



U.S. Small Business  
Administration

# U.S. Small Business Administration

## *Introduction to Federal Government Contracting*

**The SBA works to ignite change and spark action  
so small businesses can confidently**



**START • GROW • EXPAND • RECOVER**

# SBA Programs

## ***Capital***

- Loan Guarantee Programs: 7(a) Loans & 504 Loans
  - Paycheck Protection Program (PPP)
- Small Business Investment Company (SBIC) Program
- Small Business Innovation Research (SBIR) & Small Business Technology Transfer (STTR) Programs
- Surety Bond Program

## ***Contracting***

- Small Business Contracting Support
- Socio-Economic Programs
- Size Standards
- Certificates of Competency Program (COC)

## ***Counseling***

- SBA Field Network
- Small Business Development Centers (SBDC)
- Women's Business Centers (WBC)
- SCORE
- Veteran's Business Outreach Center (VBOC)
- Procurement Technical Assistance Centers (PTAC)

## ***Disaster***

- Economic Injury Disaster Loans (EIDL)
  - EIDL Advance
- Business Physical Disaster Loans
- Home Physical Disaster Loans

# Why Sell to the Federal Government?

- The U.S. government is the largest single purchaser of goods and services in the world, awarding approximately \$500 billion in contracts every year
- 23% of prime contracts are designated for small businesses in the form of set-asides:
  - Small Disadvantaged Business/8(a) (SDB) - 5%
  - Small Women-Owned Business (WOB) - 5%
  - HUBZone Small Business – 3%
  - Service-Disabled Veteran-Owned Small Business (SDVOSB) - 3%

# What is a Set Aside?

- An acquisition strategy that allows Federal agencies to set-aside contract requirements exclusively for small business socio-economic categories, i.e., 8(a), HUBZone SDVOSB, WOSB, EDWOSB, and Small Business concerns
- Helps to ensure a level playing field and facilitates competition of contracting opportunities for each socio-economic category
- Helps Contracting Officers achieve their small business goals

# SBA's Role

- Assist agencies in meeting these goals through set-aside/certification programs for the various designations
- Assist small businesses in gaining access to Federal government contracts
- Manage the 8(a), HUBZone and WOSB Socio-Economic Programs

# Government Contracting Suitability

## Are You Ready?

- Does the Federal government buy what you sell?
- Do you have government contracting experience; adequate cash flow; inventory; and working capital?
- Are you capable of fulfilling a government contract?
- Do you know where to find contracting opportunities?

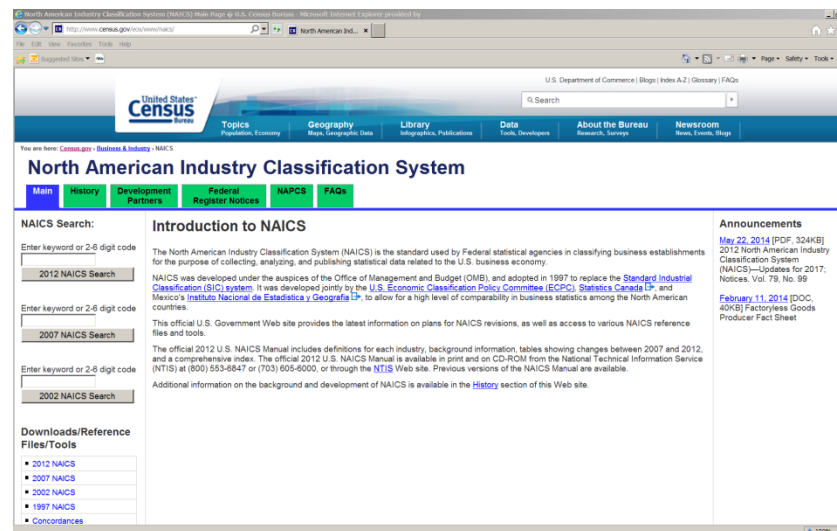


# Selling to the Federal Government

- Define Your Products and/or Services
- Register in the System for Award Management (SAM) & the Dynamic Small Business Search (DSBS)
- Optimize your SAM & SBA Profiles and Update on a Regular Basis
- Get Certified
- Develop Quality Marketing Materials
- Find Your Target Market & Market Directly to those Agencies
- Look for Contract Opportunities
- Use Contracting Vehicles
- Know the Rules
- Get Technical Assistance from Local Small Business Resources

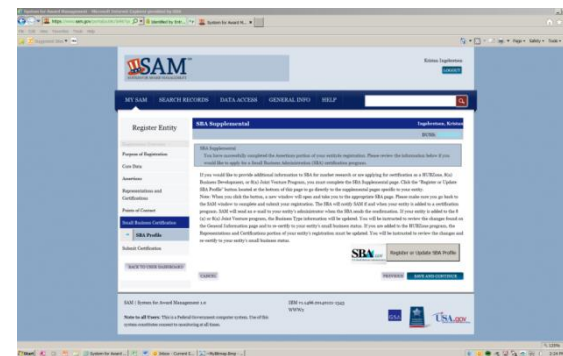
# Define Your Products and Services

- The Federal government uses the North American Industry Classification System (NAICS) to identify products and services, <https://www.census.gov/eos/www/naics/>
- The Department of Defense (DoD) uses the Federal Supply Group and Class (FSG/FSC), [https://www.acquisition.gov/PSC\\_Manual](https://www.acquisition.gov/PSC_Manual)



# Register in SAM & DSBS

- Firms who want to do business with the Federal government must register in the System for Award Management (SAM), <https://www.sam.gov>
  - Get a Dun & Bradstreet Number (DUNS), <http://fedgov.dnb.com/webform> or 866.606.8220
  - Identify your NAICS code(s)
  - Develop effective SAM & SBA Profiles
  - Update your Profiles on a regular basis



# Why Get Certified?

Certification Programs can help...

- Ensure a level playing field so that 8(a), HUBZone, SDVOSB, WOSB, EDWOSB, and Small Business concerns can compete for Federal contracting opportunities
- Bring more revenue to eligible companies
- Target competition to specific industries where there are disparities
- Increase economic activity to distressed communities

# Formal Certifications

- Formal SBA Certification Programs
  - 8(a) Business Development Program
  - HUBZone Program
    - Both programs require pre-approval from the SBA
    - Both programs provide eligibility for Sole Source Contracts
      - ❖ 8(a): The government estimate cannot exceed \$6.5M for manufacturing or \$4.0M for all other requirements
      - ❖ HUBZone: The government estimate cannot exceed \$5.5M for manufacturing or \$3.5M for all other requirements
    - HUBZone-certified firms receive a 10% price evaluation preference in full and open competition
    - The 8(a) Program provides a nine-year business development program for its participants

# Self-Certifications

- Self-Certifications
  - Woman-Owned Small Business (WOSB)/Economically Disadvantaged Woman-Owned Small Business (EDWOSB)
    - **July 15, 2020 - formal certification initial applications taken**
    - **October 15, 2020 – formal certification via SBA or a third-party certifier required**
  - Veteran-Owned Small Business (VOSB)
  - Service-Disabled Veteran-Owned Small Business (SDVOSB)
    - Vets First Verification Program affords verified firms owned and controlled by Veterans and Service-disabled Veterans the opportunity to compete for VA set asides: <https://www.va.gov/osdbu/verification>
  - Small Business – determined by NAICS Codes
  - Small Disadvantaged Business (SDB)



# 8(a) Business Development Program

- A nine-year business development program created to promote business development among small business concerns owned and controlled by socially and economically disadvantaged individuals
- Eligibility Requirements
  - A small business per SBA size standards
  - 51% owned and controlled by both socially **and** economically disadvantaged individual(s) who are U.S. citizen(s) and of good character
  - In business at least two years to demonstrate potential for success
- More information can be found at <https://www.sba.gov/8a>

# Application Process for the 8(a) Program

- Register in the System for Award Management (SAM), <https://www.sam.gov>
- Create an SBA account, <https://certify.sba.gov>
- Complete the online application
- Upload supporting documentation from the [8\(a\) Initial Documentation Checklist](#)
- Assistance Available
  - SBA District Offices
  - <https://www.sba.gov/8a>
  - Procurement Technical Assistance Center (PTAC)



# HUBZone Program

- Helps small businesses in urban and rural communities – Historically Underutilized Business Zones - gain preferential access to Federal procurement opportunities
- Eligibility:
  - It must be a small business by SBA standards
  - It must be owned and controlled at least 51% by U.S. citizen(s), or a Community Development Corporation, an agricultural cooperative, or an Indian tribe
  - Its principal office must be located within a HUBZone, which includes lands considered “Indian Country” and military facilities closed by the Base Realignment and Closure Act; **and**
  - At least 35% of its employees must reside in a HUBZone
  - Visit the [HUBZone Map](#) to determine if the firm and its employees are in a HUBZone

# Application Process for HUBZone Program

- Register in the System for Award Management (SAM),  
<https://www.sam.gov>
- Create an SBA General Login System (GLS) Account and request “Access” to the HUBZone application,  
[https://eweb.sba.gov/gls/dsp\\_login.cfm](https://eweb.sba.gov/gls/dsp_login.cfm)
- Submit requested supporting documentation
- Firms must re-certify every year and notify the SBA of any changes that may affect their HUBZone status
- Assistance Available
  - SBA District Offices
  - <https://www.sba.gov/hubzone>
  - PTAC

# Women-Owned Small Business (WOSB) Federal Contracting Program

Authorizes Federal Contracting Officers to restrict competition to eligible Women-Owned Small Businesses (WOSBs) or Economically Disadvantaged Women-Owned Small Business (EDWOSBs) for Federal contracts in certain industries



# WOSB Federal Contracting Program

- Woman-Owned Small Business (WOSB)
  - It must be a small business by SBA standards
  - It must be owned and controlled at least 51% by a woman(en) who is/are a U.S. citizen(s)
  - The woman(en) must manage the day-to-day operations, hold the highest officer position and work at the business full-time during normal working hours
  - Must be in an industry (NAICS) where women were determined to be underrepresented\*
- Economically Disadvantaged WOSB (EDWOSB) – In addition to all of the above:
  - Net worth below \$750,000 (same exclusions as 8(a) Program)
  - Income cannot exceed \$350,000 (three-year average)
  - Assets cannot exceed \$6M
  - Must be in an industry (NAICS) where women were determined to be substantially underrepresented\*

\*The list of applicable NAICS codes can be found at <https://www.sba.gov/wosb>

# WOSB Certification Process

- Register in the System for Award Management (SAM), <https://www.sam.gov>
- Create an account at <https://certify.sba.gov>
- Upload all required documents
- Update status in SAM as a WOSB or EDWOSB
- New WOSB Program regulations
  - On July 15, 2020, SBA will begin initial intake of formal applications
  - On October 15, 2020, SBA will begin issuing decisions on certification applications
  - As of October 15, 2020, woman-owned small businesses will have to be certified either through SBA's new, free online certification process or through an approved third-party certifier, at a cost, in order to compete for WOSB Program set-aside contracts
  - Additional benefits of the new WOSB Program regulations can be found on [sba.gov/wosbready](https://sba.gov/wosbready).

# Service-Disabled Veteran-Owned Small Business Concern (SDVOSBC) Program

Allows Federal Contracting Officers to restrict competition to Service-Disabled Veteran-Owned Small Business Concerns (SDVOSBC) and award sole source or set-aside contracts when certain criteria are met



# SDVOSBC Eligibility



- The Service-Disabled Veteran (SDV) must **have a service-connected disability** that has been determined by the Department of Veterans Affairs or Department of Defense
- It must be a small business by SBA size standards
- 51% unconditionally owned by an SDV or SDVs
- The SDV(s) must control the management and daily operations of the SDVOSBC
- The SDV(s) must hold the highest officer position(s) in the SDVOSBC
- In the case of a service-disabled veteran with permanent and severe disability, the spouse or permanent caregiver of such veteran can meet the requirements

# VA's Vets First Verification Program

- Places the highest priority with SDVOSBs followed by VOSBs
- These are followed by 8(a), HUBZone, WOSB, and then all other small businesses
- Veterans must be certified in the Vets First Verification Program through the VA at <https://www.va.gov/osdbu/verification>





# Marketing to Federal Agencies

- Identify your customers - who buys what you sell?
  - Federal Procurement Data System (FPDS), <https://www.fpds.gov/>
  - USA Spending, <https://www.usaspending.gov/>
  - Visit agency websites to learn how they do business, their mission, their small business goals, where they post their opportunities, etc.
  - Identify & build relationships with the agencies' procurement staff and small business specialists
  - Participate in procurement-related conferences, activities and matchmaking events
  - Research Federal agency requirements agency forecasts on their websites, <https://www.acquisition.gov/procurement-forecasts>
  - Respond to Sources Sought & Pre-Solicitations on <https://beta.sam.gov/>

# Marketing to Prime Contractors

- Identify Federal prime contractors
  - SBA's Sub-Net: [https://eweb1.sba.gov/subnet/client/dsp\\_Landing.cfm](https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm)
  - DoD Prime Contractors:  
<https://business.defense.gov/Acquisition/Subcontracting/Subcontracting-For-Small-Business>
  - GSA Contractor List:  
<http://www.gsaelibrary.gsa.gov/ElibMain/contractorList.do>
  - Contact prime contractor's for subcontracting opportunities
    - SAM Profile Government Business POC
    - Company Website: Small Business Liaison Officers (SBLO) or Diversity Manager
  - Visit prime contractor's websites to sign up as a vendor and find outreach events

# Marketing Materials

- Develop quality marketing materials
  - Optimize your SAM and SBA profiles – update regularly
  - Professional and accurate website and social media accounts
  - A one-page Capabilities Statement
  - Professional business cards
  - Have an elevator speech ready



# Prepare a Quality Capabilities Statement

- Outline your firm's management, technical and business strengths
- Statement should include:
  - Capabilities & skills – list your NAICS codes
  - Past performance history, customers and projects
  - Awards & commendations
  - Certifications
  - Contact Information
  - Photos (optional)
- Send out your Capabilities Statement electronically – follow up with a phone call
- Update regularly

# Capabilities Statement Examples

**GLORY PROFESSIONAL CLEANING SERVICE**  
 233 Mitchell Street, Suite 500  
 Atlanta, Georgia 30303  
 Alisa Clark, President  
 Office (404) 527-0961  
[alisaclark@glorypcs.com](mailto:alisaclark@glorypcs.com)



## CAPABILITY STATEMENT

### CORE COMPETENCIES

Glory Professional Cleaning (GPCS) provides exceptional facility services across the Southeastern Regional area. Established in 1996, GPCS is your "One Stop Solution Provider" and thrives on quality and consistent service every time. We do not stop until we achieve complete customer satisfaction. We will perform jobs less than \$25,000.

- Janitorial
- Office & Building Cleaning
- Landscaping
- Window Cleaning
- Carpet & Upholstery Cleaning
- Credit Union Cleaning
- Medical and Dental Facility
- Facilities & Base Operations Support

- General Office Administrative Support
- Industrial Space Cleaning
- Parking lot sweeping
- Warehouse Cleaning
- Day Porter Service
- Post Construction Cleaning
- Administrative Services
- Pressure Washing

#### COMPANY DATA

Glory Professional Cleaning Service  
 Company DUNS: 135750524  
 Cage Code: 3VFT4

#### PAST PERFORMANCE





Department of Homeland Security  
 Department of State  
 Georgia Power  
 Georgia Emergency Management  
 Federal Aviation Administration  
 Navy Federal Credit Union  
 Customs & Border Protection

#### CONTRACT VEHICLE

Service Disabled Veteran Owned Small Business  
 Woman Owned/Minority Own Small Business  
 Contracts in Georgia, Florida, South Carolina & The U. S. Embassy Jamaica

#### DIFFERENTIATORS

GEMA Cleared  
 Department of Homeland Security Cleared  
 Wherever/withal compliant  
 Financially Stable  
 Over 30 years of Expertise in Facilities

#### NAICS CODES

561720 – Janitorial Services  
 561210 – Facility Support Services  
 561730 – Landscaping  
 561740 – Carpet and Upholstery  
 561110 – Administrative Support Services

#### COMPANY DATA

Small Business  
 CAGE Code 116EA  
 DUNS 963665211  
 EIN 54-1680102  
 NAICS 512110  
 512191  
 SIC 7373-45  
 7812  
 7812-11  
 8299-25



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## Capability Statement

### Core Competencies

Founded in 1993, McArthur Communications, Inc. possesses the creative talent and the technical understanding to provide award-winning turnkey video production services - writing, shooting, graphics, and editing. Our clients are government and corporate entities with video production needs in areas of employee communications, training, sales and marketing, and public relations. We also serve as a creative resource for advertising agencies and PR firms to provide their clients' video production services and television commercials.

### Past Performance

- ▶ Defense Media Activity - Anacostia (formerly Naval Media Center) - since 1999, we have produced dozens of award-winning video presentations and hundreds of DTS (direct-to-sailor) satellite television commercials for the U.S. Navy.
- ▶ Naval Special Warfare Command (COMNAVSPECWARCOM) - Multiple in-service recruiting programs
- ▶ Defense Commissary Agency (DeCA) - U.S. Army - special awards presentations
- ▶ Virginia War Memorial - Interviews with nearly 1,000 war veterans and 17 educational documentaries

### Differentiators

Our clients benefit from consistently creative efforts managed completely with little or no client supervision - resulting in more cost-effective, faster solutions.

### Facilities and Equipment

- ▶ Studio and offices in a 5,500 sq. ft. building located in Richmond, Virginia.
- ▶ McArthur Communications, Inc. owns all of its digital production and post-production equipment including the full complement of field gear - high-definition digital cameras, lighting, sound recording, and grip equipment.
- ▶ Post-production capabilities include 2D and 3D graphics, animation, and digital, non-linear editing.


### Company Data

Small Business CAGE Code 116EA DUNS 963665211 EIN 54-1680102 NAICS 512110 512191 SIC 7373-45 7812 7812-11 8299-25	GSA contract (GS-23F-0076N) SIN 541-4B Business Entity: Corporation Motion Picture & Video Production Teleproduction & Other Post-production Service Video & Multimedia Production Motion Pictures & Video Production Video Production & Taping Services Training Videos Production
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SWaM certified (Certification Number: 651260) Commonwealth of Virginia  
 Hal McArthur, President, is accredited by the International Association of Business Communicators

# Find Contract Opportunities

- Identify Contract Opportunities:

-  for Federal contracting opportunities:
  - <https://beta.sam.gov/> - utilized by all Federal agencies for solicitations over \$25K
    - Look for set-aside contracts for which your firm qualifies
    - Respond to Sources Sought and Pre-Solicitations
  - FedConnect: <https://www.fedconnect.net> - utilized by DOE, DHS, HUD, DOI, EPA, SBA, & SSA

- For Smaller Requirements:

- Visit Acquisition Central's Business Zone for Federal agency small business information, business opportunities & contracting forecasts, [https://www.acquisition.gov/Business\\_Zone](https://www.acquisition.gov/Business_Zone)
- Contact Federal agencies' Small Business Specialists at their Office of Small Disadvantaged Business Utilization (OSDBU)
- Accept Government credit cards for micro purchases
  - DoD Agencies = \$5K; \$10K for contingency ops, etc.
  - Civilian Agencies = \$10K; \$20K for contingency ops, etc.

# Federal Procurement Dollar Thresholds

- \$0 to Micro Purchase Threshold (\$5K-\$20K)
  - Direct buy
  - No competition
  - Government Purchase Card typically used
- Micro Purchase Threshold to \$25K
  - Request for Quote
  - Minimum of three quotes by phone or in writing
- \$25K and above must be posted on <https://beta.sam.gov/>
  - Request for Proposal
  - Invitation to Bid
- Micro Purchase Threshold to the Simplified Acquisition Threshold of \$250K is automatically set-aside for small business unless an exception can be found (e.g., emergency)

# Use Contracting Vehicles

- General Services Administration (GSA) Consolidated Purchasing Programs, <https://www.gsa.gov>
  - GSA Multiple Awards Schedules
    - Blanket Purchase Agreements
    - Consolidated Schedules
    - Government-Wide Acquisition Contracts (GWACS)
- Other Agency Consolidated Contracting Vehicles
  - NASA SEWP (Solutions for Enterprise-Wide Procurement)
  - Army CHES (Computer Hardware Enterprise Software and Solutions)
  - Air Force NETCENTS (Network Operations & Infrastructure Solutions)
  - Etc.



# Know the Rules

- Federal Acquisition Regulation (FAR),  
<https://www.acquisition.gov/browse/index/far>
  - Subpart 8.4 – Federal Supply Schedules
  - Part 13 – Simplified Acquisitions
  - Part 14 – Sealed Bidding
  - Part 15 – Contracting by Negotiation
  - Part 16 – Types of Contracts
  - Part 19 – Small Business Programs
- Code of Federal Regulations 13 CFR – Business Credit and Assistance
- Agency Supplemental Regulations,  
[https://www.acquisition.gov/Supplemental\\_Regulations](https://www.acquisition.gov/Supplemental_Regulations)

# Local Small Business Resources

- SBA works with a number of local, “Resource Partners”, to counsel, mentor, and train small businesses
  - SBA Sacramento District Office  
6501 Sylvan Rd., Ste. 100  
Citrus Heights, CA 95610  
916.735.1700  
<http://www.sba.gov/ca/sacramento>
  - Resource Partners:
    - Small Business Development Centers (SBDC)
    - SCORE
    - Women’s Business Centers (WBC)
    - Veteran’s Business Outreach Center (VBOC)
  - To find an SBA Resource Partner near you, visit:  
<https://www.sba.gov/local-assistance>



# Procurement Technical Assistance Centers (PTAC)

- Procurement Technical Assistance Centers (PTAC)
  - California Capital Financial Development Corporation
    - <https://cacapital.org/ptac> - 916.442.1729
    - Butte • Colusa • El Dorado • Glenn • Lake • Lassen • Modoc • Nevada • Placer • Plumas • Sacramento • Sierra • Sutter • Tehama • Yolo • Yuba
  - Monterey Bay PTAC
    - <http://montereybayptac.org> – 831.216.3000
    - Alpine • Amador • Calaveras • Fresno • Kings • Mariposa • Madera • Merced • Mono • Monterey • San Benito • San Joaquin • Santa Cruz • Stanislaus • Tuolumne • Tulare
  - Norcal PTAC
    - <https://www.norcalptac.org> – 707.826.3916
    - Del Norte • Humboldt • Shasta • Siskiyou • Solano • Trinity
  - For a list of PTACs nationwide, visit: <https://www.aptac-us.org/>

**YOU ARE NOT ALONE!**

# U.S. Small Business Administration

Sacramento District Office Contracting Team:

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