



# **Business Development Community Outreach Liaison Program (COLP)**

Briefing for GMAC  
April 18, 2005

# Purpose

- Update GMAC on Business Development & Procurement Services (BDPS) COLP Program
  - Background
  - Contract Requirements
  - Contract Goals
  - Accomplishments
  - Results
  - Next Steps

# Background

- **The Community Outreach Liaison Program (COLP) was first piloted with the Greater Dallas Hispanic Chamber of Commerce (GDHCC) in 2001 and was designed to:**
  - Establish a partnership with the Greater Dallas Hispanic Chamber of Commerce and the pilot was expanded to include Greater Dallas Asian American Chamber of Commerce in 2002
  - Develop initiatives that would support the City's Good Faith Effort (GFE)
  - Facilitate communications between the City of Dallas and the business community
  - Increase the possibilities for Minority and Women-owned Business Enterprises (M/WBE) doing business with the City of Dallas.

## Background (con't.)

- Beyond the contract, the City has established contacts with various additional chamber of Commerce and Business Groups. BDPS has been working with the following:
  - Contractor Associations
    - Hispanic Contractors, Black Contractors, Asian Contractors, QUOIN – the Association of General Contractors Dallas Chapter
  - Organizations
    - DFW Minority Business Development Council, Women's Business Council – Southwest, Bill J. Priest Institute, DFW Minority Business Center, Dallas Alliance for Business Development (DABD), *Rolling Out Magazine Entrepreneurial Success Seminar Series*, *HKS (Architects) Seminar Series*

# Contract Requirements

- Develop & maintain initiatives to support the City's GFE plan
- Increase the number of Hispanic and Asian American vendors on the City's vendor database
- Provide bids/proposal notification to the chamber memberships regarding any City opportunities
- Supplement the BDPS's outreach efforts focusing on education, awareness, and dissemination of information on doing business with the City

# Contract Requirements (con't.)

- Provide training on the City of Dallas procurement process, minority or woman owned business (M/WBE) certification requirements, and general business processes
- Facilitate communication between the GDHCC and GDAACC business communities
- Obtain feedback to provide the City of Dallas alternative improvements to the procurement process and strategies to increase M/WBE participation
- Provide record keeping and evaluation of the goals for the COLP program

# Contract Goals

- Increase the number companies registered and certified as vendors with the City of Dallas
- Identify and promote qualified local (Dallas County) vendors and liaise with the City's RESOURCELINK TEAM to increase vendor participation
- Strengthen participation in procurement categories
- Conduct roundtables designed to provide education, awareness and information on doing business with the City of Dallas
- Conduct monthly meetings and training sessions to enhance the business skills and capabilities of vendors

# Contract Goals (con't.)

- Establish the “City of Dallas Corner” enabling vendors to find information regarding the City’s procurement process
- Distribute vendor surveys
- Educate members about any access to capital initiative that would provide vendors with working capital necessary to fulfill contractual obligations
- Submit recommendations from its membership to the annual North Texas Commission (NTC) Mentor/Protégé program

# Accomplishments

- Exceeded or met City's Good Faith Effort goals in the following categories:
  - Construction, Architecture & Engineering, and Other Services
- Increased the number of registered and certified vendors for the GDAACC by 49 and the GDHCC by 107.
- COLP has held 12 training workshops, 5 roundtable events, 2 procurement expos, 28 ethnic chamber and advocacy group networking events to date for fiscal year 04/05.

# Accomplishments (con't.)

- “City of Dallas Corner” located at the Hispanic and Asian Chambers of Commerce, provides valuable information on the City’s procurement opportunities
- Obtained feedback to provide the City of Dallas alternative improvements to the procurement process and strategies to increase M/WBE participation

# Results

- **BDPS has received the following awards for its COLP and Outreach Program efforts:**
  - Black Contractor’s Association 2003 Public Entity Award
  - 2004 Greater Dallas Asian American Chamber of Commerce Outstanding Partners in Service Award
  - 2004 DFW Minority Business Development Council Public Sector Agency of the Year E-Award
  - 2004 Greater Dallas Hispanic Chamber of Commerce Unidos Award

# Next Steps

- Renewal of Contracts for FY '04-'05 with the following:
  - Greater Dallas Hispanic Chamber of Commerce (GDHCC) scheduled for April 27, 2005 agenda
  - Greater Dallas Asian American Chamber of Commerce (GDAACC) scheduled for April 27, 2005 agenda

# Allocations

- Allocations

<b>Chamber</b>	<b>COLP '04 Total</b>	<b>% of \$122,500</b>	<b>COLP '05 Total</b>
GDHCC	\$72,500.00	59%	\$54,212.00
GDAACC	\$50,000.00	41%	\$37,674.00
<b>Total</b>	<b>\$122,500.00</b>	<b>100%</b>	<b>\$91,886.00</b>