

# FY 2016 ANNUAL REPORT

JULY 1, 2015 – JUNE 30, 2016

## San Diego Contracting Opportunities Center



### 2016 Local Sponsors

California Manufacturing Technology Consulting  
CDC Small Business Finance  
City of San Diego  
Conner Networks  
Department of General Services - California  
General Atomics  
Harper Construction  
Hensel Phelps  
Metropolitan Water District  
MCTC  
Northrop Grumman Information Systems  
Otay Water District  
SANDAG  
San Diego Community College District  
San Diego County Regional Airport Authority  
San Diego Housing Commission  
San Diego Unified School District  
Swinerton Builders



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## Executive Summary

San Diego Contracting Opportunities Center (SDCOC) is hosted by Southwestern College/Foundation. SDCOC's mission is to assist San Diego county small businesses with the information, resources, and technical assistance they need to effectively compete for and perform on federal, state, and local government contracts. Technical services include the identification of bidding opportunities, development of marketing strategies, certification assistance, RFP/solicitation review, and bid/proposal development, among others. Due to the generosity of our program supporters, our services are provided at no cost to the small businesses that we serve.



Small businesses in all categories continued to benefit from SDCOC services in fiscal year 2016; specifically, **\$66,100,748** in total contract awards can be attributed to our Center's technical assistance services. This equates to nearly 441 jobs, assuming that \$150,000 in sales is needed to create or retain each job. Despite a decrease in spending across all federal agencies, SDCOC'S small business clients were still able to garner \$39,665,471.00 in federal contract awards. SDCOC surpassed all of its federal contractual training, counseling, and outreach goals, otherwise known as its annual performance goals. We are grateful to both our new sponsors, and to those who have continued to loyally support the SDCOC for many years.

SDCOC currently serves 1,786 Active Clients. During fiscal year 2016, SDCOC provided 2,155 initial and follow-up counseling sessions (one-on-one technical assistance) to 596 clients, totaling 1,750 hours; 284 of these clients were new clients of the Center. Additionally, SDCOC sponsored and/or participated in 71 workshops and outreach events, reaching 4,306 participants.



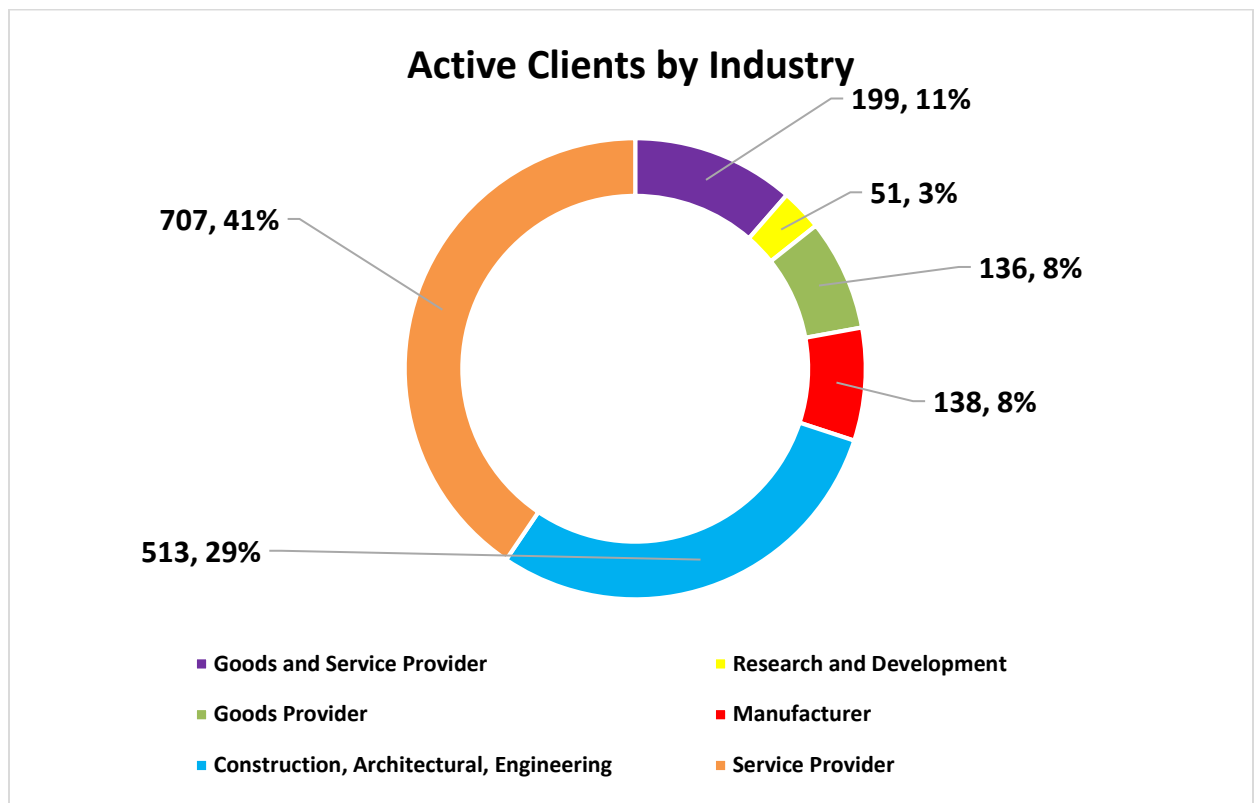
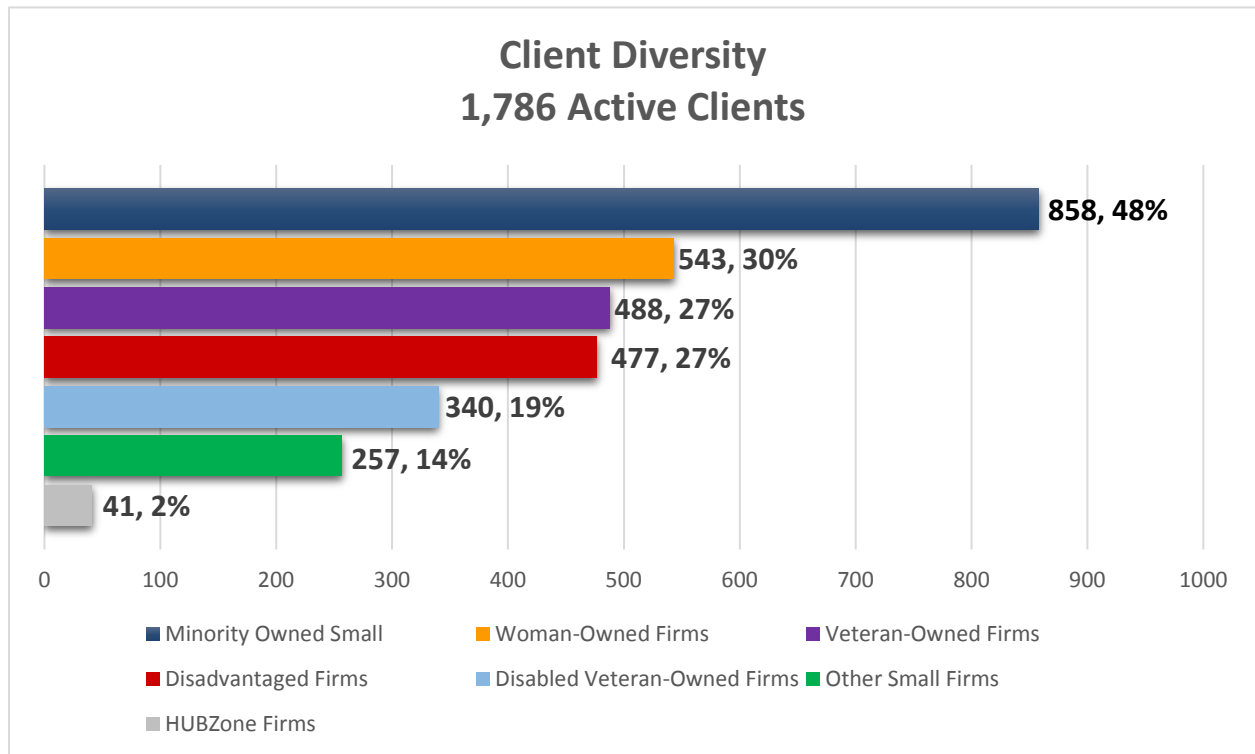
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## Active Clients

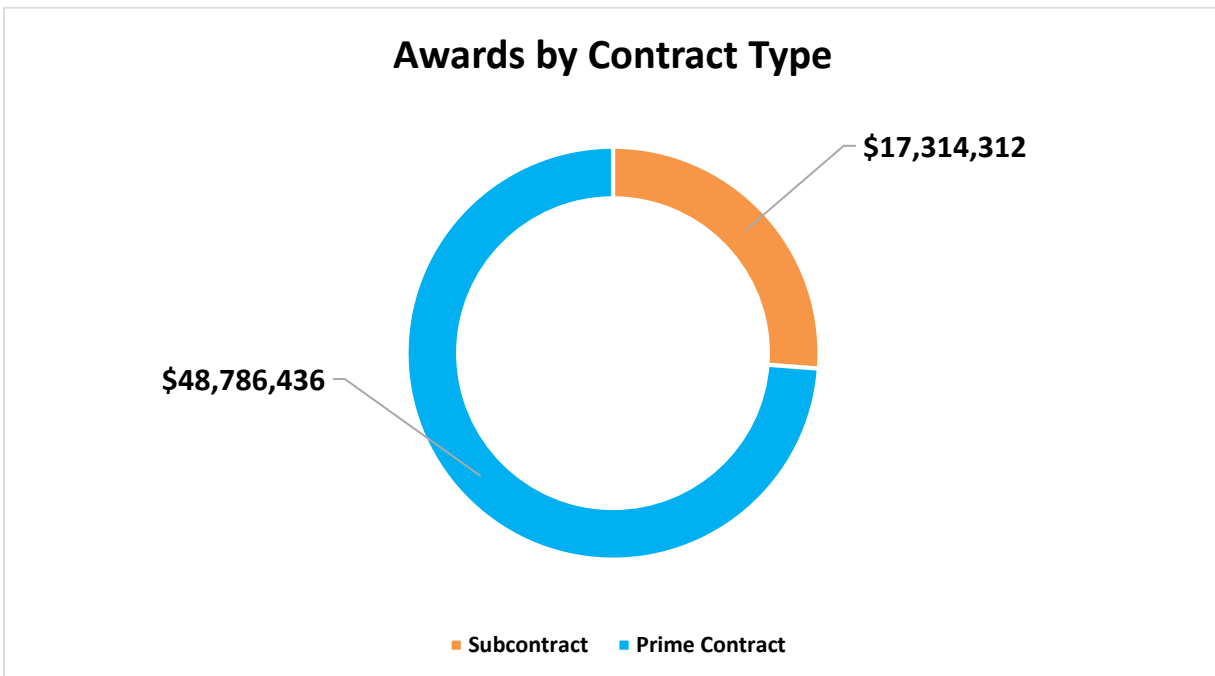
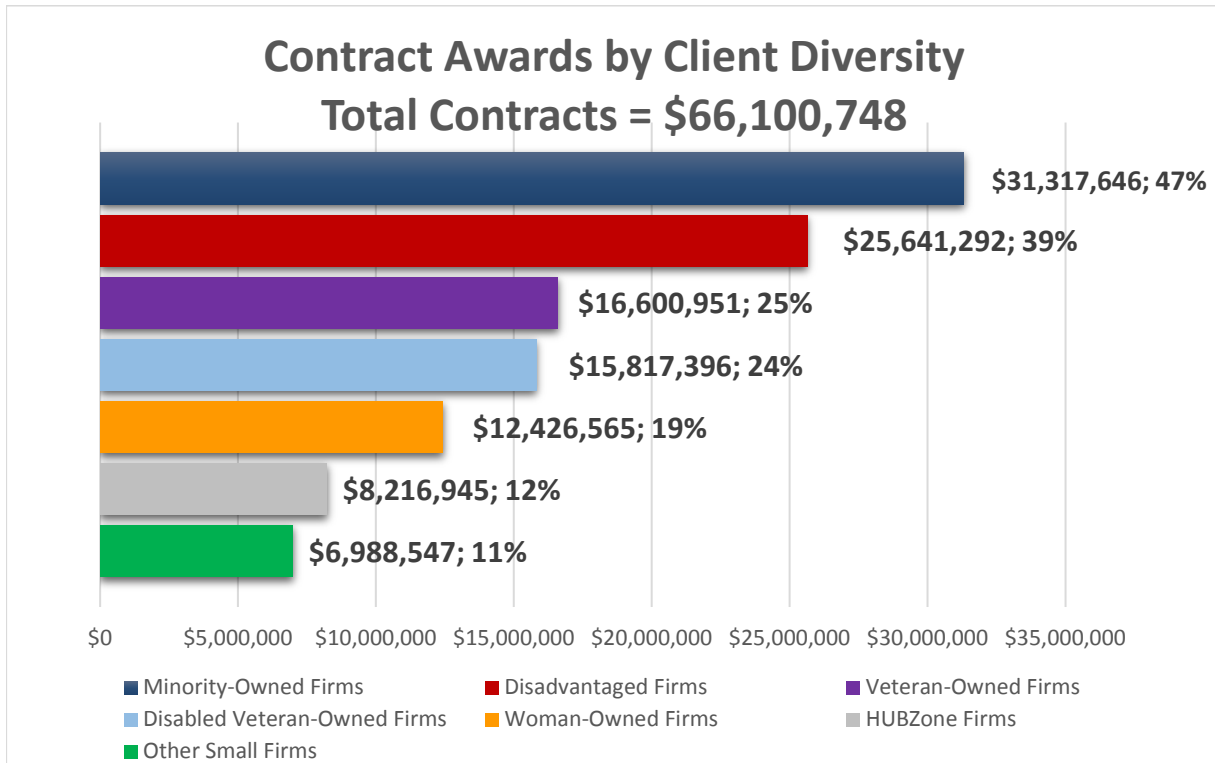
SDCOC currently serves 1,786 active clients. Below are breakdowns of the active clients by industry/sector and diversity. Please see the last page of this report for diversity category definitions.

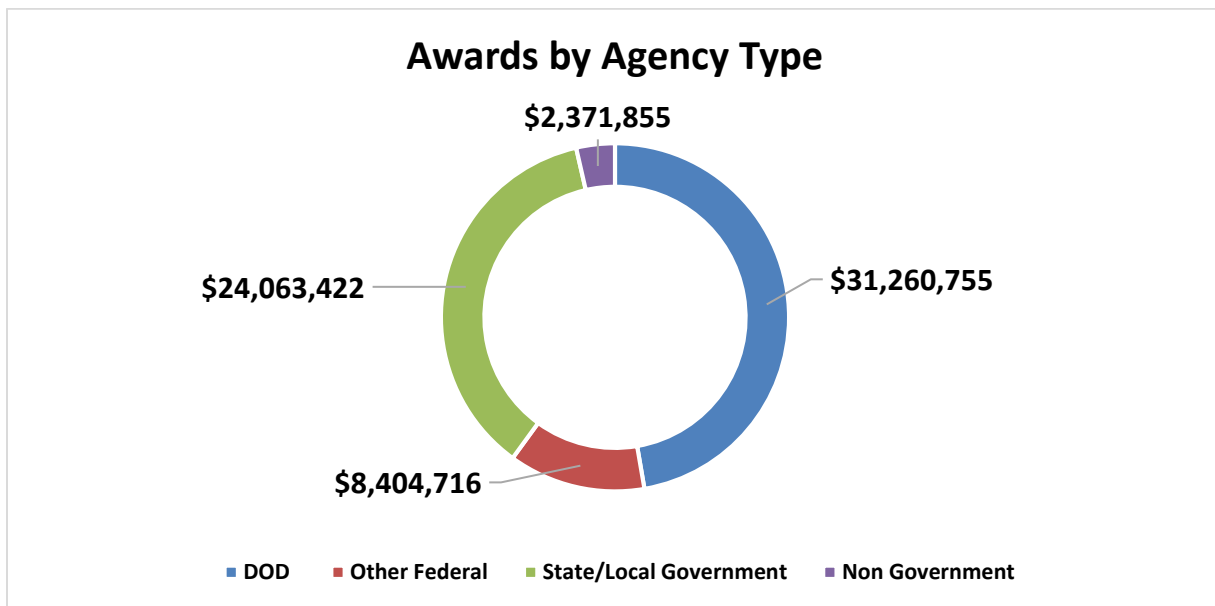


## Contracts Awarded to Clients

SDCOC’s small business clients attributed \$66,100,748 in contract awards to our Center’s technical services. This equates to nearly 441 jobs, assuming that \$150,000 in sales is needed to create or retain each job.

Below are charts illustrating the breakdown of reported awards by client diversity, contract type (Prime or Subcontract), and agency type (DOD, Other Federal, State/Local, or Non-Government).





#### First-Time Contract Award Winners

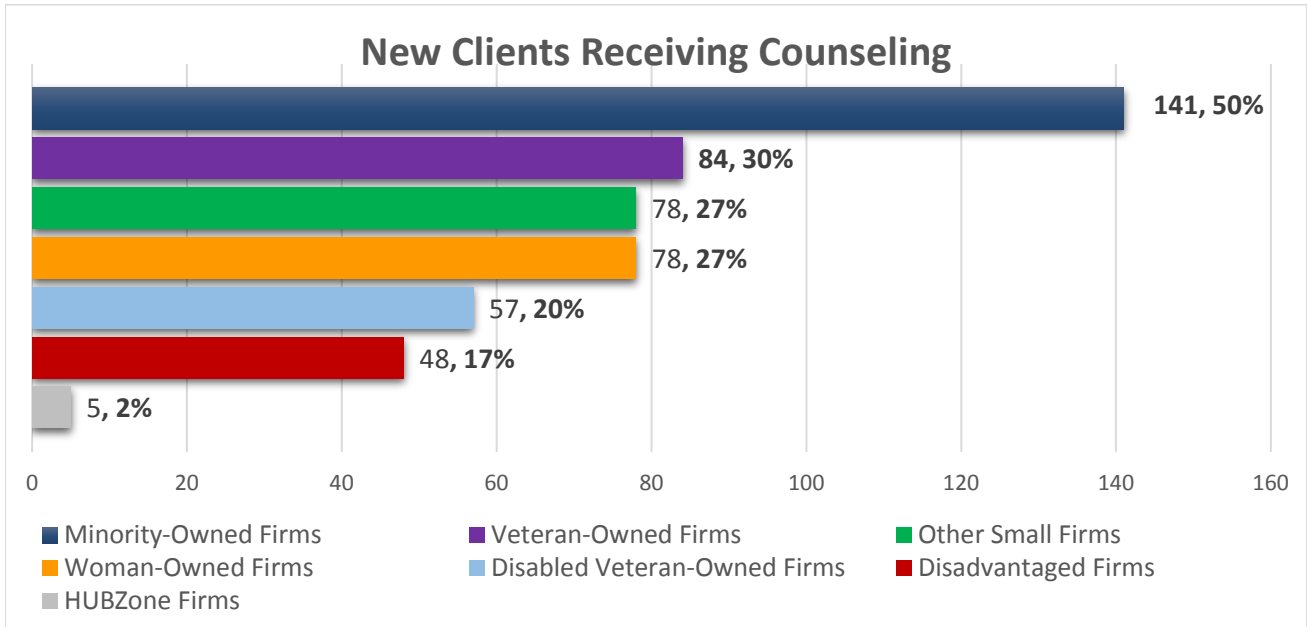
Sixty-eight (68) clients reported their first public agency/government award(s) since becoming clients, for a total of \$14,338,839 which totals 22% of total annual contract award dollars. This demonstrates SDCOC's ability to assist small businesses with the tools, resources, and guidance they need to, not only navigate public agency and prime markets effectively, but to successfully win contracts.

#### Contract Awards with New Agencies

Fifty-one (51) small business clients reported doing business with seventy-eight (78) "new" public agencies, primes, or government procurement offices that they had not previously reported to SDCOC. Sales to these new agencies/primes amounted to \$8,123,500 (~ 12% of all awards), and were attributed to SDCOC technical assistance. This data demonstrates SDCOC's success in helping small businesses expand their customer base to include different government customers.

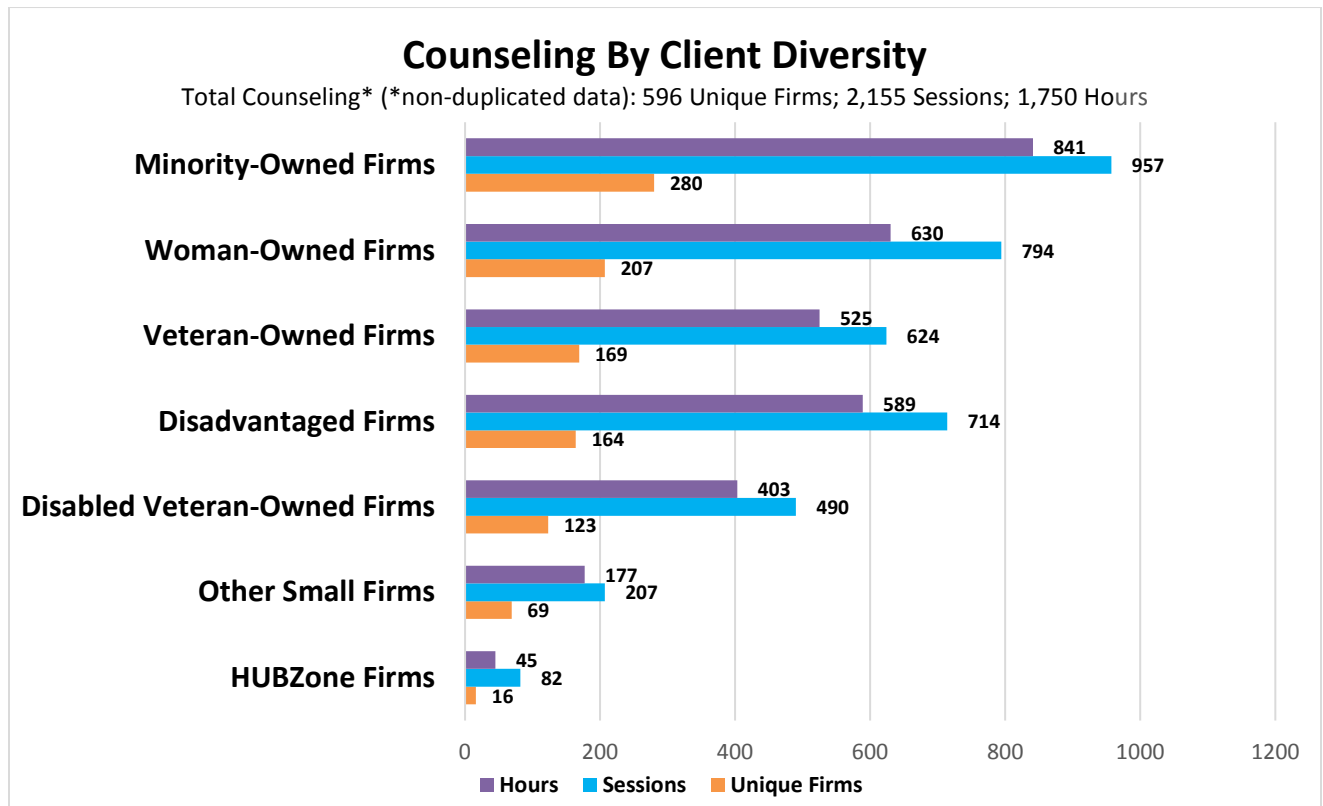
## New Clients

SDCOC provided initial counseling sessions (one-on-one technical assistance) to 284 new clients, totaling 433 hours. SDCOC continues to serve a diverse spectrum of clients, as illustrated in the following chart.



## Counseling Sessions

SDCOC provided 2,155 initial and follow-up counseling sessions to 1,016 clients, totaling 1,750 hours. The diversity of the clients that received counseling services is illustrated in the following chart.



## Training and Events

SDCOC sponsored, co-sponsored, and/or participated in 71 workshops and outreach events during the reporting period. 4,306 participants attended these training or networking events.

## Bid Notifications

### Electronic Bid Matching

SDCOC provides an electronic bid matching service to nearly 300 active clients. The Bid Match system searches over 2,000 public federal, state, and local procurement databases and uses algorithms based on keywords, industry codes, and other industry or commodity related information to match solicitations with client profiles. Clients receive e-mail notifications on a daily basis of potential government bidding opportunities. Approximately 1 million bid opportunities were delivered to our Bid Match clients during Fiscal Year 2016.

### Local Bidding Opportunities

During this reporting period, 1,035 Bid Plan Room contacts or individual notifications were distributed by SDCOC. These notifications were made in response to receiving and processing 32 separate local bid packages. The Center's Plan Room also received and processed 29 individual requests from general or prime contractors asking for assistance in identifying subcontractors.

## Client Satisfaction and Testimonials

The most recent client satisfaction survey was conducted in December 2015. 1,149 clients were polled, of which 397 (~35%) responded. Their ratings provided a composite satisfaction rating of 96%. The full survey is available upon request. Below are a few client testimonials taken from the survey:

*"The SDCOC staff provide an array of services and classes that provide critical knowledge for success. They have always proven to be insightful and engaging when helping us to forge a path to the next level. Invaluable service!"* --MB, Proofpoint Systems

*"Trisha is great! She offered tremendous feedback writing winning proposals, and helped us tremendously while we prepared for a phone interview. I cannot thank your organization and your staff enough for helping us develop this area of our business!"*

– JH, Nesso Strategies

*"Trisha was the beacon to light the way toward small business certifications for my company. Wonderful attentiveness and simply can't believe the service is at no charge - thank you so very much. "*

– JW, So-Cal State Fire Protection

## Socioeconomic Definitions

Disadvantaged Firm: [www.sba.gov/content/disadvantaged-businesses](http://www.sba.gov/content/disadvantaged-businesses)

Disabled Veteran-Owned Firm: [www.sba.gov/sdvosb](http://www.sba.gov/sdvosb)

Woman-Owned Firm: [www.sba.gov/content/women-owned-small-business-program](http://www.sba.gov/content/women-owned-small-business-program)

HUBZone Certified Firm: [www.sba.gov/content/applying-hubzone-program](http://www.sba.gov/content/applying-hubzone-program)

Small Business: [www.sba.gov/content/am-i-small-business-concern](http://www.sba.gov/content/am-i-small-business-concern)