

Targeted Industry Outreach

Goal

The goal is to inform and engage small, diverse, and veteran-owned businesses of upcoming procurements for your agency.

Steps

1. Review your agency's forecasted procurements to determine opportunities for contracting with small, diverse, and veteran-owned businesses. You can find more information about forecasting here: [Planning and Forecasting](#).
2. Identify [NAICS codes](#) and NIGP commodity codes for upcoming spending.
3. Use [OMWBE's Certified Businesses Directory](#) to search for minority and women owned businesses, and Department of Enterprise Services' [WEBS for Government Customers](#) to find small and veteran owned businesses that provide goods and services that your agency will need in the near future (three to six months) to generate a list of vendors.

If your agency is using OMWBE's Access Equity application, you can use a create a list of vendors, including veteran owned businesses, and use an Outreach Campaign to manage the rest of this process. Refer to the user guide on the [Access Equity Help Center site](#) for more information.

If your search of OMWBE's directory did not generate enough businesses (approximately ten, depending on availability in the industry), notify OMWBE at supplierdiversity@omwbe.wa.gov and include NAICs and/or NIGP codes and keywords used. You can try these additional resources:

City of Seattle: [Online Business Directory](#)

King County: [Small Contractors & Suppliers Directory](#)

4. Send information about upcoming needs to the identified businesses (approximately ten, depending on availability in the industry), including the following information:

Note: Put the businesses email addresses in the Bcc line in the email and send the message to a shared inbox (if available) or to yourself. The Access Equity Outreach Campaign function will manage this for you.

- a. Description of anticipated procurements
- b. Approximate purchase amount
- c. When to expect information to be available on WEBS

Sample Email Text:

Greetings – I am sharing information about <insert agency name>'s upcoming procurement opportunities. <Agency Name> is expecting to purchase goods and services related to those that your business offers: <description of anticipated procurements>, valued at approximately <approximate purchase amount>.

Our hope is that you will be prepared to bid as a prime or subcontractor, including registration with [Washington's Electronic Business Solution](#) if you haven't done that yet. You can expect details and additional information around <when to expect information to be available on WEBS>.

5. Maintain a record of targeted industry outreach activities with information such as:
 - a. Types of businesses contacted (industries and NAICS codes)
 - b. The names of businesses contacted
 - c. Dates and methods of contact
 - d. Summary of the information provided
 - e. Responses and questions from businesses

Note: The Access Equity Outreach Campaign function will track this information and it will be available in a report.

Resources

- Names of Places to Search for Small/Diverse/Veteran-owned Businesses:



Where to Search for
Businesses in WA.xlsx

- How-to Guide for WEBS Registration:

Agencies are reminded that a best practice for conducting Supplier Diversity is to give visitors to their website links to how to register in WEBS. Materials that provide instruction to businesses to register with WEBS.



WEBSRegFlier.docx

- The [Washington Procurement Technical Assistance Center \(PTAC\)](#) is a no-cost resource for small businesses that can help with bidding and strategies for selling to the government. PTAC can review a businesses' proposal drafts, marketing strategies, registrations, certifications, and more.