

Executive Department - Governor's Office of Small, Minority and Women Business Affairs

MISSION

The Governor's Office of Small, Minority and Women Business Affairs (GOSBA) will empower small business owners to be competitive in their marketplace while establishing guidelines and best practices for inclusion in state procurement programs.

VISION

An open and accessible culture where Maryland is open for all businesses.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Support the growth and development of Maryland's 560,000+ small, minority- and women-owned businesses.

Obj. 1.1 Provide outreach and training programs that help small businesses grow.

Obj. 1.2 Connect small businesses to online resources which can help them grow.

Obj. 1.3 Utilize social media to promote small business programs and resources.

| Performance Measures | 2016 Act. | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Est. | 2022 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of GOSBA-hosted small business events | 17 | 32 | 35 | 35 | 22 | 30 | 35 |
| Percentage of attendees who rated their attendance at a GOSBA-hosted event as above average | N/A | 85% | 96% | 97% | 97% | 80% | 85% |
| Number of return visitors to Resource page on GOSBA's website | 959 | 1,877 | 2,052 | 2,245 | 2,898 | 3,400 | 4,100 |
| Individuals in GOSBA's social media community (Facebook & Twitter) | 1,261 | 2,396 | 2,837 | 3,341 | 3,666 | 4,000 | 4,400 |

Goal 2. Drive growth in the participation of small, minority- and women-owned businesses in Maryland's economic inclusion programs.

Obj. 2.1 Optimize Minority Business Enterprise (MBE) contracting utilization.

Obj. 2.2 Optimize Small Business Reserve (SBR) contracting utilization.

Obj. 2.3 Increase dollars paid through SBR-designated contract by 100 percent.

| Performance Measures | 2016 Act. | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Est. | 2022 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| ¹ Number of unique MBE firms receiving payment from the state | 1,488 | 1,748 | 1,685 | 1,361 | N/A | 1,200 | 1,300 |
| ¹ Number of unique SBR firms receiving payment from the state | 1,244 | 1,666 | 1,732 | 1,788 | N/A | 1,700 | 1,800 |
| ¹ Percentage of dollars paid through SBR designated contracts | 2.2% | 2.2% | 2.4% | 3.4% | N/A | 3.4% | 4.0% |

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Goal 3. Support utilization of small and minority- and women-owned businesses across all participating State agencies.

Obj. 3.1 Optimize the implementation of the MBE and SBR programs at the agency level through training.

Obj. 3.2 Increase SBR-designated contract awards by 100 percent.

| Performance Measures | 2016 Act. | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Est. | 2022 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| ² Percentage of above average ratings on staff training events | N/A | 85% | 96% | N/A | 59% | 75% | 80% |
| ¹ Percentage of 29 percent MBE goal attained | 70% | 72% | 51% | 62% | N/A | 62% | 70% |
| ¹ Percentage of 15 percent SBR goal attained | 70% | 94% | 69% | 68% | N/A | 68% | 75% |
| ¹ Percent of dollars paid through SBR designated contracts | 2.2% | 2.2% | 2.4% | 3.4% | N/A | 3.4% | 4.0% |

NOTES

¹ 2020 data is unavailable as agency data is not submitted and analyzed until January 2021.

² Due to staffing issues, no training sessions were conducted in fiscal year 2019.