

# 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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Number of GOSBA-hosted small business events	35	35	22	31	36	36	36
Number of attendees from the small business community to attend GOSBA-hosted training and outreach events	N/A	N/A	N/A	2,592	2,880	2,736	2,736
Number of return visitors to Resource page on GOSBA's website	2,052	2,245	2,898	3,296	2,978	3,057	3,110
Individuals in GOSBA's social media community (Facebook & Twitter)	2,837	3,341	3,666	3,698	4,307	3,890	3,965

**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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
1 Number of unique MBE firms receiving payment from the state	1,685	1,361	1,786	1,162	1,436	1,461	1,353
1 Number of unique SBR firms receiving payment from the state	1,732	1,788	1,530	1,400	1,573	1,501	1,491
1 Percentage of dollars paid through SBR designated contracts	2.4%	3.4%	2.4%	2.9%	2.9%	2.7%	2.8%

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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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Number of GOSBA-hosted education and training events conducted for members of the procurement community	N/A	N/A	N/A	12	10	10	10
<sup>1</sup> Percentage of 29 percent MBE goal attained	51%	62%	49%	59%	57%	55%	57%
<sup>1</sup> Percentage of 15 percent SBR goal attained	69%	68%	71%	68%	69%	69%	69%
<sup>1</sup> Percentage of dollars paid through SBR designated contracts	2.4%	3.4%	2.4%	2.9%	2.9%	2.7%	2.8%

## NOTES

<sup>1</sup> 2022 data is estimated as agency data is not submitted and analyzed until January 2023.