing federal contracts
- Assist MBEs with meeting federal contract pre-requisites
- Support MBEs in the development of targeted marketing and promotion plans for selling to federal agencies
- Educate and assist in the development of teaming arrangements on federal contract opportunities
- Conduct solicitation analysis and evaluate client capacity and positioning
- Provide pre and post-award contract assistance
- Assist MBEs with plans for meeting bonding requirements and project start-up costs related to federal contracts

Strategic Partners

- Establish relationships, with a minimum of 5 entities, that directly lead to transactions, jobs or assisting our target MBEs access the federal marketplace
- Focus on direct programmatic impact of each partnership
- Partnerships should assist the center achieve performance goals, including, but not limited to, serving as a referral source to assist start-up and early stage MBEs
- Strategic Partners should provide a service and/or opportunity to MBEs served by the center
- Foster collaboration



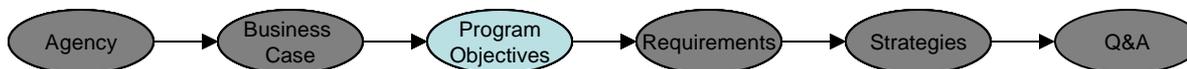
MFPC Program Objectives (cont'd)

Primary Performance Elements

- Number and Dollar Value of Awarded Federal Contract/Procurement Transactions
- Number and Dollar Value of Awarded Financial Transactions
- Number of Jobs Created
- Number of Jobs Retained
- Number of Clients Served
- Number of Federal Procurement Workshops Conducted
- Number of Teaming Arrangements Facilitated
- Number of MBE Referrals

Branding

- MBDA Federal Procurement Center logo required
- Center to market itself to MBEs as a partner to MBDA
- Center will not be required to maintain an individual website; MBDA will host center web page on agency portal
- Trade Mark ("TM") cited
- Publication guidance for signage, stationary and publications
- Communication guidance



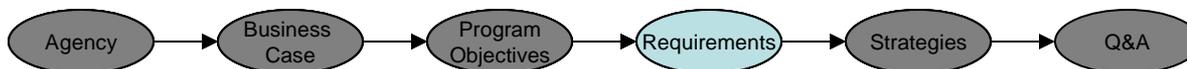
Clarify FFO Requirements

Eligible Applicants

- For-profit entities (including but not limited to sole-proprietorships, partnerships, limited liability companies and corporations)
- Non-profit organizations
- State and local government entities
- American Indian tribes
- Educational institutions

General Submission Requirements

- All applications must be submitted electronically through www.Grants.gov
- Application must be submitted by an Authorized Organizational Representative (AOR)
- Necessary that applicants review and adhere to the full FFO



Clarify FFO Requirements (cont'd)

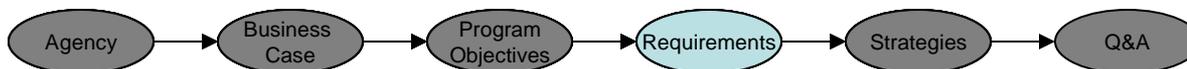
Application Requirements*

A full application will address all five years of the project period and include the following major components:

- Cover Page
- Table of Contents
- Program Narrative
- Required Program Narrative Attachments
- Budget Narrative
- Required Budget Narrative Attachments
- All Required Standard and Commerce Department Forms

All pages of the proposal must be consecutively numbered

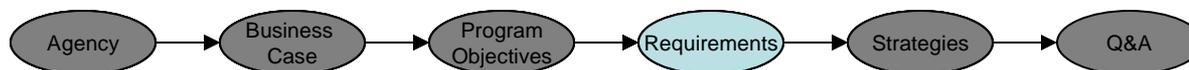
**Note, failure to adhere will result in deduction of points*



Clarify FFO Requirements (cont'd)

Program Narrative – Applicant Capability (30 points)

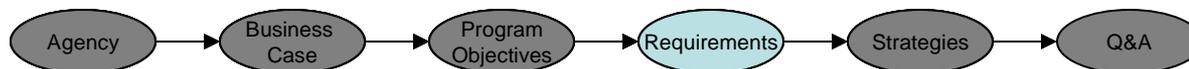
- Provide information on applicant organization's background, emphasizing knowledge of federal acquisitions
- Address the extent to which the applicant organization's mission aligns with the mission of MBDA and MFPC program objectives
- Describe applicant experience providing services similar to those under the MFPC work requirements related to access to federal contracts, access to capital and business consulting
- Position descriptions, qualification requirements and salary ranges must be submitted for all staff
- Project Director may be identified at proposal stage or post-award
 - This individual must be highly qualified
 - If specific individual proposed, resume must also be submitted in addition to position description, qualification requirements and salary range
- Provide all required supporting attachments



Clarify FFO Requirements (cont'd)

Program Narrative – Resources (20 points)

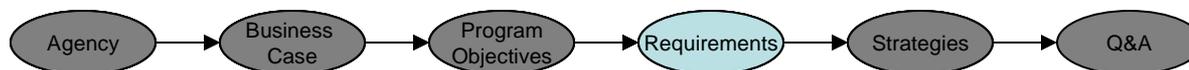
- Present plan for establishing and maintaining a network of strategic partners (minimum of five)
- Indicate extent to which partners will support the MFPC in achieving its program goals
- Describe other resources at hand to foster success of the MFPC
- Letters of Support and Commitment
 - Strategic Partners
 - Other resources listed
- Address rationale for the proposed placement of the MFPC office
- Present applicant plan for adhering to MBDA computer requirements
- Provide all required supporting attachments



Clarify FFO Requirements (cont'd)

Program Narrative – Techniques and Methodologies (30 points)

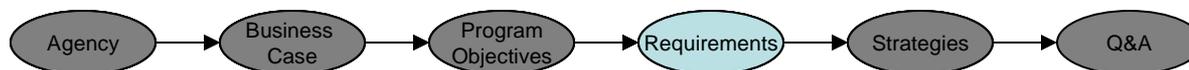
- Describe how each of the work requirements shall be met for each of the five (5) program years
- Provide a quarterly breakdown of performance goals for each of the five years
- Address how the applicant proposes to establish a system that correspond to, or may compliment, MBDA's tracking and validation of contracts
- Present the applicant's plan for how Center will be established and operating within 60 days; provide strategies and timelines/schedule of implementation milestones
- Describe how the applicant shall integrate work requirements with performance measures & existing infrastructure
- Provide all required supporting attachments



Clarify FFO Requirements (cont'd)

Proposed Budget and Budget Narrative (20 points)

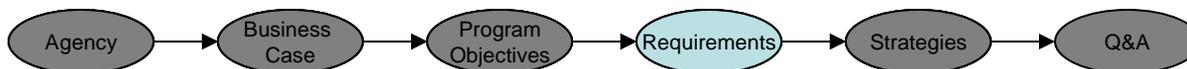
- Detailed line item budget and budget narrative required for each of the five (5) program years
- Each item of cost must be accompanied by a detailed description and cost breakdown
- All costs must be allowable, allocable and reasonable
- Budget must include costs for all required training-related travel (see Appendix C of FFO)
- Budget will be compared to the program narrative to determine if realistic from a programmatic perspective and whether costs are necessary
- All calculations should be mathematically correct and precise (i.e. rounding to the nearest dollar)
- The figures on the line item budget, budget narrative, Standard Form (SF) 424 and SF 424A must reconcile



Clarify FFO Requirements (cont'd)

Proposed Budget and Budget Narrative (cont'd)

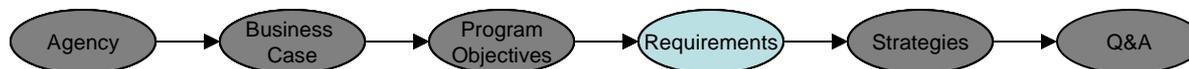
- The generation of program income is required
- Program income is the gross income earned by the grantee that is generated directly by a grant-supported activity or earned as a result of the grant
- Program income includes, but is not limited to, income from fees charged to clients for services performed
- Applicants have flexibility in choosing the mechanism for generating program income
- Discuss the methods for charging and collecting fees, including policy for waiver of fees
- No minimum cost share required; cost share may be comprised of any combination of the following:
 - Program Income (required)
 - Cash Applicant Contributions
 - Non-Cash Applicant Contributions
 - Third-party Contributions (In-kind or Cash)



Clarify FFO Requirements (cont'd)

Proposed Budget and Budget Narrative (cont'd)

- A detailed and signed letter from any/all 3rd party contributors must be scanned and submitted with the proposal
- Indirect costs are limited to the lesser of:
 - The indirect cost rate negotiated and approved by the applicant's cognizant federal agency
 - Thirty percent (30%) of the total direct costs for the project
- If indirect costs are being proposed by the applicant, and the applicant has an approved negotiated indirect cost rate agreement, a copy of the agreement must be included with the proposal package



Clarify FFO Requirements (cont'd)

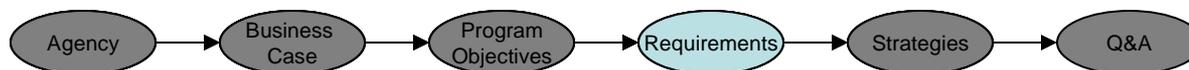
Forms

The application must contain the following Standard Forms (SF):

- SF 424, Application for Federal Assistance (one form to cover all funding periods)
- SF 424A, Budget Information Non-Construction Programs (one for each of the five funding periods)
- SF 424B, Assurances Non-Construction Programs (one form to cover all funding periods)
- SF LLL, Disclosure of Lobbying Activities (one form to cover all funding periods)

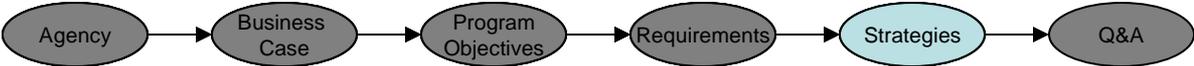
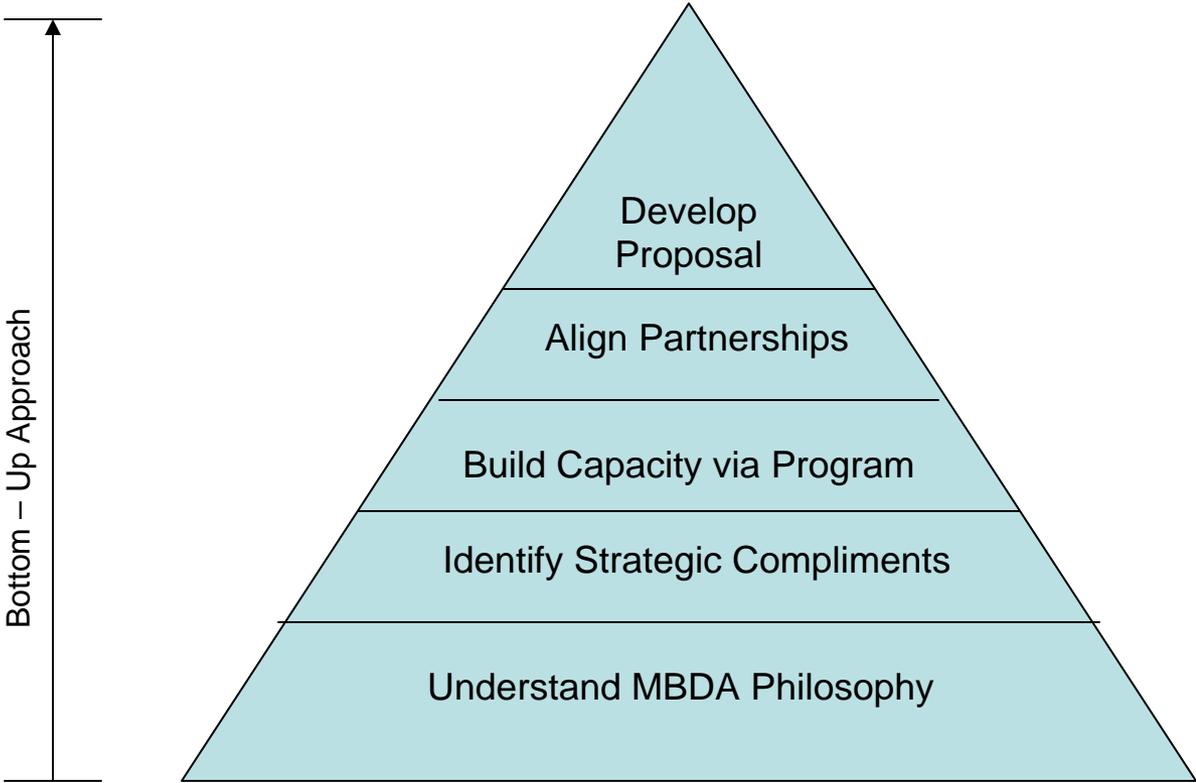
The application must contain the following Department of Commerce (CD) form:

- CD 511, Certification Regarding Lobbying (one form to cover all funding periods)



Strategy for Competition

Preparing a Proposal



Strategy for Competition

General Info | **Press/Media Info** | Business Workspace

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U.S. DEPARTMENT OF COMMERCE
MBDA
 MINORITY BUSINESS DEVELOPMENT AGENCY

Get Down to Business
 Log into MBDA opportunity & partnership tools

MY BUSINESS TOOLS >> OPPORTUNITIES
 FIND MBDA CENTERS

Opportunities & Partnerships | BizDev Central | Press & Media | Research Library | MBDA

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MBDA News in your Inbox

MBDA Federal Procurement Center

MBDA Federal Procurement Center Pilot Program Solicitation

Announcing a solicitation for competitive applications to operate an MBDA Federal Procurement Center (MFPC) Pilot Program in the Washington-Arlington-Alexandria, DC-VA-MD [Read More](#)

Did you know...
 MBDA Minority Business Centers helped clients obtain capital totaling \$4.76 billion during the last 5 fiscal years.

Year	Capital (B)
2006	\$0.41 B
2007	\$0.55 B
2008	\$1.09 B
2009	\$0.91 B
2010	\$1.8 B

New Contract Opportunities >>

OPPORTUNITY
 Mafb repair hold lights-markings
 Psd carbon dioxide for wester, il correct ind

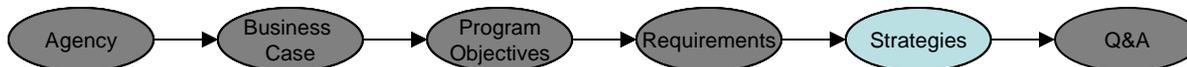
LOCATION
 Minot, ND
 Springfield, IL

2011 Trade Missions

August: [Business Development Mission to Peru and Chile](#)

September: [Executive-led Mission to Afghanistan](#)

[LEARN MORE ABOUT MBDA >>](#)



Strategy for Competition

A total of \$400,000 in FY 2011 funds is available to fund the financial assistance award for the MFPC project identified in this FFO. The Agency also anticipates that \$400,000 will be available in each of FY 2012 through FY 2013, and that \$275,000 will be available in each of FY 2014 through FY 2015 to support continuation funding for this project.

Eligible Applicants

For-profit entities (including but not limited to sole-proprietorships, partnerships, limited liability companies and corporations), non-profit organizations, state and local government entities, American Indian Tribes and educational institutions are all eligible to apply to operate the MBDA Federal Procurement Center.

Submission Requirements

Applications must be submitted electronically and time-stamped at www.grants.gov by **11:59 p.m. Eastern Daylight-Saving Time (EDT) on July 7, 2011**. Applications that are time-stamped after the deadline will not be considered.

Applicants must review and adhere to the full Federal Funding Opportunity (FFO) announcement. This document outlines program details and instructions for submitting and application. [Download the MBDA Federal Procurement Center Grant Application.](#)

Note: The MBDA Federal Procurement Center pilot program is not a grant program to start or to expand an individual business. Applications must be to operate the MBDA Federal Procurement Center and to provide specialized education, technical assistance and consulting services to eligible MBEs that are seeking to pursue federal contracts, as set forth in the Federal Funding Opportunity announcement. Applications that do not meet these requirements will not be considered by MBDA for funding.

Pre-Application Teleconference

MBDA will conduct a pre-application teleconference on **June 8, 2011**. [Participate in the Pre-Application Conference.](#)

The below materials are based on the Announcement of Federal Funding Opportunity (FFO) for the MBDA Federal Procurement Center pilot program and are intended to provide information to interested parties concerning the MFPC Program and the preparation of an application for funding under this competitive solicitation. The informational materials are not a substitute for the MFPC application and program requirements set forth in the FFO. Should there be any inconsistencies between the FFO and the informational materials, the FFO is the controlling document and shall prevail.

Attachment	Size
Federal Funding Opportunity (FFO) Announcement	210.31 KB
General Application Preparation Tips	9.74 KB
Budget Narrative Checklist	117.65 KB

Upcoming Events

[Within 90 days]

06/08/2011 - 2:00pm - 3:00pm
[Export.gov Webinar: Export Documentation for New to Export](#)

06/08/2011 - 2:00pm - 4:00pm
[MBDA Federal Procurement Center Pre-Application Conference](#)

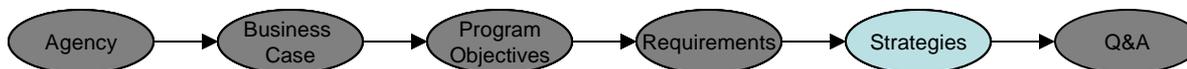
06/09/2011 (All day) - 06/11/2011 (All day)
[FraserNet PowerNetworking Conference 2011](#)

06/12/2011 (All day) - 06/14/2011 (All day)
[Southeastern United States - Canadian Provinces Alliances 4th Annual Conference](#)

06/13/2011 (All day) - 06/16/2011 (All day)
[National Congress of American Indians Mid Year Conference](#)

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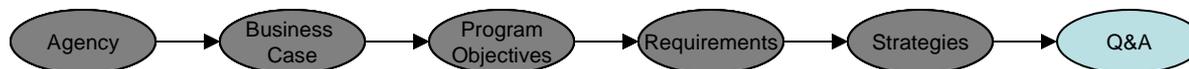
[VIEW EVENT CALENDAR](#)



Q&A

Please adhere to operator instructions to ask question

Thank you



Close

Thank you for participating and have a great day!

