



**Planning & Economic Development
Greenhouse Memorandum**
Budget, Finance & Taxation Committee:

To: The Honorable Members of City Council
 From: Jessica R. Eilerman, Greenhouse Manager & Small Business Liaison
 Date: January 11, 2018
 Subject: Small Business Enterprise (SBE) Quarterly Report

Program Participation Numbers

Total Certifications	373	
Total FY 17 YTD New Certifications	50	13%
Total FY 17 YTD Re-Certifications	56	15%

Certification Breakdown, by geography

ST. PETERSBURG COUNTS		
Midtown SBEs	30	8%
St. Petersburg	124	33%
COUNTY COUNTS		
Pinellas County	219	59%
Pasco County	19	5%
Polk County	12	3%
Hillsborough County	107	29%
Manatee County	16	4%

Certification Breakdown, by ethnicity

Ethnic Group	Count of Business
Blank	1
Asian	9
Black	64
Hispanic	38
Native American	4
Other	6
White	257

Participation Goals

2017 Goal: 8% SBE Participation

Actual: 8.6%

SBE Purchase Commitments				
Fiscal Year	SBE Contracts	SBE Spending Total	Total Spending	SBE Percentage
FY 15	449	\$14,708,758	\$246,804,235	6.0%
FY 16	411	\$9,962,824	\$165,213,290	6.0%
FY 17	362	\$10,366,559	\$120,531,953	8.6%

2017 Outreach Recap

- Pinellas County Economic Development Reverse Trade Show
- NIGP UACDC Reverse Trade Show
- NIGP Trade Shows
- Minority Enterprise Development Week Conference
- Minority Enterprise Development Week Conference Business Bus Tour
- Best Businesses in the 'Burg Showcase
- Hillsborough County 4th Annual Open Doors Procurement Event
- Ajax Outreach Sessions for Police HQ Project (3-4 sessions?)
- Pre-Bid Meetings

Program Update

- Staffing
- Committee participation

Looking Ahead

- 2018 Goal: 10%
- Outreach
- Partnerships with regional partners
- Disparity Study, focused minority contracting initiatives

Abbreviated Program History

The City adopted its first MBE Ordinance in 1982. Over the next eight years, a variety of changes and modifications were made due to changing legal opinion and defensibility. In 1989 the City commissioned a disparity study regarding the nature and extent (if any) of discrimination against Minority-and Women-Owned Business in St. Petersburg. The results of the study confirmed the need to re-establish the MBE Program for construction projects for black-owned businesses only. The data for the procurement of goods and services was not analyzed at that time. The MBE construction program was re-established by ordinance in 1990.

In June 1998, the City commissioned a second Disparity Study. The study conducted by Policy Research Consulting, Inc. concluded that there was no disparity in the City's goods and services procurement and construction programs. Consequently, it was determined by the City Attorney that the City's race and gender conscious Minority/Women Business Enterprise (M/WBE) initiative was no longer legally defensible. In November 1999, City Council repealed the M/WBE Construction Program and, in 2001, adopted a race and gender neutral Small and Disadvantaged Business Enterprise (SDBE) Program.

The intent of the SDBE program was to enhance procurement opportunities for certified SDBEs domiciled within city limits. On September 21, 2006, the City Council approved Ordinance 789-G which created a SBE program. The SBE program replaced the SDBE program to create a more effective and regional program. The intent of the SBE program is to foster growth in the economy of the City, by affording small businesses an opportunity to gain the experience, knowledge and resources necessary to compete and survive, both in the government as well as in the private procurement and construction contracting arena.

Beginning in 2015 there has been an increased desire from the community to examine an expansion or addition to the current SBE program into a W/MBE program. To do this, a disparity study will need to be commissioned and conducted. Until such a study is commissioned, the Greenhouse/Economic Development staff has prepared the recommendations outlined herein to update and strengthen the current SBE program. Discussions with members of the SBE Committee, key impacted City Departments as well as with members of the public have been held to incorporate suggestions and feedback as appropriate.

CC: Mayor Kriseman
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