

FY 2017 ANNUAL REPORT

JULY 1, 2016 – JUNE 30, 2017

San Diego Contracting Opportunities Center



2017 Local Sponsors

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



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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 2017; specifically, **\$155,001,238** in total contract awards can be attributed to our Center's technical assistance services. This equates to roughly 1,033 jobs, assuming that \$150,000 in sales is needed to create or retain each job. Despite a decrease in overall federal contracting, SDCOC'S small business clients were still able to garner \$117,486,276 in federal contract awards. SDCOC exceeded all of its federal program performance metrics including 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 2,207 Active Clients. During fiscal year 2017, SDCOC provided 1,639 initial and follow-up counseling sessions (one-on-one technical assistance) to 449 clients, totaling 1,507 hours; 189 of these clients were new clients of the Center. Additionally, SDCOC sponsored and/or participated in 62 workshops and outreach events, reaching 2,640 participants.



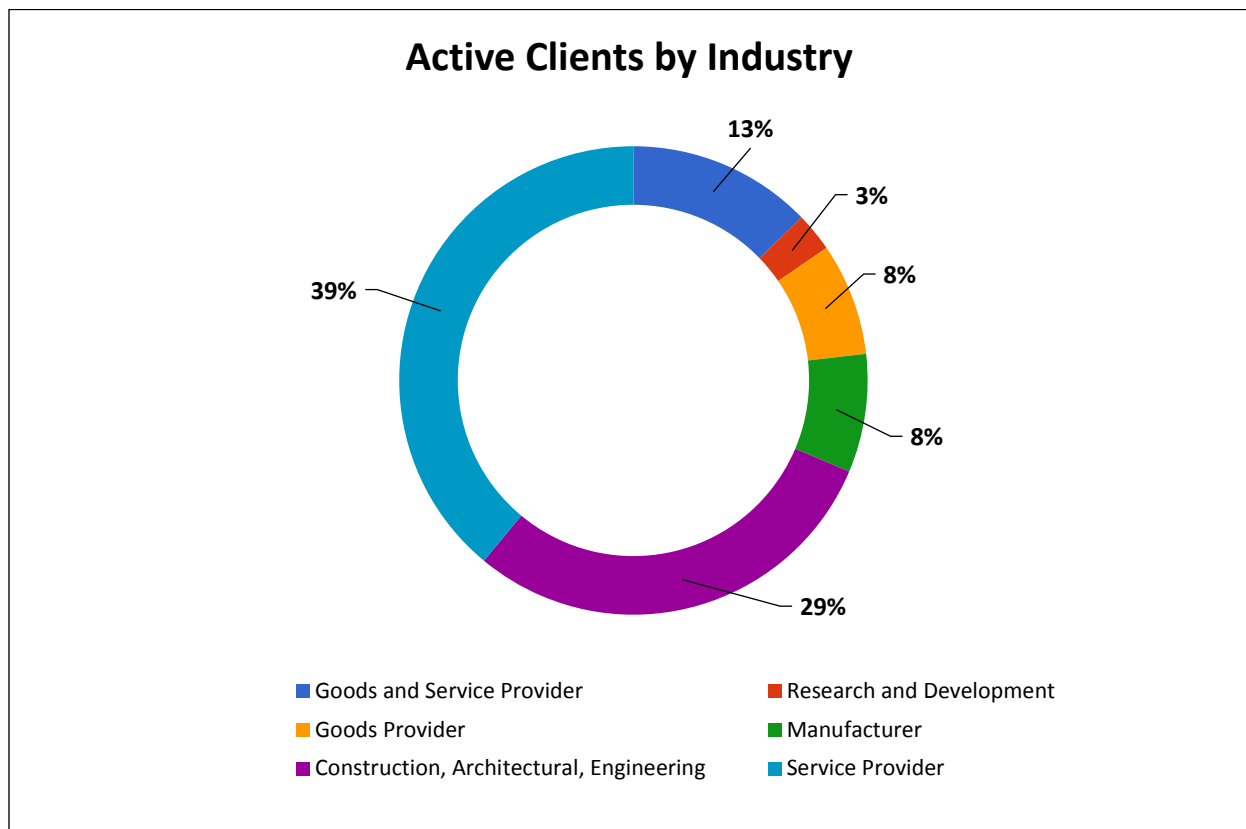
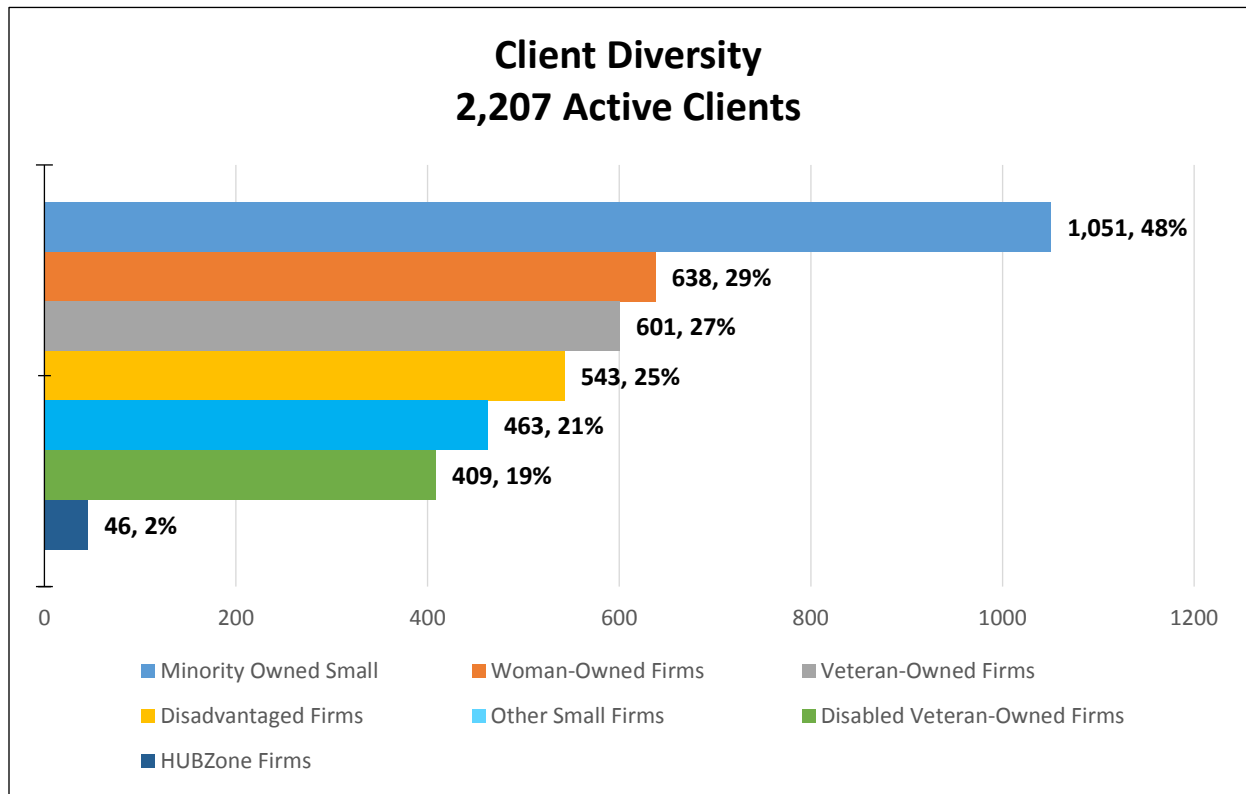
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Active Clients

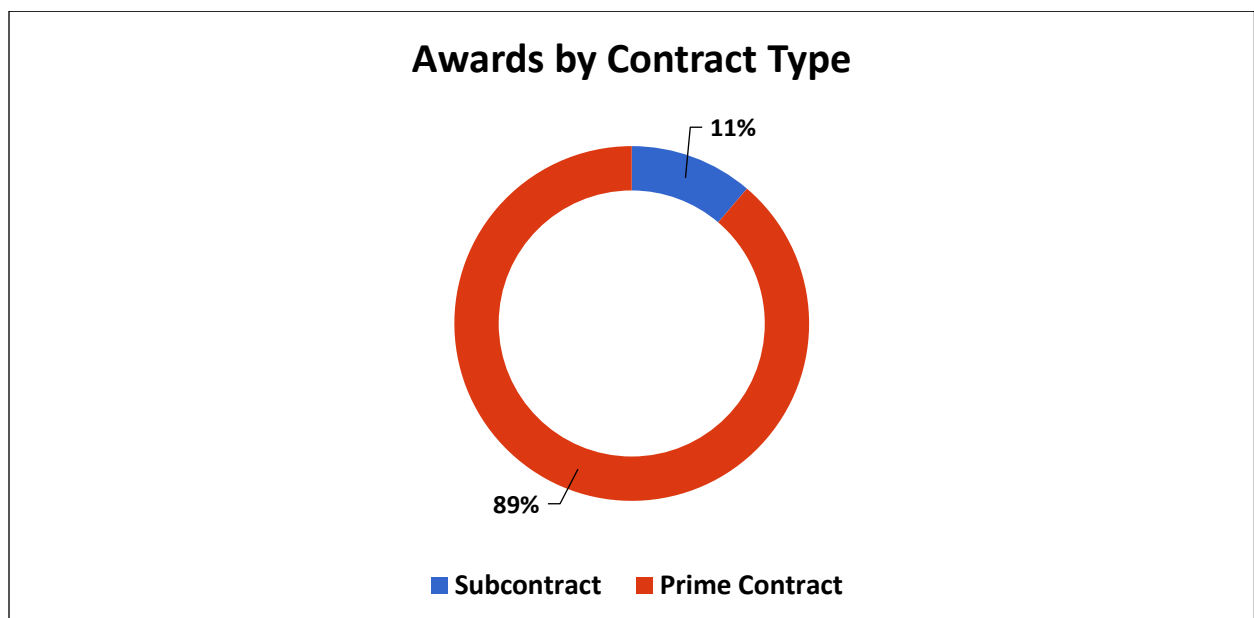
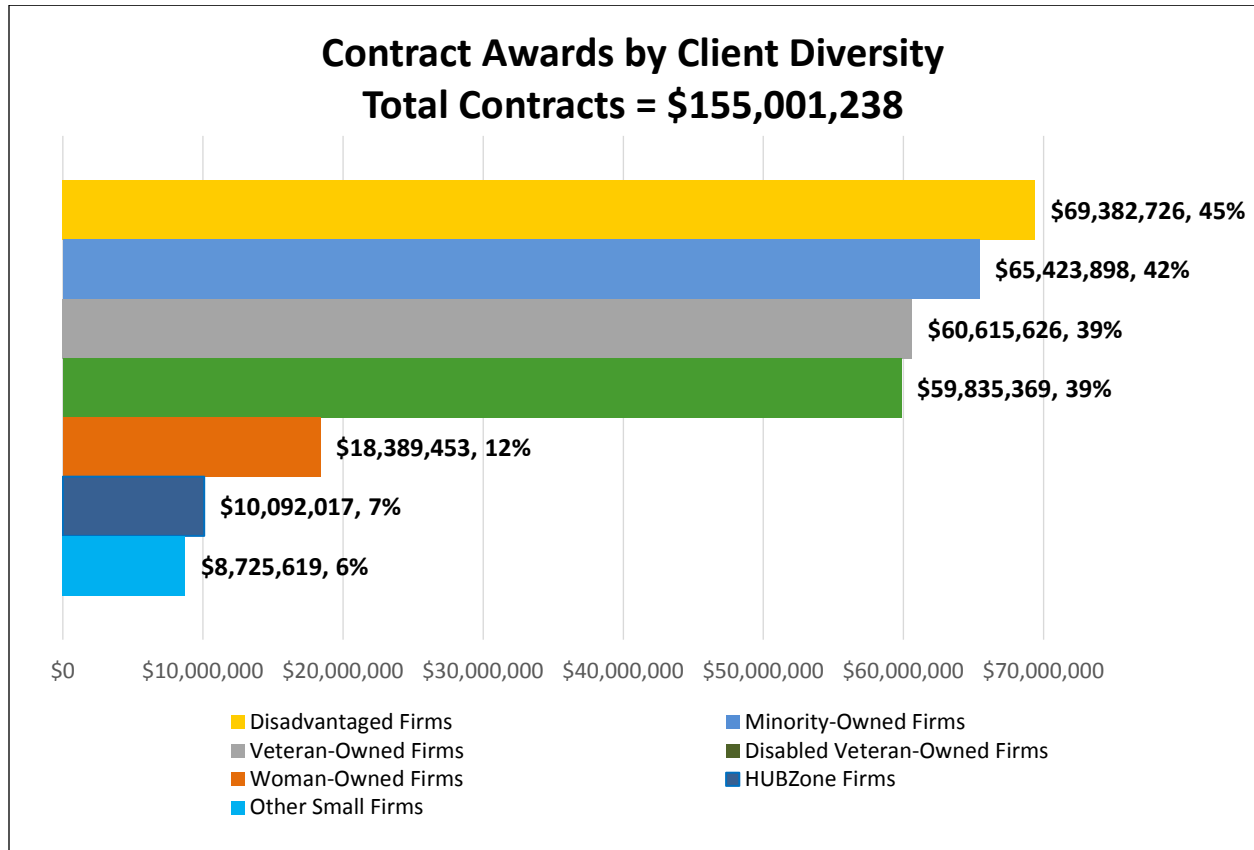
SDCOC currently serves 2,207 active clients. Below are breakdowns of the active clients by industry/sector and diversity. Please see the last page of this report for diversity category definitions.

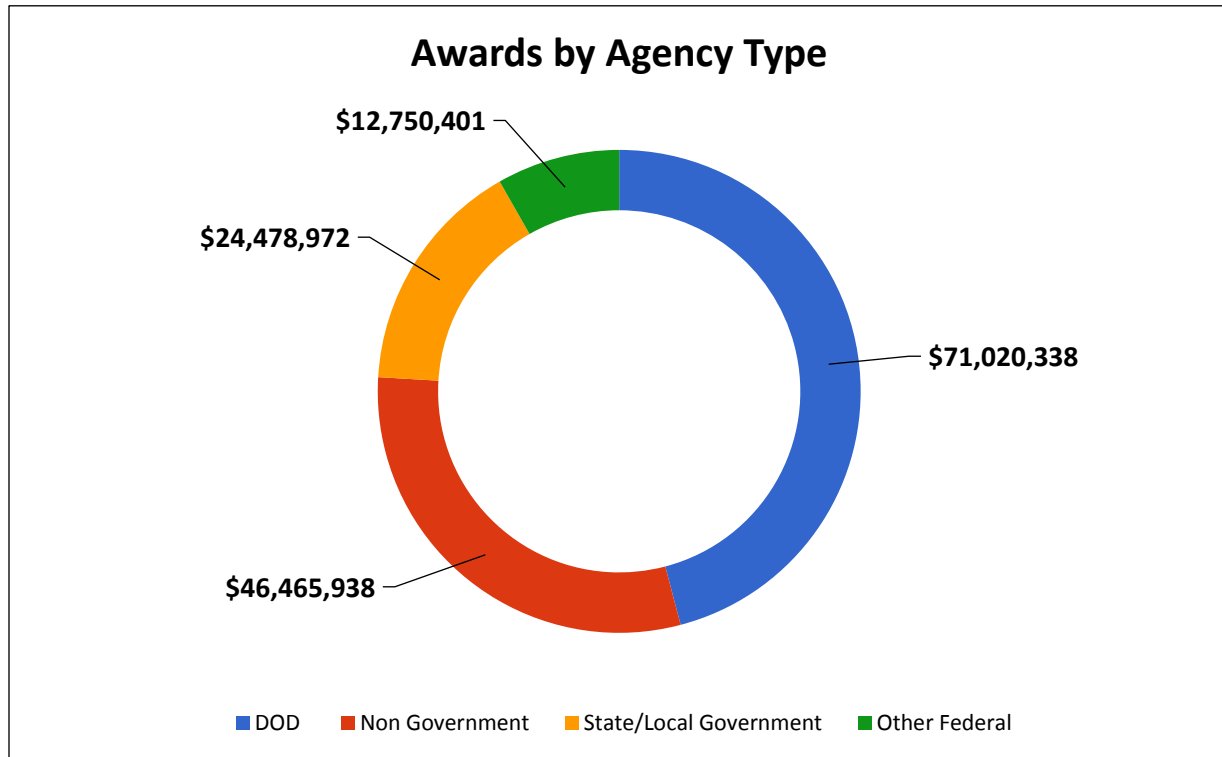


Contracts Awarded to Clients

SDCOC’s small business clients attributed \$155,001,238 in contract awards to our Center’s technical services. This equates to roughly 1,033 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

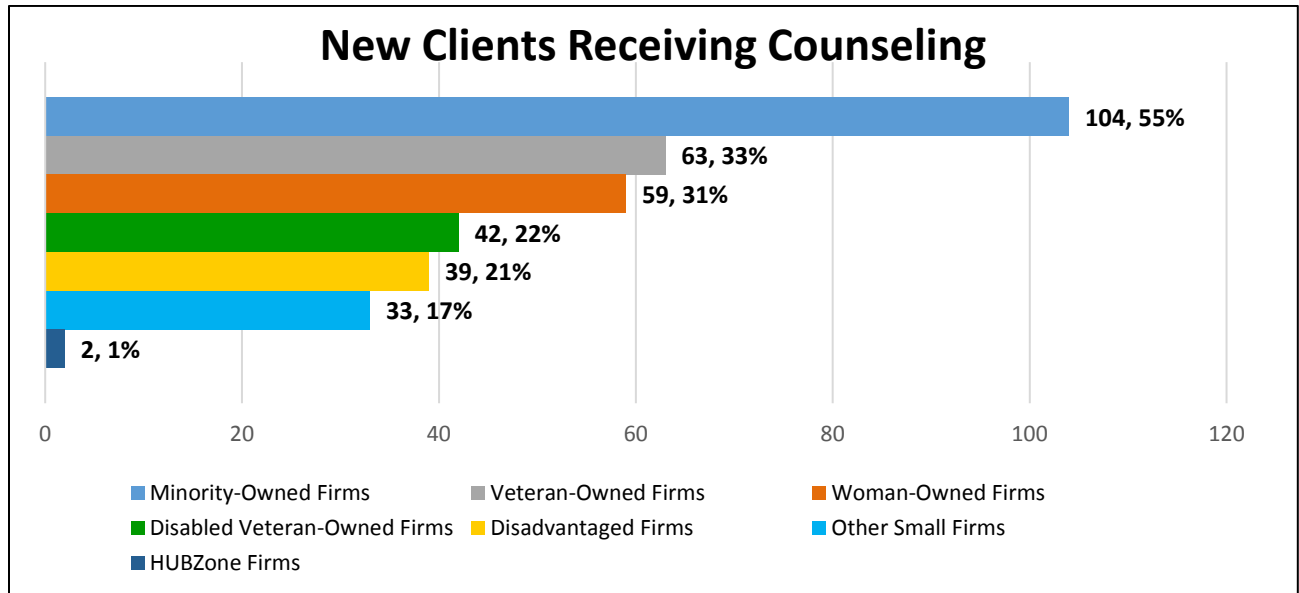
Forty-four (44) clients reported their first public agency/government award(s) since becoming clients, for a total of \$12,386,793 which totals 8% of total annual contract award dollars. This demonstrates SDCOC's ability to assist small businesses with the tools, resources, and guidance they need to, not only navigate public agency and prime markets effectively, but to successfully win contracts.

Contract Awards with New Agencies

Fifty-four (54) small business clients reported doing business with seventy-seven (77) "new" public agencies, primes, or government procurement offices that they had not previously reported to SDCOC. Sales to these new agencies/primes amounted to \$63,936,108.89 (~ 41% 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.

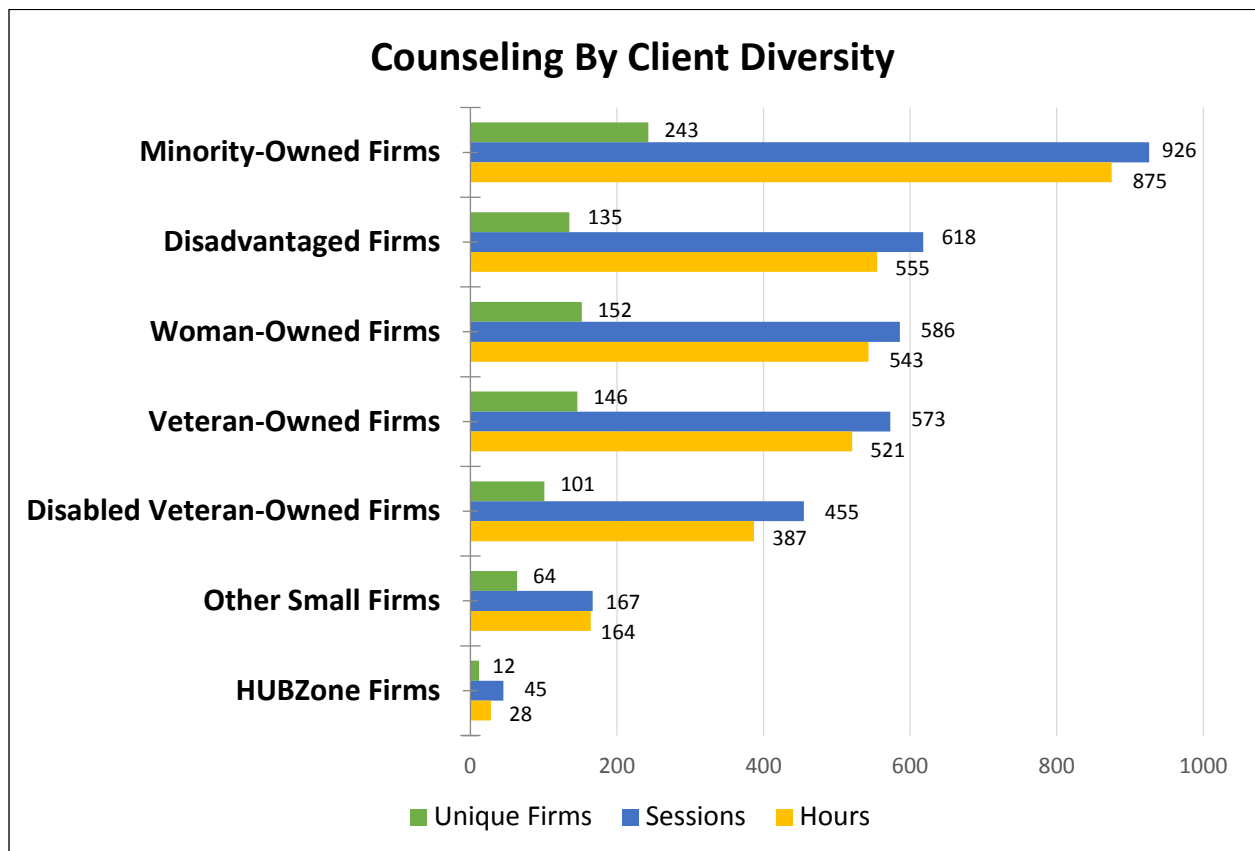
New Clients

SDCOC provided initial counseling sessions (one-on-one technical assistance) to 189 new clients, totaling 305 hours. SDCOC continues to serve a diverse spectrum of clients, as illustrated in the following chart.



Counseling Sessions

SDCOC provided 1,639 initial and follow-up counseling sessions to 449 clients, totaling 1,507 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 62 workshops and outreach events during the reporting period. 2,640 participants attended these training or networking events.

Bid Notifications

Electronic Bid Matching

SDCOC provides an electronic bid matching service to 217 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.

Local Bidding Opportunities

During this reporting period, 871 Bid Plan Room contacts or individual notifications were distributed by SDCOC. These notifications were made in response to receiving and processing 19 separate local bid packages. The Center's Plan Room also received and processed 19 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 2016. 1,355 clients were polled, of which 277 (~20%) responded. Their ratings provided a composite satisfaction rating of 97%. The full survey is available upon request. Below are a few client testimonials taken from the survey:

"I still can't believe we won the contract!! Thank you again for helping me write a great proposal!! We were the smallest company against big guys and I felt most accomplished!!" JH, IDOC Dental Lab, Inc.

"The office has been a great resource to draw upon, especially in looking to future operational decisions. Someone is always available to either walk me through a problem or refer me to the correct resource."
– BJ, KBZ FX

"Your individual meetings with us specific to bids we were writing were invaluable in what we have achieved to date. With only one large contract, but two smaller ones, we really believe SDCOC is the reason we have any of these." – JH, Nesso Strategies

"Great assistance to obtain certifications of DBE and HUBZone, in addition to preparing applications for 8a and GSA schedules." – MLS, La Salle Solutions, LLC

Socioeconomic Definitions

Disadvantaged Firm: www.sba.gov/content/disadvantaged-businesses

Disabled Veteran-Owned Firm: www.sba.gov/sdvosb

Woman-Owned Firm: www.sba.gov/content/women-owned-small-business-program

HUBZone Certified Firm: www.sba.gov/content/applying-hubzone-program

Small Business: www.sba.gov/content/am-i-small-business-concern