

Targeted Industry Outreach Plans

Goal

The goal is to inform and engage small, diverse, and veteran-owned businesses (Historically Underutilized Businesses) of the upcoming solicitation in which you are working.

Steps

1. Review forecasted noncompetitive procurements to determine opportunities for contracting with small, diverse, and veteran-owned businesses.
2. Conduct targeted industry outreach for every noncompetitive procurement to find small and/or veteran-owned businesses to meet an agency need at a minimum, by searching WEBS.
3. In addition to a WEBS search, Targeted Industry Outreach can include:
 - a. market research,
 - b. discussions with industry groups,
 - c. research with Chambers of Commerce,
 - d. discussions with business resource groups (BRGs), and
 - e. searches of the OMWBE directory of certified firms.
4. Record targeted industry outreach activities in the contract file.
5. Record results of these activities in the contract file.

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.