CITY OF CHARLESTON
BUSINESS SERVICES DIVISION
MINORITY & WOMEN-OWNED BUSINESS ENTERPRISE OFFICE

SMALL BUSINESS OPPORTUNITY EXPO

24 MARCH 2022 | 9 AM - 3 PM
The Gaillard Center
95 Calhoun Street Charleston, SC 29401

LEARN about procurement and contract opportunities from various exhibitors

CONNECT with resource partners, government agencies, lenders and more

ENGAGE with Mayor’s Business Roundtable, luncheon, and workshops

Visit our website for more information:
www.charleston-sc.gov/smallbizexpo
# HOW WE PURCHASE

## PRODUCTS

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Procurement Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $5,000.00</td>
<td>Limited Purchase: No bid limitations on types of products purchased</td>
</tr>
<tr>
<td>$5,001 - $10,000.00</td>
<td>Informal Quotation: 3 telephone quotes verified by Procurement</td>
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<tr>
<td>$10,001 - $30,000.00</td>
<td>Formal Quotation: 3 written quotes in response to a quotation issued by Procurement</td>
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## PROFESSIONAL SERVICES

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Procurement Requirements</th>
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</thead>
<tbody>
<tr>
<td>$0.01 - $50,000.00</td>
<td>No solicitation required (i.e. architect, engineer, surveyor, etc.) but must be on the City’s Professional Services List. Any contract value greater than $40,000.00 must be approved by City Council</td>
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<tr>
<td>$50,000.01+</td>
<td>Formal Solicitation/Sealed Bid (Invitation For Bid, RFP or RFQ). This requires advertisement for competitiveness and City Council approval.</td>
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## SUPPLIER DIVERSITY STRATEGY

### Strategy to Implement

20% M&WBE City-wide Spending Goal

1. Show City’s Commitment
2. Inform department heads of City-wide goal and conduct trainings on implementation
3. Recruit diverse suppliers
4. Inform M&WBEs of opportunities within the City
5. Build capacity of M&WBEs
6. Track and report the results

### The Business Case for Diversity

A diverse supplier pool:
- Ensures a diverse supplier base in the procurement of goods/services
- Increases competition and positively impacts prices and service
- Promotes new innovation
- Reduces documented disparity in the wealth of minority communities and women
- Helps small businesses become and remain sustainable through business expansion
- Showcases the City’s commitment to the economic growth of all communities
AGENDA

9:00 AM
EXHIBITOR HALL OPENS
Breakfast & 30+ exhibitors
Grand Ballroom

9:30 AM
WELCOME
Robert Summerfield, Director of Planning
Ruth Jordan, M&WBE Manager
Main Stage

10:00 AM
LET’S DO BUSINESS!
Listen to presentations on how to do business with
the experts from:
City of Charleston: Parks & Capital Projects,
Procurement, and Stormwater Departments
Charleston County School District
State Ports Authority
City of North Charleston
Charleston County
Santee Cooper
Berkeley County and more!
Main Stage

12:00 PM
MAYOR’S SMALL BUSINESS ROUNDTABLE & LUNCHEON
with Mayor John J. Tecklenburg
Main Stage

1:15 PM
BREAKOUT SESSIONS

BREAKOUT 1: Meet the Lenders
Presented by the CLIMB Fund, SC Community Loan Fund, Bank of America, and TD Bank
Main Stage

BREAKOUT 2: Small Biz Legal Basics
Presented by Attorney Scott Anthony - Weston Craig Anthony LLC
Salon A, 2nd Floor

BREAKOUT 3: How to Write A Business Plan
Presented by Paul Featheringill - Charleston Area Small Business Develepment Center (SBDC)
Salon B, 2nd Floor

3:00 PM
EXHIBITOR HALL CLOSES
Grand Ballroom

For more information on exhibitors or presentations visit: www.charleston-sc.gov/smallbizexpo
ABOUT US

Business Services is a division of the City of Charleston that provides customer service and produces results for businesses. Whether you are starting a new business or relocating a business to Charleston, our staff is here to help you navigate business licensing, permits, regulations, and other city services.

WHO QUALIFIES

Director of Business Services, Meg Thompson
(843) 958-6407 thompsonm@charleston-sc.gov

Minority & Women-Owned Business Enterprise Manager, Ruth Jordan
(843) 724-7434 jordanr@charleston-sc.gov

Minority Owned Businesses:
A business owned and managed by an individual who is Black or African American, Hispanic or Latino, Native American, Asian American, or Native Hawaiian/ Pacific Islander. This individual must actively oversee the daily operations of the business and control a majority (51% or greater) ownership stake.

Woman Owned Businesses:
A business owned and managed by a woman who actively oversees its daily operations and controls a majority (51% or greater) ownership stake.

HOW TO APPLY

Complete the city’s M&WBE Certification application at:
www.charleston-sc.gov/mwbe

To stay up to date on programs and events, be sure to subscribe to our Hey, Charleston! newsletter:
www.charleston-sc.gov/heycharleston

GET M&WBE CERTIFIED!

OUR PROGRAM

The City of Charleston’s Minority & Women-Owned Enterprise Office (M&WBE) empowers minority and women-owned businesses to grow, compete, and participate in the city’s contracting and procurement.

Certification benefits include:

- Official validation of M&WBE status
- Participation in official M&WBE contracting opportunities that require certification
- Inclusion in the City’s public M&WBE Database
- Marketing opportunities through the City’s M&WBE Spotlight program
- Training, business development, & technical assistance
- Direct referrals to local business experts & other diversity programs

WHO QUALIFIES

Applicants must be citizens of the United States, and have owned the business for at least one (1) full year. The gross revenue of the business concerned must not exceed $7.5 million. The personal net worth of the applicant cannot exceed $1.32 million, excluding the value of their primary residence and the business they are applying to have certified.

Woman Owned Businesses: A business owned and managed by a woman who actively oversees its daily operations and controls a majority (51% or greater) ownership stake.

Minority Owned Businesses: A business owned and managed by an individual who is Black or African American, Hispanic or Latino, Native American, Asian American, or Native Hawaiian/ Pacific Islander. This individual must actively oversee the daily operations of the business and control a majority (51% or greater) ownership stake.

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