

The Office of Minority Affairs, in conjunction with the
Nassau County Comptroller and Ascend Long Island
presents

eMpowerment Session

*Management,
Markets, Money*



*Learn how you can gain access to capital,
business management training and procurement opportunities
through local government and organizations*

Mission of the Center for Entrepreneurship

The mission of the Center for Entrepreneurship is to provide Hofstra University's students, faculty, staff, alumni, and the community with the skills and training necessary to become accomplished entrepreneurs and to serve as a leader in Long Island's entrepreneurial ecosystem by supporting regional entrepreneurs.

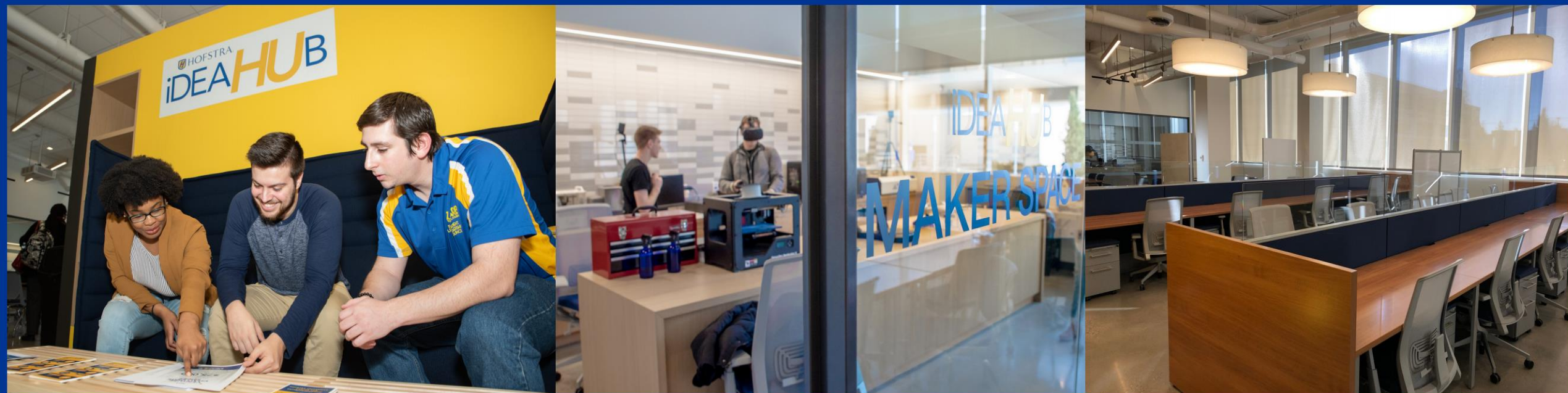


Hofstra University Services for Small Businesses

- Incubator Space and NYS Tax Benefits
- Technical Assistance with NYS MWBE Certification
- Business planning and financial management through the Entrepreneurial Assistance Program
- Workshops and events, focused on topics like digital marketing techniques and QuickBooks training
- Entrepreneurial training for healthcare innovators
- Connections to other resources in the entrepreneurial ecosystem



New ideaHUB



- Collaborative space for students and startup companies
- Dedicated and "Hot Desks" for entrepreneurs
- Part of New York State Innovation Hot Spot and New York State Business Incubator Program
- Maker Space with 3D printers (Stratysys, Form Labs, Utimakers), Fashion Tech area, VR Headset, Laser Cutter, Mill, Vinyl Cutter, 3D Scanners, Programming Devices

Healthcare Entrepreneurship Community Challenge

- United States Economic Development Agency i6 Challenge-funded program
- 2019 Topic "Creating Wellness"
- \$60,000 in sponsored cash and in-kind prizes
- 22 teams selected, over 50% minority or women-founded companies
- Bootcamp: May 29 to May 31, 2019
- Regional Symposium and Pitch Competition: September 24, 2019



Ascend Long Island



- Business training program for diverse businesses in Hempstead Village, Uniondale, Freeport, and Roosevelt funded by JPMorgan Chase and part of national Ascend 2020 network, partnership with National Center for Suburban Studies and BOC Capital Corporation, as well as Partners Advisory Council.
- Goal is to assist businesses from a variety of sectors to expand their businesses, become MWBE certified, and be competitive for regional contracts.

Contact Us

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www.hofstra.edu/entrepreneurship

Twitter: @HUideaHUb

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MWBE Empowerment

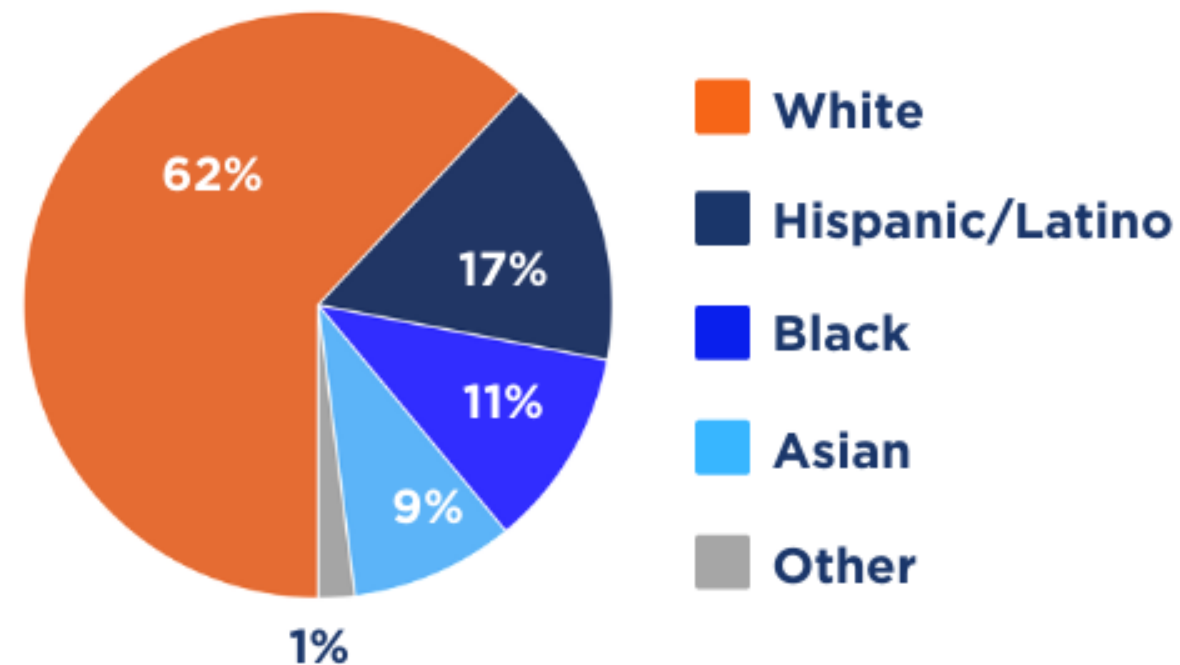
by Erika Hill



OFFICE OF THE NASSAU COUNTY COMPTROLLER JACK SCHNIRMAN

NASSAU COUNTY DIVERSITY

Racial Breakdown



2005-2016 Population Trends:

White



-7%

Asian



+40%

Hispanic



+42%

Black



+8%

**Long Island will become majority-minority
in the early 2030s, ahead of the nation.**

COUNTY BUSINESS OWNERSHIP

Extraordinary Potential for Growth

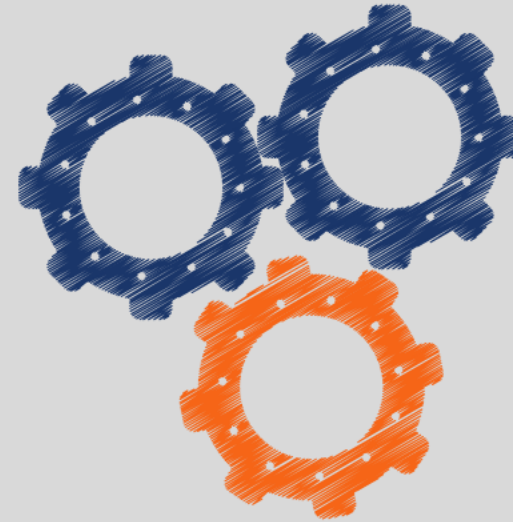
	MINORITY	NON-MINORITY	BLACK	ASIAN	HISPANIC
Number of Companies	44,392	113,966	12,370	15,866	16,700
Total Sales (\$1,000)	8,398,979	76,294,072	902,690	5,860,207	1,703,792
Companies With Employees	7,185	33,089	768	4,447	2,001
Number of Paid Employees	33,492	292,585	5,004	19,334	9,455

Source: 2012 Survey of Business Owners (SBO), US Census Bureau

What's Next?

PROGRESS SO FAR

- **Accounting RFPS**
- **Disparity Study**
- **Goals in Contracts**





THANK
YOU

CONTACT INFO:



NCComptroller@nassaucountyny.gov



516-571-2386



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nassaucountyny.gov

REPORT IT. REFORM IT.

ReportitReformit@nassaucountyny.gov



Nassau County

Office Of minority affairs

MISSION STATEMENT

Serve as a partner to the citizens of Nassau County in:

- strengthening and building communities through programs
- promoting the development, advancement, and betterment of local businesses
- developing cultural opportunities for the minority residents of the county.

PROGRAMS

The Office of Minority Affairs can assist with:

- HUD Section 3 Program
- MWBE Program
- DBE Program
- SDVOB Program

TODAY'S AGENDA

Who is Eligible For Certification?

- Minority Business Enterprise (MBE)
- Women-Owned Business Enterprises (WBE)

Why Get Certified in Nassau County?

- Nassau County MWBE Certification
- Nassau County Designated Comparable Jurisdictions

How To Apply For Nassau County MWBE Certification

ELIGIBILITY REQUIREMENTS

Under Article 15-A of the Executive Law, any for-profit firm that is at least fifty-one percent (51%) owned, operated and controlled by citizens or permanent resident aliens who are women and/or a minority, is eligible for certification.

List of minority groups who are eligible for certification:

- Black persons having origins from any of the Black African racial groups.
- Hispanic persons of Mexican, Puerto Rican, Dominican, Cuban, Central or South American decent.
- American descent of either Native American or Latin American origin, regardless of race.
- Asian-Pacific persons having origins from the Far East, Southeast Asia or the Pacific Islands.
- Asian-Indian subcontinent persons having origins from the Indian subcontinent.
- Native American persons having origins in any of the original peoples of North America.

ELIGIBILITY REQUIREMENTS (CON'T.)

An MWBE Applicant Must Successfully Demonstrate the Following:

- **Ownership, Operation and Control:** All firms seeking MBE, WBE or MWBE certification must be independently owned, operated and controlled by minority and/or women members. The ownership must be real, substantial and continuing, and the minority and/or women members must exercise the authority to independently control the day-to-day business decisions.
- **Personal Net Worth (PNW) Restriction:** Each minority or woman owner, upon whom certification is based, cannot have a personal net worth exceeding \$3.5 million indexed for inflation, after allowable deductions.
- **Small Business Restriction:** The firm cannot exceed 300 employees.
- **Independent, Active and In Business One Year:** The firm must operate independently of other firms, must demonstrate business activity and, generally, the business is required to be in operation for at least one year.
- **Out of State Applicants:** Firm to be currently certified as a MWBE in their home state, should a similar process exists, and before applying for MWBE certification firm must be registered and authorized to conduct business in the state of New York and have a presence in New York.

MINORITY BUSINESS ENTERPRISE (MBE)

- fifty-one percent (51%) owned by one or more minority group members
- ownership is real, substantial, and continuing
- minority ownership has and exercises the authority to control independently the day-to-day business decisions
- authorized to do business in this state and is independently owned and operated.

WOMEN-OWNED BUSINESS ENTERPRISES (WBE)

- fifty-one percent (51%) owned by one or more United States citizens or permanent resident aliens who are women
- ownership interest of such women is real, substantial and continuing
- women ownership has and exercises the authority to control independently the day-to-day business decisions
- authorized to do business in this state and is independently owned and operated

BENEFITS OF THE MWBE CERTIFICATION

- Listed on the County Directory of Certified Firms.
- Access to MWBE procurement and/or contracting opportunities with County Agencies and Authorities.
- Receive customized alerts for upcoming procurement opportunities.
- Access to countywide network of services and support for MWBEs; invitations for business development workshops, webinars, classes and customized technical assistance.
- Access to lending and bonding programs exclusively for certified MWBEs.

NASSAU COUNTY MWBE CERTIFICATION

Vendors/suppliers that are not currently certified as a MWBE, by comparable jurisdictions must complete the Nassau County Long Form Certification Application.

Nassau County Designated Comparable Jurisdictions:

- Metropolitan Transportation Authority (MTA)
- New York City School Construction Authority (SCA)
- New York City Department of Small Business Services
- New York/New Jersey Port Authority

HOW TO APPLY

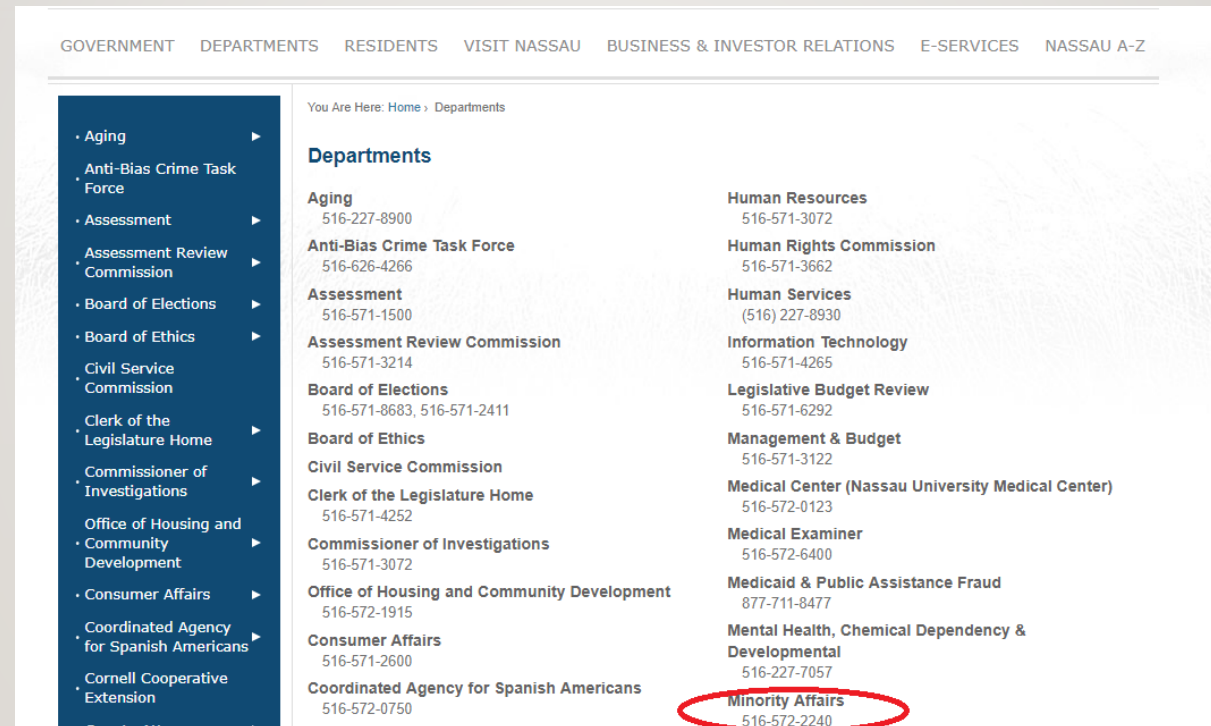
[HTTPS://WWW.NASSAUCOUNTYNY.GOV/](https://www.nassaucountyny.gov/)



HOW TO APPLY



HOW TO APPLY



HOW TO APPLY



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LONG ISLAND, NEW YORK

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[EEOP Utilization Report](#)
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Minority Affairs

One West Street
Mineola, NY 11501
Telephone: (516)-572-2240

NASSAU COUNTY OFFICE OF MINORITY AFFAIRS

The Office of Minority Affairs (OMA) was created by the Nassau County Legislature and is administered by the Office of the Nassau County Executive.

Its mandated mission is to serve as a partner to the citizens of Nassau County in strengthening and building communities through programs which promote the development, advancement, and betterment of economic, employment, business, and cultural opportunities for the minority residents of the county and the improvement and stabilization of economically deprived areas in the county.

CONTACT US

Dr. Regina L. Williams
Acting Executive Director

Nadine Burnett
Minority Affairs Council Chair

Office of Minority Affairs
One West Street (Suite 320)
Mineola, New York 11501

Telephone (516) 572-2240

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- Enabling Legislation
- HUD Section 3 Program
- Minority Affairs Council Agendas
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- Nassau County, Min
- Laws, Programs & Mandates

- Nassau County Certification
- Nassau County MWBE Rules
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You Are Here: [Home](#) > [Departments](#) > [Minority Affairs](#) > [MWBE PROGRAM](#) > [Nassau County Certification](#)

Nassau County Certification

How To Become A Certified Vendor by Nassau County Minority / Women Business Enterprise Program

Who is Eligible For Certification?

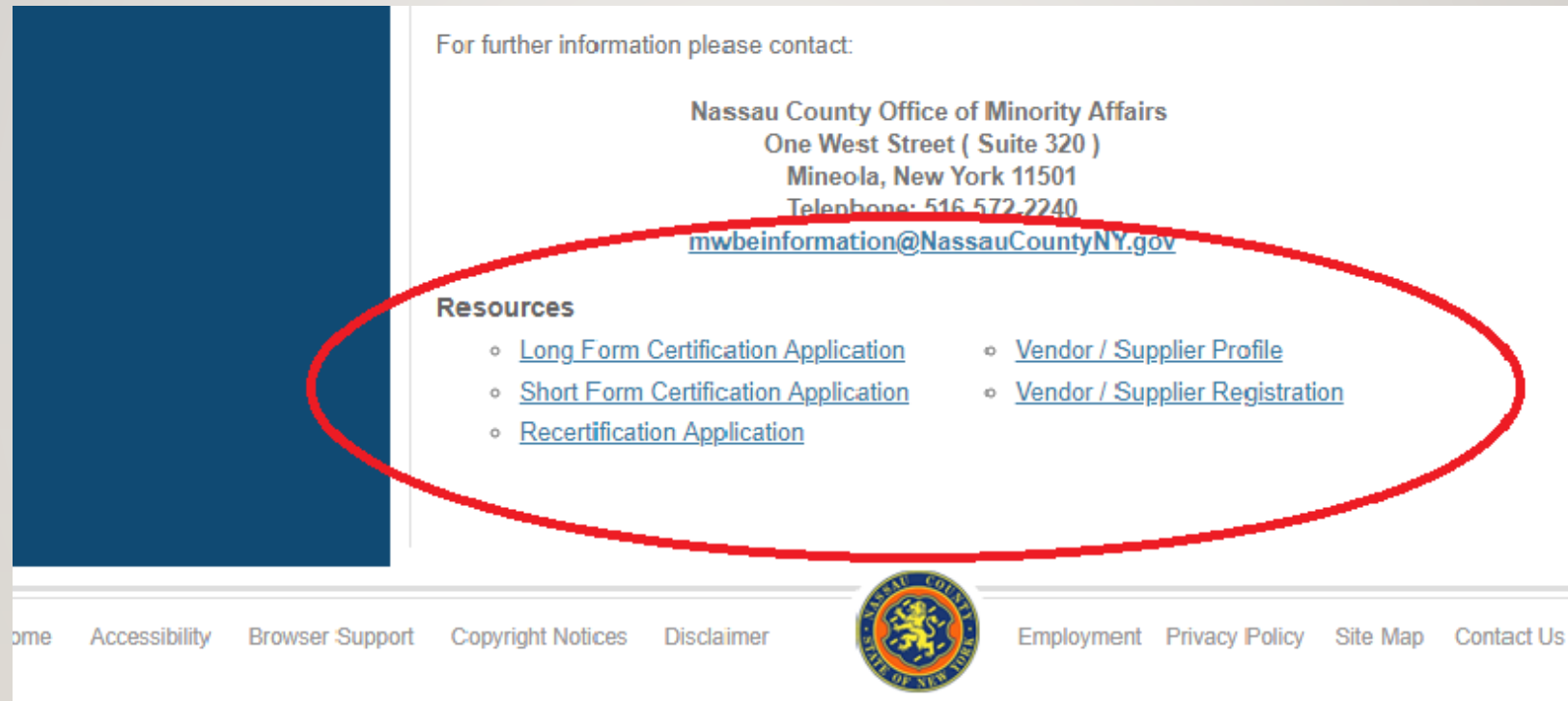
An on-going independent business owned, operated and controlled by minority group members and/or women is eligible. The ownership interest must be real, substantial and continuing. The ownership interest must have and exercise the authority to independently control the business decisions of the enterprise. Generally, the business should have been in operation for at least one year. A vendor/supplier is eligible for certification as a Minority or Women-Owned Business Enterprise by Nassau County as defined below:

CONTACT US
Minority / Women Business Enterprise Program
[Email](#)

One West Street
Mineola NY 11501
Ph: 516.572.2240

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HOW TO APPLY




For further information please contact:

Nassau County Office of Minority Affairs
One West Street (Suite 320)
Mineola, New York 11501
Telephone: 516 572-2240
mwbeinformation@NassauCountyNY.gov

Resources

- [Long Form Certification Application](#)
- [Short Form Certification Application](#)
- [Recertification Application](#)
- [Vendor / Supplier Profile](#)
- [Vendor / Supplier Registration](#)

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BUSINESS-FRIENDLY NASSAU COUNTY

- Recognizes and values partnerships with vendor community
- Considers vendors crucial contributors to providing essential high-quality goods and services residents require and deserve
- Understands that for too long procurement in County was mired in corrupt, wasteful, inefficient, and ineffective processes that did not serve County residents or vendors
- Multi-pronged effort to improve all County interactions with vendors, including conduct and award of solicitations, contract administration, and payments

STEPS TAKEN TO DATE

- Elimination of Vendor Registration Fee
- Issuance of a new Countywide Procurement & Compliance Policy
- Expansion and Enhancement of County Procurement Tracking Systems
- Introduction of the County's online Vendor Portal
- Development of a Vendor Claims Application
- Funding and Preparing to Conduct a Disparity Study to Determine Disadvantaged Vendors in the County

VENDOR PORTAL AND VENDOR INTEGRITY DATABASE

- More than 2,600 vendors have registered since January 1, including:
 - 644 Minority- and Women-Owned Business Enterprises
 - 101 Veteran-Owned Businesses
 - 41 Service Disabled Veteran-Owned Businesses
 - 1,109 Small Businesses
- More than 1,700 electronic disclosure forms have been submitted since the Vendor Portal was introduced in September 2018

VENDOR PORTAL

- Registering as a County vendor is simple, free, and has several benefits
 - Allows vendors to select commodities and services for which you would like to receive notice of County solicitations
 - Provides a secure environment for submitting and updating required disclosures and other information
 - Allows vendors to accept and manage affiliations with your principal owners and executives with respect to County contracting
 - Establishes online account information that will be essential for submitting vendor claims
 - Gives eligible vendors the opportunity to be included in invitations to trainings, events, and outreach offered by the Office of Minority Affairs and other County agencies

VENDOR PORTAL

- County has placed a high priority on improving the technology used to support its procurement and contract administration processes
- Vendor Portal on the County's website (www.nassaucountyny.gov) is being developed as the primary vendor link for conducting business with the County
- Current Functions Include:
 - New Vendor and Principal Account Registration
 - Viewing Open Solicitations
 - Vendor Integrity Submissions and Vendor Maintenance
 - FAQ
- Future Functions Will Include Vendor Claims Submission and Tracking, Licensing, and Contract Administration



HOFSTRA UNIVERSITY

Business Development and
Entrepreneurship Programs



CENTERS

Center for Entrepreneurship
www.hofstra.edu/entrepreneurship

- **New ideaHUb**
- **Healthcare Entrepreneurship Community Challenge**
- **Internship program**

Scott Skodnek Business Development Center
www.hofstra.edu/bdc

- **Entrepreneurial Assistance Program**
- **MWBE Certification Assistance**
- **QuickBooks Workshops**

National Center for Suburban Studies
www.hofstra.edu/ncss

- **Long Island Regional Economic Development Council**
- **LIRPC Property Tax Alternatives Study**
- **Numerous reports on regional housing, land use, the arts, and sustainability**



Creating Opportunities for Community Businesses and MWBE Contractors

Nancy Carin
Executive Director, BOC
Corp.



boc|capital

BOC Capital Corp.'s Mission

BOC Capital Corp. (BCC) is a not-for-profit Community Development Financial Institution (CDFI) dedicated to providing affordable and flexible loans along with technical assistance to small businesses.

BCC has a special focus on lending to minority, women, immigrant and low-income entrepreneurs, businesses located in low-income neighborhoods and M/W/DBE contractors.

GROW

Let's dream *bigger*. Let's achieve *more*.
Together let's elevate your business towards
greater success. You are *ready*, and so are we.

The U.S Department of Commerce Minority Business Development Agency (MBDA) works to actively promote the domestic and global growth and competitiveness of U.S. minority-owned businesses.

Through our national network of MBDA Business Centers we provide customized business development services that help your company **expand its customer base, enter new markets, and gain greater access to contracting opportunities!**

We've made it our business to help you cultivate yours
– we are where businesses come to **GROW!**

Financial Services

- Financial assessments, loan packaging, and facilitation
- Access to an expansive network of capital sources including alternative, traditional, and private investors; and export financing
- Specialized consultations for building scale and capacity through strategic growth alternatives (investment, mergers, acquisitions and/or joint ventures)

Technical Services

- Identification of procurement opportunities
- Assistance with business certification, bid preparation, and post-award contract support
- Export-readiness assessment and preparation

Manhattan MBDA Business Center

Funded by:
U.S. Department of Commerce Minority Business Development Agency

48 Wall Street, 5th Floor
New York, NY 10005
718-532-2930
mbda@bocnet.org

Where Businesses Come to Grow

🐦 @USMBDA 📘 /USMBDA 🌐 www.MBDA.gov



MINORITY BUSINESS DEVELOPMENT AGENCY
BUSINESSCENTER
U.S. DEPARTMENT OF COMMERCE

Operated By



**MBDA Business Center
Free Membership
for
Ascend LI Businesses**

BOC Capital Corp. Loans

BOC Capital Corp. issues loans from
\$1,000 - \$500,000.

Loans of up to \$250,000 are available for contracts and purchase-orders with government, utility, hospital, university or corporate buyers.*

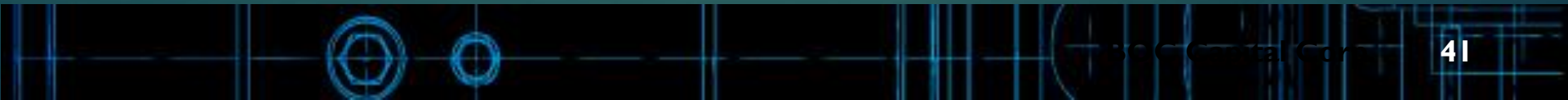
* Assignment of payment is required.

BOC Capital Loans for Contractors/Suppliers

Why?

To increase the capacity of M/W/DBE, SDVOB & Local contractors to mobilize, perform and successfully manage cash flow to increase sales and access to markets.

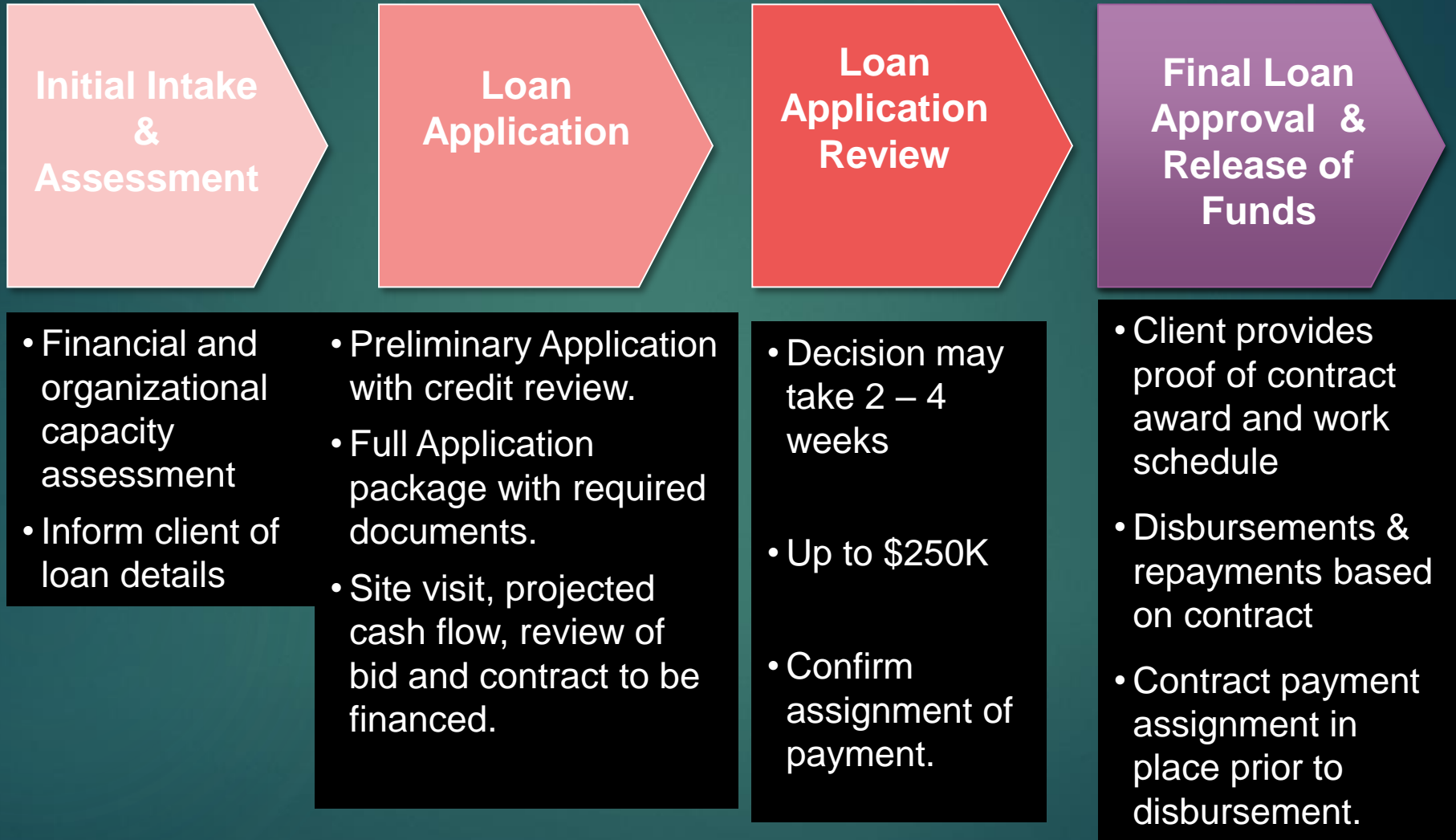
BOC Capital has loaned funds for ~200 business projects the majority to construction contractors/subcontractors.



BOC Capital's Role

- Provide affordable and user-friendly capital needed by MWBEs to perform on contracts
- 3 to 12-month payment schedule with payback while the contractor is completing the contract or order.
- 10% annual interest rate. (.88 %/mo.) 1.5% fees.
- Pre- and Post-Loan Technical Assistance

The Loan Process



Contract-based Loan Partners

Empire State Development: Small Business Revolving Loan Fund

Provides loan capital to BCC available to lend for both contract-based and term small business loans.

NYCEDC: EDA Revolving Loan fund

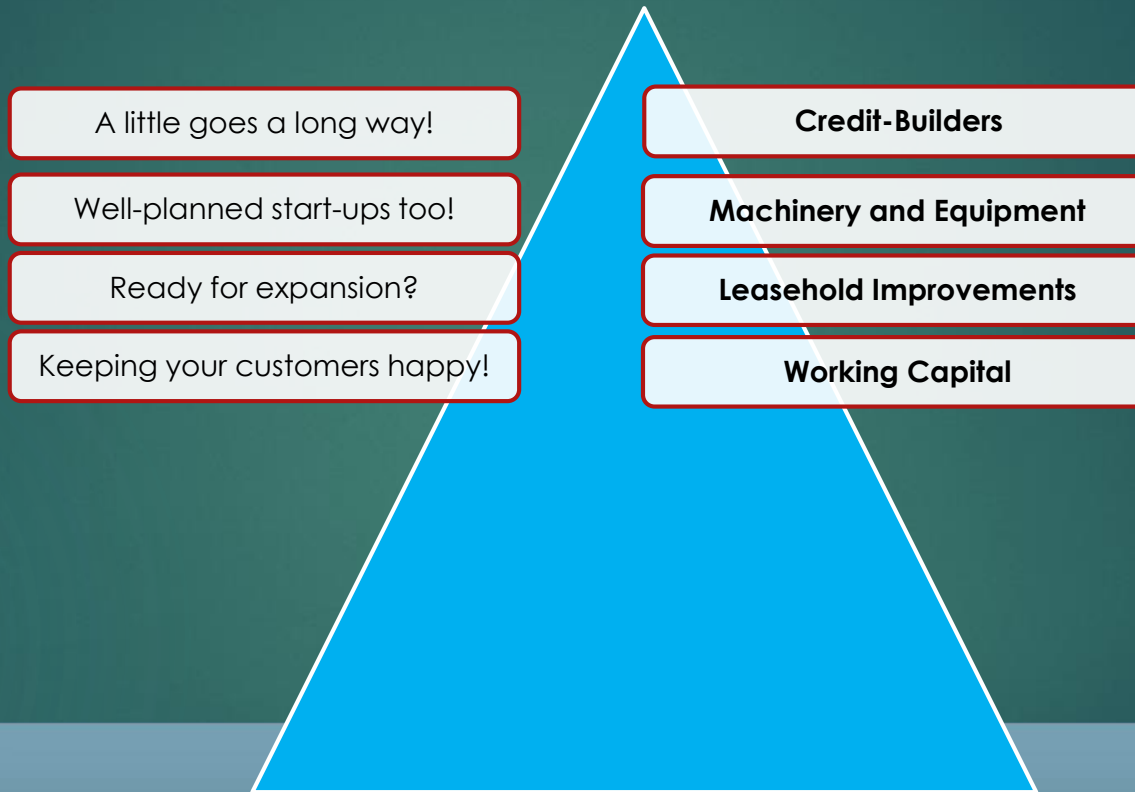
Provides loan capital to BCC available to lend for both contract-based and term small business loans.

NYC Small Business Services: Contract Finance Loan Fund

Provides loan capital to BCC available to lend to construction and goods and services businesses with NYC agency and NYC EDC contracts for loans of up to \$500,000 per contract.

U.S. SBA and Banking Partners: Provide loan capital to BCC for small business loans.

Term Microloans from \$500 - \$50,000



SBA Guaranteed Loans up to \$250K

Borrowing is a Journey

- Credit-Counseling
- Projecting Cash Flow
- Business Planning
- Site Visits
- Mentoring
- Ongoing Technical Assistance



BOC Capital Corp.

Nancy Carin – Executive Director
Director of Lending

Rodney Santiago –

Katherine Parks – Program Manager
Ascend 2020

Marlon Watson – LI

Officer

Long Island

Hofstra University's
ideaHUB

Business Development

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Floor
Corona, NY 11368

Brooklyn

85 South Oxford St, 2nd
Floor
Brooklyn, NY 11217

South Bronx

1231 Lafayette Avenue, 2nd
Floor Bronx, NY 10474

boccapital@bocnet.org

718.624.9115

Ascend 2020



ASCEND 2020

Atlanta - Chicago - Los Angeles - San Francisco/Oakland - Seattle - Washington D.C.

The "3 M" Model



Management



Markets



Money

www.Ascend2020.org

ASCEND LONG ISLAND

Hofstra University received funding in December 2017 from JP Morgan Chase to create an Action Plan for Ascend Long Island for "the Corridor" (Hempstead Village, Uniondale, Freeport Village, Roosevelt).

Goals:

- Reduce poverty and provide opportunities for upward mobility through higher paying jobs.
- Reduce wealth inequities between communities highly segregated by race.
- Increase access to capital and revenues for small businesses.
- Create a larger pool of bidders and thus more competition for contracts, creating economic benefits for anchor partners and other businesses.
- Create a national suburban model for assisting minority-owned small businesses.
- Develop the Corridor's entrepreneurial ecosystem and integrate into the large regional ecosystem.

PILOT COHORT 2019

15 businesses

\$50,000 to \$500,000 in revenues

B2B businesses or B2C businesses

who want to move to B2B

Contribute to the economic

development of Hempstead Village,

Freeport Village, Uniondale, and

Roosevelt

PROGRAMMATIC ELEMENTS



Management

Bootcamp/Workshops
Individual Mentorship



Markets

Connections to Customers
MWBE Assistance



Money

CDFI and Bank Programs

1

Bootcamp: one day orientation to program, group mentoring, development of milestones, assessment of credit and financial needs.

3

Procurement Conference: An opportunity for participants to present to anchor partners.

2

Workshops: Nine weeks at Hofstra focused on the three Ms.

4

Ongoing assistance: Mentorship, connection to resources offered by Hofstra, Boc Capital Corp, anchor partners.

INFO

www.Hofstra.edu/ascendli

Terri Arnold-McKenzie, Program Manager

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