



# FY24 ANNUAL REPORT

EQUAL BUSINESS OPPORTUNITY (EBO) DIVISION



10/1/23 - 9/30/24

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## Equal Business Opportunity

# Glossary of EBO Terms & Definitions

## EBO Program Terminology

### Business Classifications:

- **ABE** – Asian Business Enterprise
  - Far East, Southeast Asia, India, and Central Asia
- **BBE** – Black Business Enterprise
- **HBE** – Hispanic Business Enterprise
- **NBE** – Native American Business Enterprise
- **SLBE** – Small Local Business Enterprise
- **U-WMBE** – Underutilized Women and Minority Business Enterprise
- **WMBE** – Women and Minority Business Enterprise
- **WBE** – Women Business Enterprise (Caucasian)

#### SLBE Market Area

The SLBE program is open to small businesses domiciled in the Tampa Bay area:  
Hillsborough, Pinellas, Polk, Pasco, and Manatee Counties

#### Underutilized

Group with historically low participation in a specific industry sector

### Procurement Methods & Tools:

- **Sheltered Market** – Projects estimated at \$300,000 or less reserved for certified WMBE and SLBE firms. Requires at least three certified businesses in the category.
- **CCNA** – Consultant Competitive Negotiation Act: A process for selecting and negotiating with the most qualified firm for professional services.
- **Competitive Procurement Methods:** Invitation to Bid (ITB), Request for Proposal (RFP), Request for Qualifications (RFQ)
- **Informal Contracts** - purchases/quotes between \$2,000–\$24,999.99, often awarded through DemandStar.
- **Formal Contracts** - Contracts valued \$25,000 or more, which follow formal procurement procedures such as advertising and public opening.
- **DemandStar** - The City’s electronic procurement platform for notifying vendors about quote/bid opportunities. Frequently used for informal contracts.
- **Job Order Contracting (JOC)** – A procurement method used for construction and maintenance projects where work is awarded based on pre-set unit pricing rather than individual project bids.
  - Speeds up delivery of repetitive, small-to-medium projects
  - Commonly used for renovations, repairs, and general maintenance
  - JOC contractors are selected in advance through a competitive process

### Program Policies & Evaluation Tools:

- **Goal Set vs. Goal Attainment** – The difference between the participation goals established for a project and the actual percentages achieved.
- **Good Faith Efforts (GFE)** – Evaluation of a contractor's efforts to meet EBO participation goals.
- **Data Management Initiative (DMI)** – Tracks and reports utilization of WMBEs and SLBEs in contracts, awards, and payments.
- **5% Bid Discount** – This allows WMBEs and SLBEs to win contracts even if their bid is slightly higher than the lowest bid, within a set threshold.
- **Rating Points** – Additional points (up to 20) are eligible in proposal evaluations when WMBE or SLBE firms are included in the team.



## Understanding This Report

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This annual report highlights the City of Tampa's engagement with certified WMBE and SLBE firms throughout Fiscal Year 2024. It outlines prime contract awards, participation goals, program tools, and future development plans under the City of Tampa Ordinance 2017-28, Chapter 26.5, Equal Business Opportunity Program. Charts and figures are used throughout to provide a visual summary of achievements based on the data that was available at the time of the report.

## Program Foundation & Legal Framework

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Established under Ordinance 2017-28, Chapter 26.5, the EBO Program mandates equal business access in City contracting and procurement. It includes two key components:

- **SLBE Program:** Open to small, locally owned businesses meeting size and residency requirements.
- **WMBE Program:** For businesses with 51% ownership/control by women or minority individuals.

The program ensures that WMBEs and SLBEs have equitable opportunities through narrowly tailored initiatives.

# Overview of Prime Competitive Contract Spending

**Total  
Amount  
Awarded**  
**\$760.2M**

**Prime  
WMBE  
Awards**  
**\$61.9M**

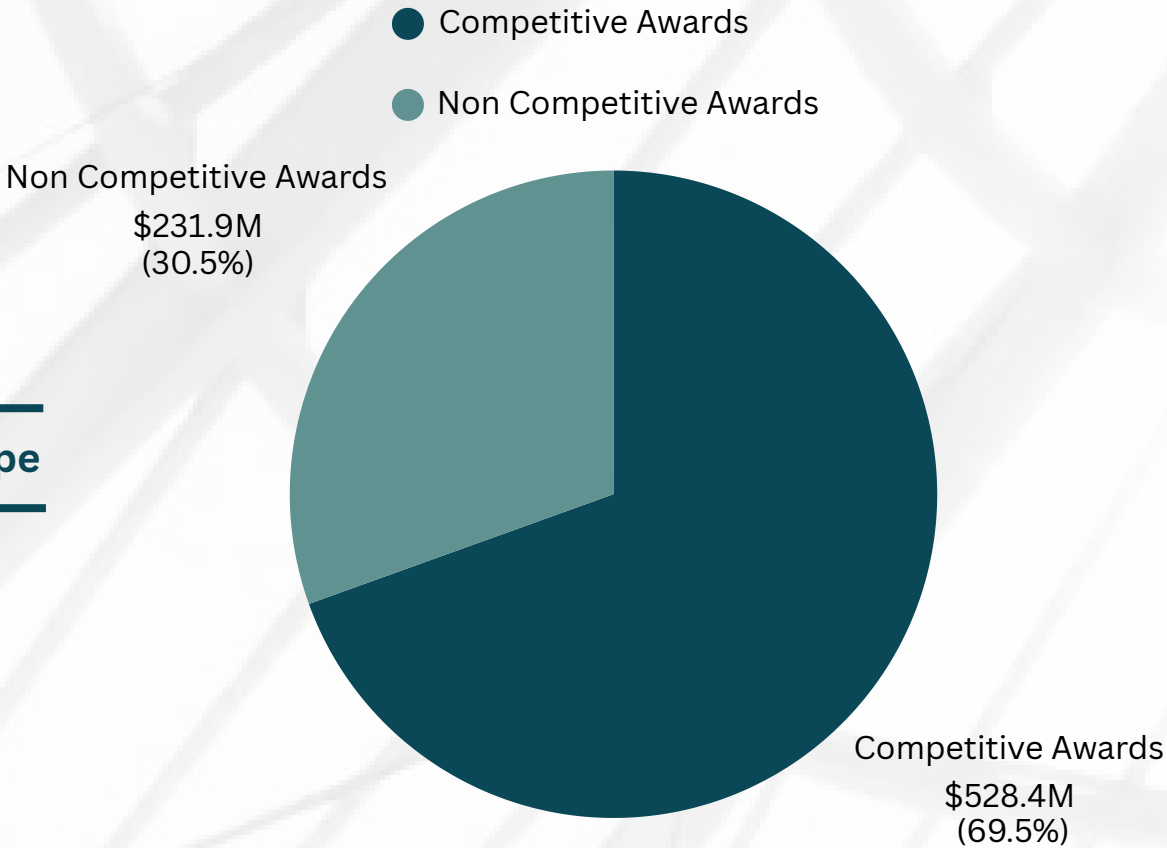
**Prime  
SLBE  
Awards**  
**\$51.1M**

**Total  
Competitive  
Awards**  
**\$528.4M**

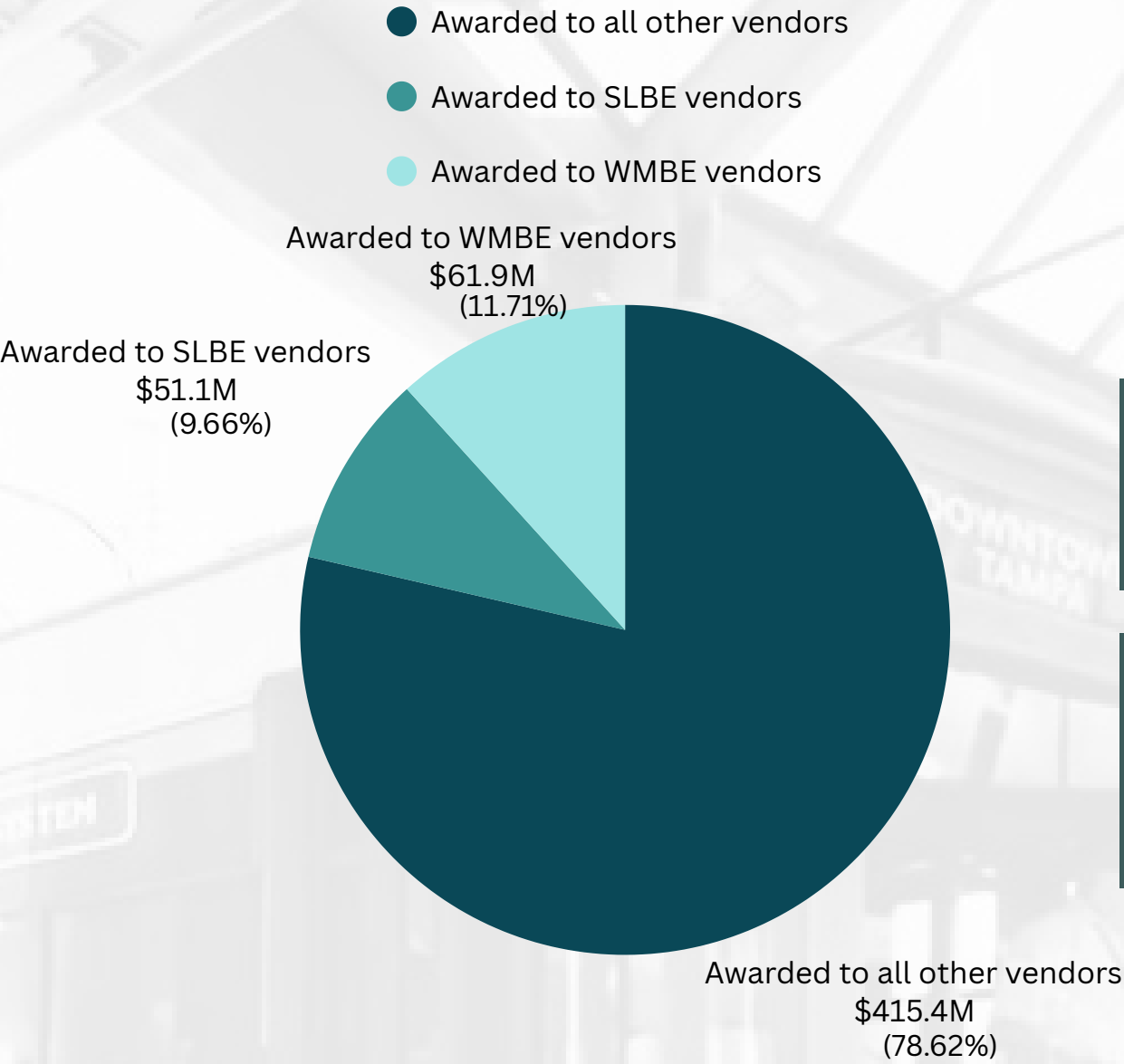
In Fiscal Year 2024, the City of Tampa awarded a total of \$528.4 million in competitive contracts. These contracts were eligible for WMBE and SLBE goals and related program initiatives, representing a significant opportunity for city-certified businesses to participate in public procurement.

**The WMBE and SLBE programs apply only to contracts awarded through competitive solicitations**

## Citywide Contract Spending: Competitive vs. Non-Competitive



## Breakdown of Competitive Spending by Vendor Type



### Competitive Contract Spending:

Contracts awarded through a public solicitation process (e.g., ITB, RFP, RFQ, CCNA) that are eligible for WMBE and SLBE participation under the EBO Program.

### Non-Competitive Contract Spending:

Contracts or expenditures made without the City of Tampa's public bid process, such as inter-local agreements or emergency purchases, are not subject to the EBO Program.

Values with decimals may be rounded up or down based on the calculation

WMBE-certified firms may also qualify as SLBE firms, but their participation is only counted once to avoid duplication.

# Prime Contracts by Industry Category

During FY2024, the City of Tampa awarded 135 prime contracts across five key industry categories. These categories are defined based on the type of work or goods provided:

**Construction Services:**  
New construction, renovation, maintenance, and underground utilities.

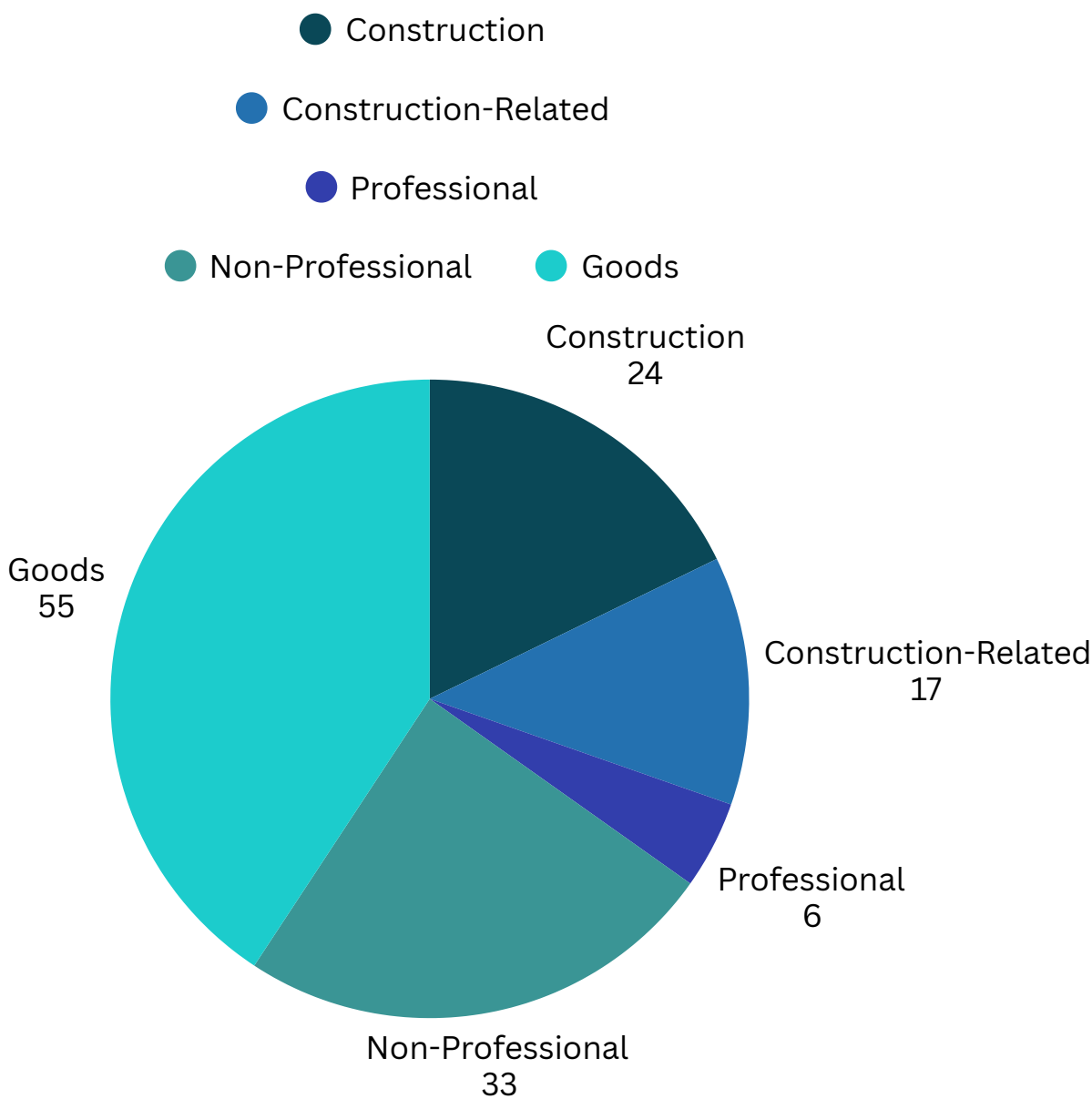
**Construction-Related Services:**  
Architecture, engineering, design-build, landscape architecture, and surveying.

**Professional Services:**  
Legal, accounting, medical, consulting, and other licensed services.

**Non-Professional Services:**  
Legal, accounting, medical, consulting, and other licensed services.

**Goods:**  
Materials, supplies, equipment, and commodities.

Breakdown of Prime Contracts by Industry



Total Contracts: 135

**Insight:**  
Contracts often span multiple categories. For example, a landscaping company that provides both services and materials may be represented under both "Non-Professional Services" and "Goods."

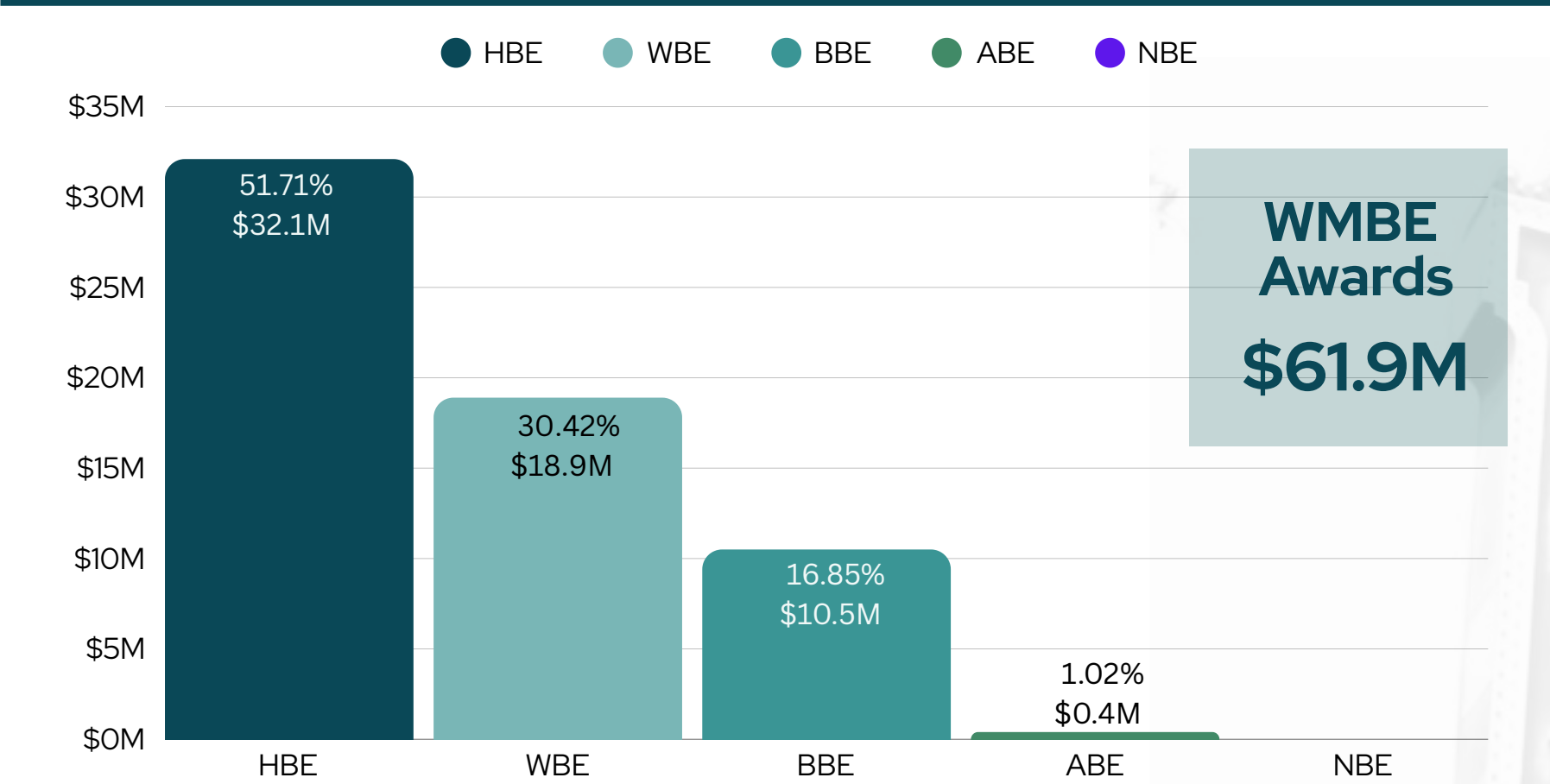
**Note:**  
The largest share of contracts 55 out of 135 (41%), were awarded for the purchase of goods and materials.



# WMBE Prime Competitive Contract Awards by Classification

In FY2024, WMBE-certified vendors received a total of \$61.9 million in prime contract awards through competitive procurement.

FY2024 Prime Contract Awards by WMBE Classification



**Note:** WMBE-certified firms may also qualify as SLBE-certified. However, participation is only counted once to prevent duplication in reporting.

The awards are further classified by business owner group:

- Asian Business Enterprises (ABE)
- Black Business Enterprises (BBE)
- Hispanic Business Enterprises (HBE)
- Women Business Enterprises (WBE)

Each category reflects businesses that are at least 51% owned and operated by individuals of the respective demographic group.

These goals reflect the average participation of minority- and women-owned businesses across all five contract categories:

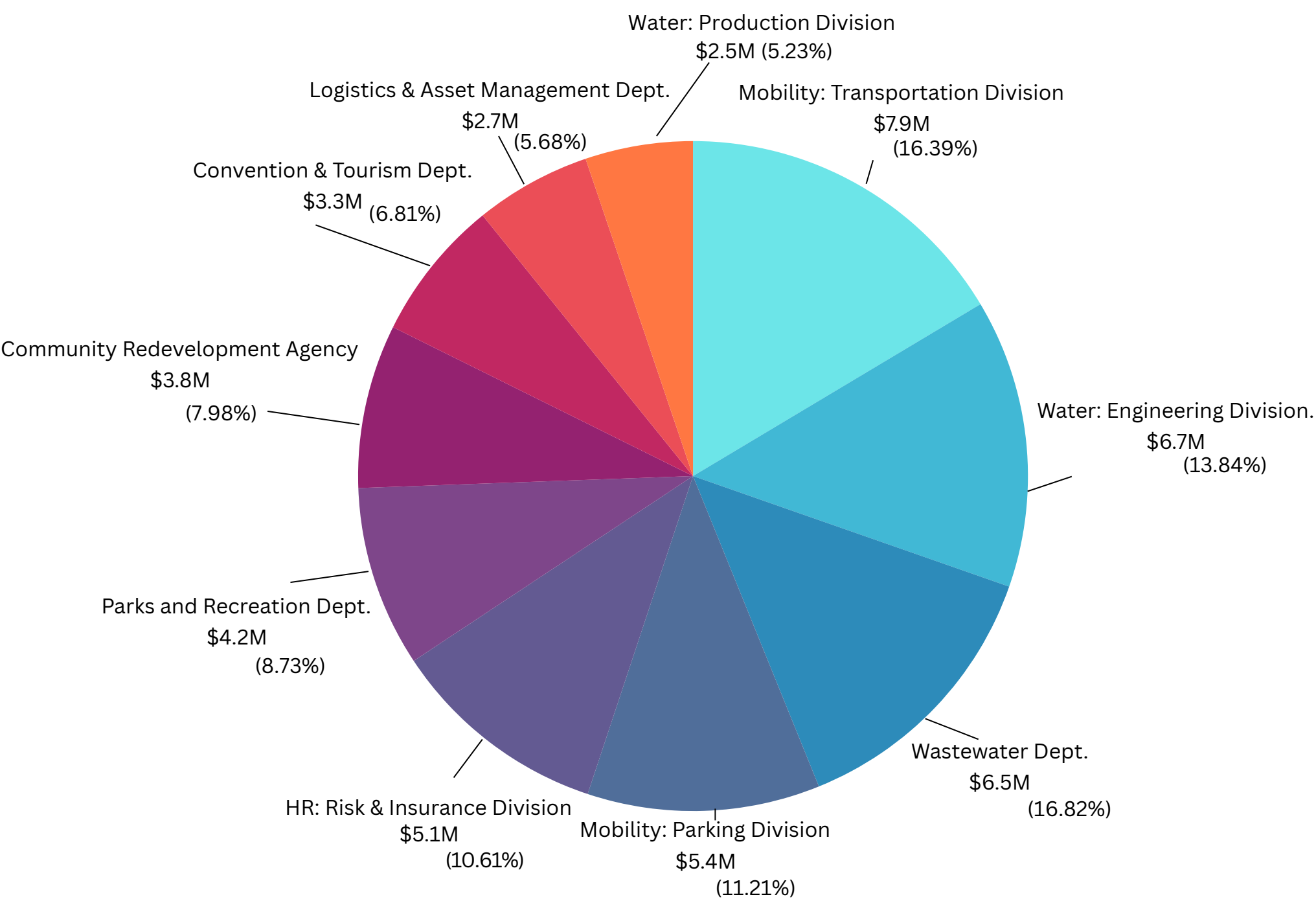
- Construction
- Construction-Related
- Goods
- Non-Professional Services
- Professional Services

WMBE Participation Goals and Prime Awards by Group

Classification	Actual Goal (%)	Actual Goal Amount
African American (BBE)	1.98%	\$10.5M
Asian American (ABE)	0.08%	\$0.4M
Hispanic American (HBE)	6.07%	\$32.1M
Native American (NBE)	0.0%	\$0
Caucasian Female (WBE)	3.58%	\$18.9M
Total WMBE	11.71%	\$61.9M
Total Competitive Award: \$528.4M (Actual Goal % = Total Competitive Award is the denominator.)		

# WMBE Awards by Department/Division

Top 10 City Departments/Divisions by WMBE Contract Awards



Values with decimals may be rounded up or down based on the calculation

In FY2024, multiple City departments awarded prime contracts to certified WMBE firms. The distribution of WMBE contract dollars varies across departments/divisions depending on the type and volume of work procured.

Departments/Divisions with the highest WMBE prime contract awards include:

- **Mobility Department**
- **Water Department**
- **Wastewater Department**

**Note:**

This chart shows the amount of WMBE contract dollars awarded by the top 10 departments/divisions that used WMBE vendors across all types of procurement.

**Insight:**

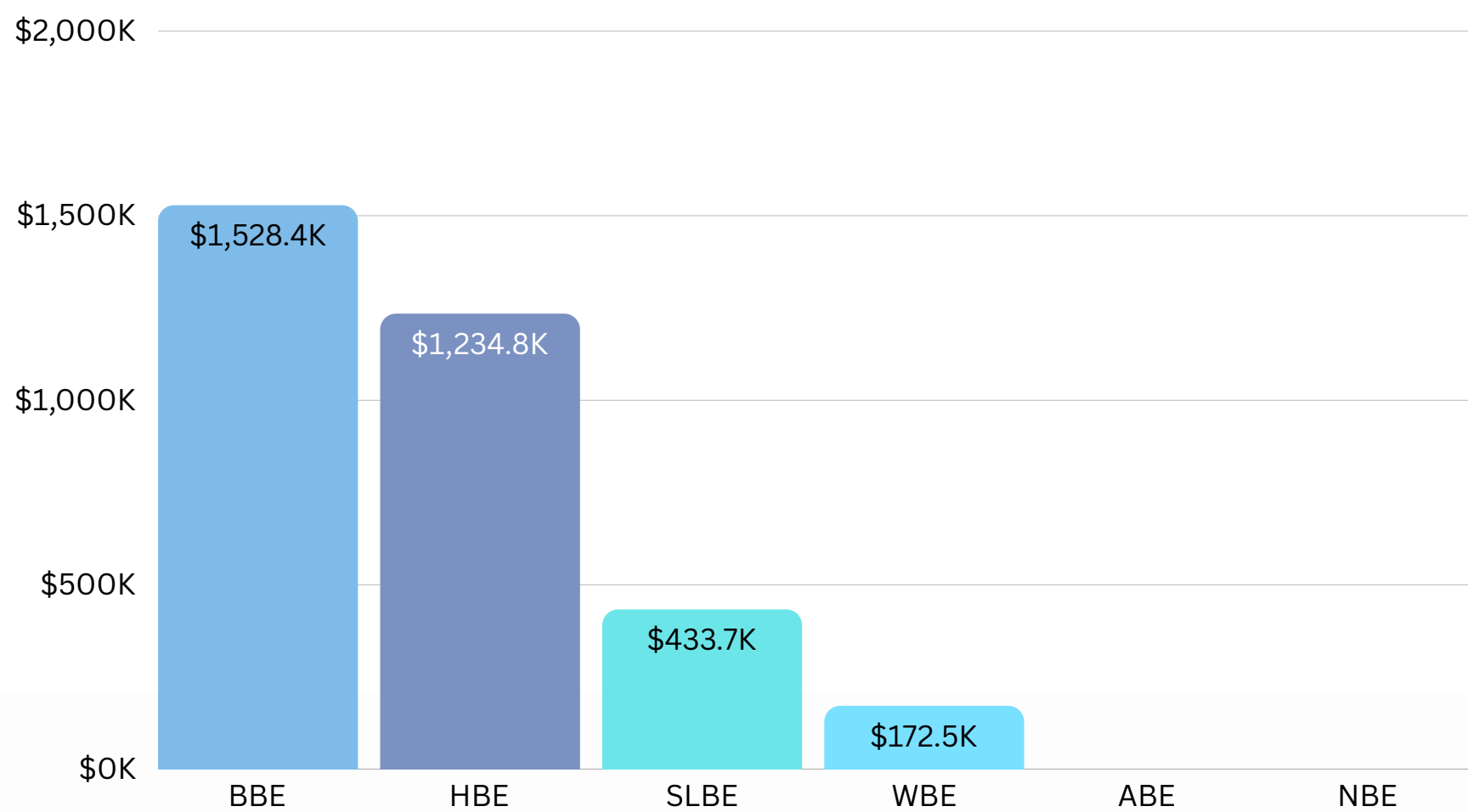
The top 10 City departments and divisions accounted for \$48.1 million of all WMBE prime contract awards.

These departments led efforts to provide opportunities through the consistent use of EBO procurement practices. Factors influencing departmental performance include project size, availability of certified vendors, and contract types suited for WMBE participation.

# Sheltered Market Program Outcomes

The City of Tampa’s Sheltered Market Program allows certified WMBE and SLBE firms to compete exclusively among themselves as prime contractors on projects estimated at \$300,000 or less. For a project to qualify for sheltering, at least three firms must be certified in the applicable work category.

FY2024 Sheltered Market Awards by Business Classification



Values with decimals may be rounded up or down based on the calculation  
\*No contract BIDs awarded to ABE, NBE following the guidelines of the EBO Program

**Note:**

The chart reflects dollars awarded through Sheltered Market solicitations to firms that are SLBE certified, dual-certified as both WMBE and SLBE, and/or designated as U-WMBE.

**Analysis:**

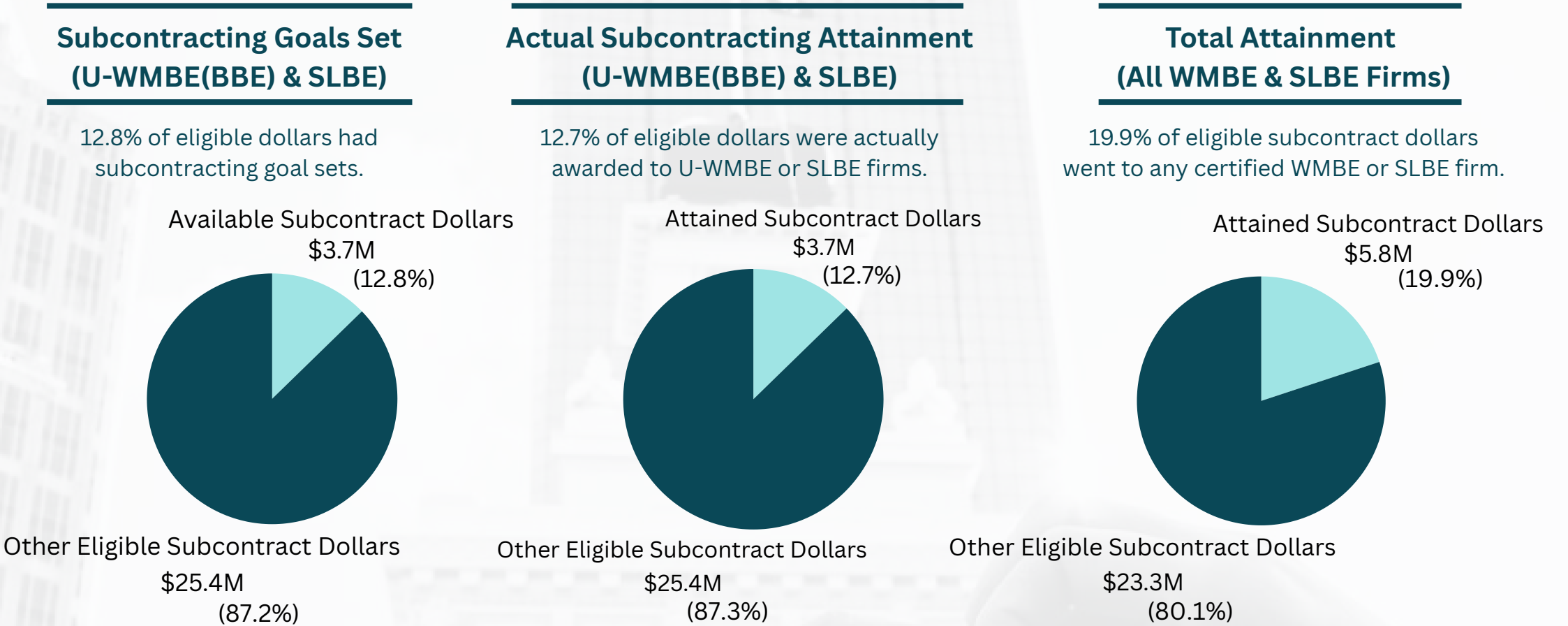
In FY24, approximately \$3.37 million in awards were made through this program, resulting in 36 prime contracts awarded to WMBE and SLBE firms.

# Subcontracting Goals vs. Actual Attainment

In FY2024, the City reviewed \$29.1 million in projects for potential U-WMBE and SLBE subcontracting opportunities. Goals were set on some projects based on vendor availability and Good Faith Effort (GFE) compliance.

- Eligible dollars = project value with potential goals
- Goal set dollars = project value with goals
- Attainment = actual awards made to WMBE and SLBE firms

**\$29.1M**  
Contracts  
Reviewed for  
Subcontracting  
Goal Setting



Values with decimals may be rounded up or down based on the calculation

**Note:**  
Not all eligible projects had goal attainment. This was due to factors like limited subcontracting opportunities, a shortage of available certified firms, or verified Good Faith Efforts (GFE) by the contractor.

**Analysis:**  
In FY24, subcontract participation for all WMBE and SLBE firms combined exceeded the average goal by 7.2%, reflecting continued progress in contracting on eligible projects with goals set based on Good Faith Effort (GFE). Although U-WMBE and SLBE awards slightly trailed the goal by 0.1%, overall strong due to:

- Evaluating subcontract opportunities in all procurement activities
- Holding departments accountable
- Promoting awareness of Equal Business Opportunity (EBO) guidelines
- Ensuring contractors follow Good Faith Effort (GFE) compliance plans

# Subcontract Awards by WMBE & SLBE Classification

Ethnic/Gender Specific	Actual Goal Percentage	Actual Goal Dollars
African American (BBE)	4.9%	\$1.43M
Asian American (ABE)	0.00%	\$0.0M
Hispanic American (HBE)	1.2%	\$0.343M
Native American (NBE)	0.00%	\$0.0M
Caucasian Female (WBE)	6.0%	\$1.8M
WMBE Subcontract Overall Goal	12.2%	\$3.5M
SLBE Subcontract Overall Goal	7.8%	\$2.3M
Total Subcontracting Dollars: \$29.1M		



**Note:**  
This chart compares the average WMBE & SLBE participation “goal set” for projects totaling \$29.1M with set subcontracting goals.

- Analysis:**
- Total WMBE & SLBE Goal Attainment: \$5.8M
  - WMBE Awards: \$3.5M (60.35% of total attainment)
  - SLBE Awards: \$2.3M (39.65% of total attainment)

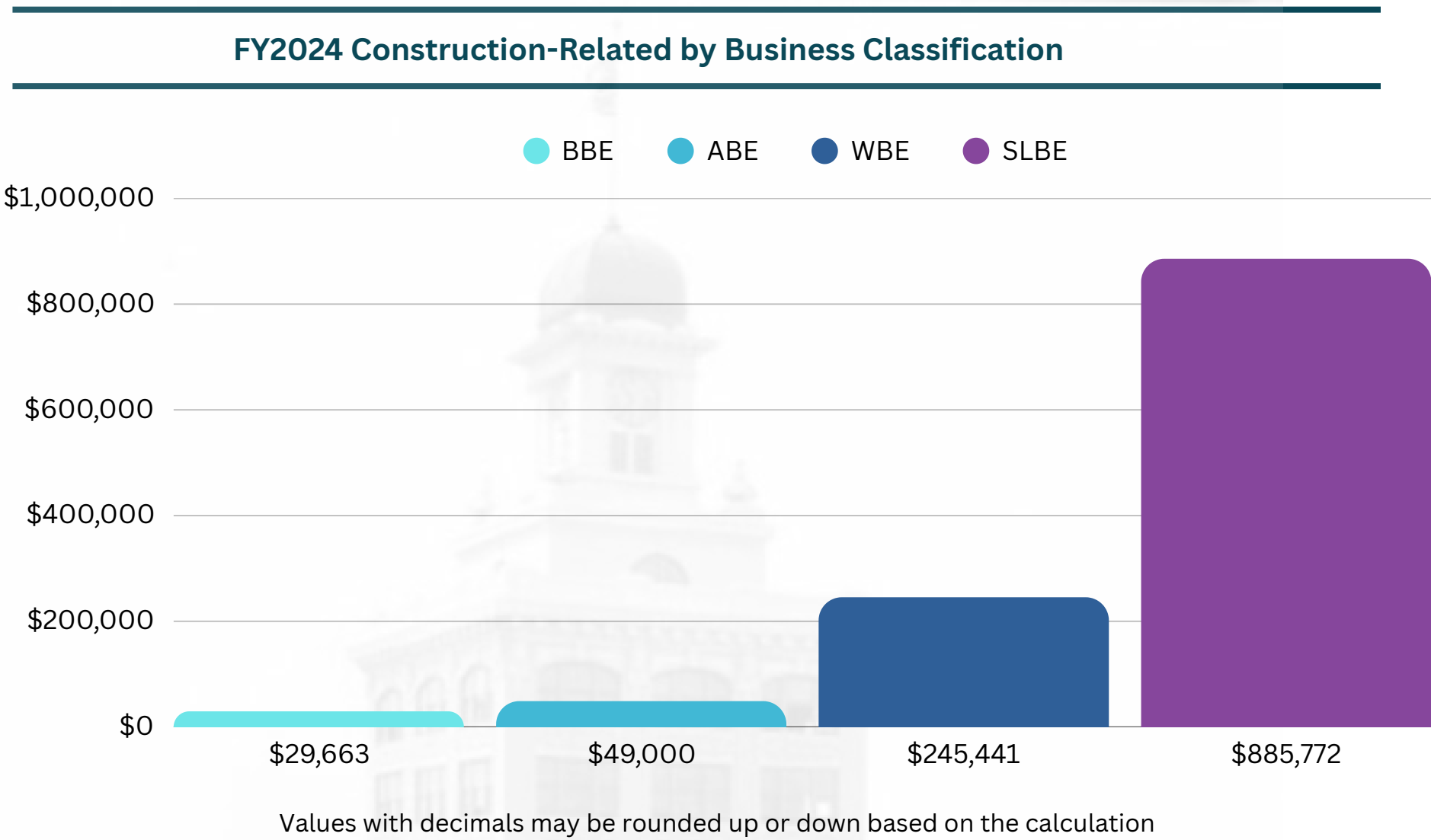
# CCNA Work Order Agreement Awards

In FY2024, the City awarded construction-related under the Consultant Competitive Negotiation Act (CCNA) to pre-selected firms for architecture, engineering, and related services.

WMBE and SLBE participation accounted for a share of these awards:

- Total to WMBEs: 13.8% or \$324,104
- Total to SLBEs: 37.7% or \$885,772

Vendors that were both WMBE and SLBE certified were counted under the SLBE category. Firms certified solely as BBE, ABE, or WBE are shown separately in the chart.



**Analysis:**

- BBE = 2.45%
- ABE = 4.05%
- WBE = 20.29%
- Total WMBEs = 26.79% or \$324,104
- SLBE = 73.21% or \$885,772

The spend amounts and percentage values for WMBE and SLBE **do align with the \$2,352,116 grand total**. The charts/summaries in both documents are accurate representations of the data. All category percentages are consistent with their share of the total, and the summed totals match 100% of the spending, confirming there are no meaningful discrepancies in the reported figures.

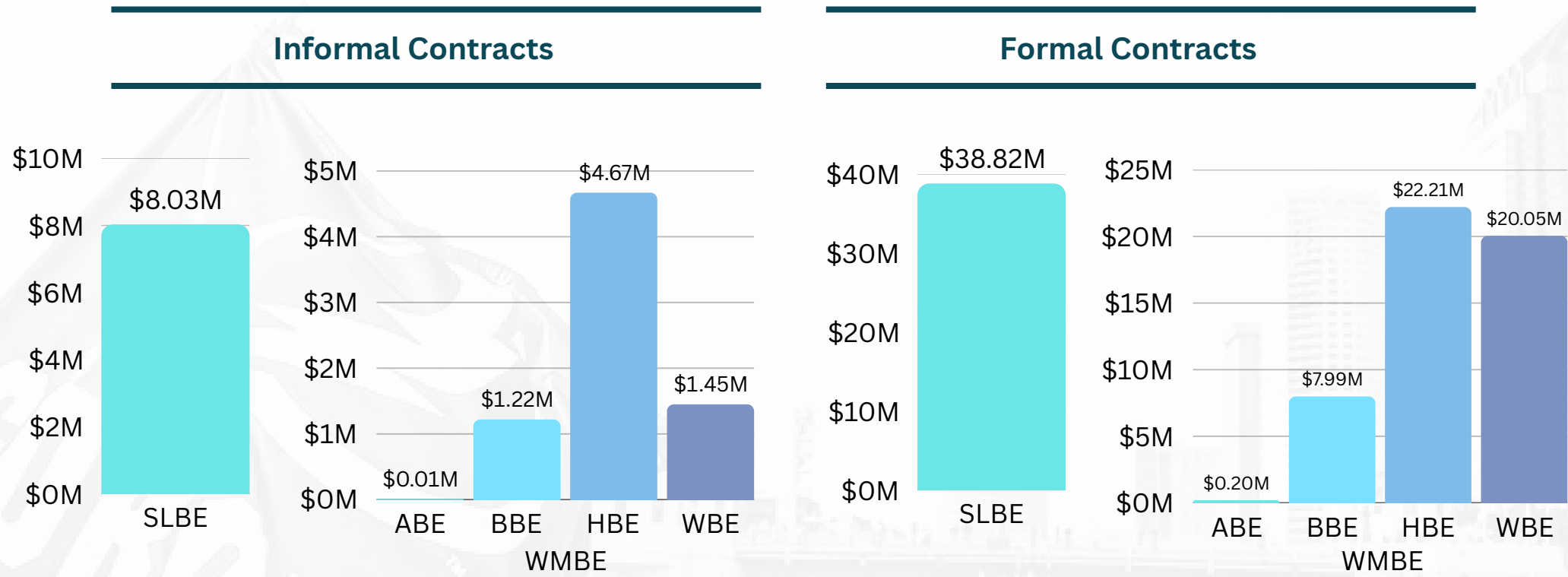
# Informal & Formal Contracts With WMBE & SLBE Vendors

In FY2024, the City awarded both informal and formal contracts to WMBE and SLBE-certified vendors through competitive processes. These contracts included:

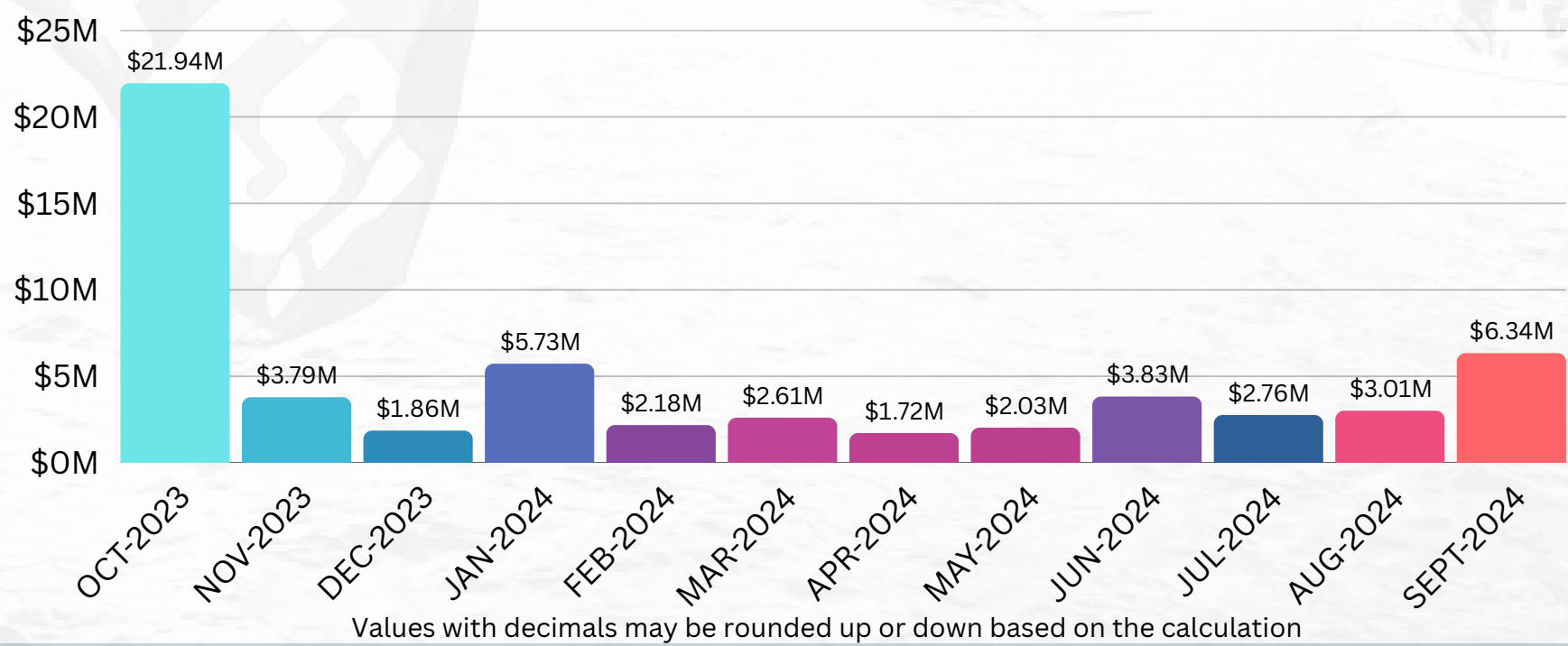
**Informal Contract:**  
Purchases/quotes between \$2,000–\$24,999.99, often awarded through DemandStar.

**Formal Contracts:**  
Contracts valued \$25,000 or more, which follow formal procurement procedures such as advertising and public opening.

This section highlights the continued participation of SLBEs and WMBEs in a variety of lower-threshold procurement opportunities.



Monthly Breakdown of Informal & Formal Contracts with WMBE and SLBE Vendors



**Note:**  
This chart reflects cumulative discretionary procurement under \$25,000 using DemandStar electronic notification. This system enables department buyers to more effectively solicit quotes from WMBE/SLBE firms.

# Overview of Certification Activity

At the close of FY2024, the City of Tampa had a total of **1,544 active certifications** across MBE, SLBE, and WBE designations. This includes businesses certified in multiple categories and service areas.

Certifications are tracked by ethnicity and gender group, as well as by industry category:

- Construction
- Construction-Related Services
- Goods
- Non-Professional Services
- Professional Services

Breakdown by Certification Type:

- MBE: 598
- SLBE: 736 (includes dual-certified firms)
- WBE: 210

Minority Business Enterprises <i>Total: 598</i>		Small Local Business Enterprises <i>Total: 736</i>		Women Business Enterprises <i>Total: 210</i>	
African American	306	African American	284	Caucasian Female	210
Construction	62	Construction	52	Construction	51
Construction-Related Services	34	Construction-Related Services	24	Construction-Related Services	36
Goods	34	Goods	32	Goods	36
Non-Professional Services	137	Non-Professional Services	142	Non-Professional Services	53
Professional Services	39	Professional Services	34	Professional Services	34
Asian American	39	Asian American	23		
Construction	7	Construction	6		
Construction-Related Services	16	Construction-Related Services	10		
Goods	5	Goods	1		
Non-Professional Services	7	Non-Professional Services	4		
Professional Services	4	Professional Services	2		
Hispanic American	248	Caucasian	246		
Construction	86	Construction	69		
Construction-Related Services	44	Construction-Related Services	57		
Goods	24	Goods	30		
Non-Professional Services	73	Non-Professional Services	53		
Professional Services	21	Professional Services	37		
Native American	5	Hispanic American	180		
Construction	1	Construction	64		
Construction-Related Services	1	Construction-Related Services	24		
Goods	1	Goods	14		
Non-Professional Services	1	Non-Professional Services	66		
Professional Services	2	Professional Services	12		
		Native American	3		
		Construction	1		
		Construction-Related Services	2		
		Goods	0		
		Non-Professional Services	0		
		Professional Services	0		
Grand Total		1544			

**Note:**  
Certifications reflect active status as of the end of FY2024.  
SLBE totals include firms that hold dual certifications.

# Equal Business Opportunity Program Overall Goals

The City of Tampa Equal Business Opportunity Program establishes annual participation goals for certified WMBE and SLBE vendors across both prime contracts and subcontracts. These goals are formed by availability analysis within the City’s market area and reflect anticipated procurement opportunities.

## WMBE Prime Contract Annual Goals

Ethnic/Gender Specific	Target Goal Percentage
African American	4.49%
Asian American	0.55%
Hispanic American	4.28%
Native American	0.02%
Caucasian Female	5.33%
WMBE Prime Overall Goal	14.67%

## SLBE Prime Contract Annual Goal

Ethnic/Gender Neutral	Target Goal Percentage
SLBE Prime Overall Goal	6.00%

## WMBE Subcontract Annual Goals

Ethnic/Gender Specific	Target Goal Percentage
African American	4.30%
Asian American	0.53%
Hispanic American	4.68%
Native American	0.02%
Caucasian Female	5.47%
WMBE Subcontract Overall Goal	15.00%

## SLBE Subcontract Annual Goal

Ethnic/Gender Neutral	Target Goal Percentage
SLBE Subcontract Overall Goal	10.06%

- Percentages reflect actual target goals based on certified businesses by race and gender in the market area, not population data.
  - Goals are determined by analyzing procurement across five industry categories and the availability of certified WMBEs and SLBEs expected to perform during the City’s fiscal year(s).
- Annual goals represent the combined average across all five categories, by race/gender and by prime or subcontract role.
  - Established in accordance with City Ordinance Chapter 26.5, Equal Business Opportunity Program.

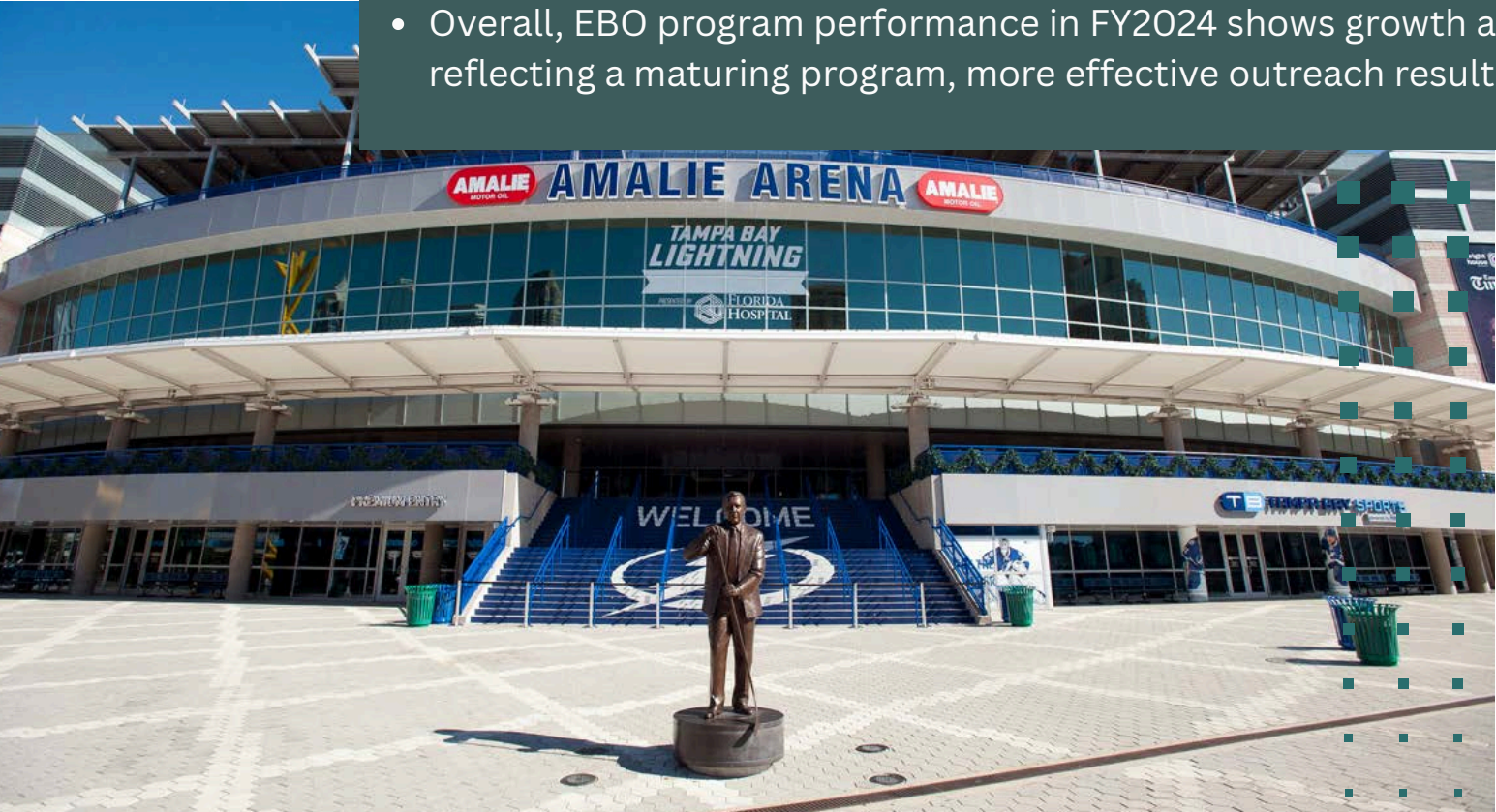


This section provides a high-level comparison of key Equal Business Opportunity (EBO) Division performance indicators between FY2023 and FY2024. The data reflects trends in participation, certification, and program implementation outcomes.

Growth Highlights:

Category	FY2023	FY2024	Change
Total WMBE Prime Contract Awards	\$38.3M	\$61.9M	↑
Total SLBE Prime Contract Awards	\$47.4M	\$51.1M	↑
Total Sheltered Market Awards	\$4.9M	\$3.4M	↓
Total Subcontracting Awards	\$12.5M	\$5.8M	↓
WMBE/SLBE Subcontract Goals Attained	12.1% above goal	99% on Target	✓
Total Active Certifications	1,384	1,544	↑

- WMBE and SLBE Participation in prime contracting nearly doubled while subcontracting saw less than half due to number of projects for the year.
- Sheltered Market utilization decreased while continuing to offer targeted access to smaller certified firms due to the number of contracts for the year.
- Program enforcement & monitoring strengthened in FY2024, resulting in more accurate goal setting and on target attainment.
- Overall, EBO program performance in FY2024 shows growth and stability across most categories, reflecting a maturing program, more effective outreach resulting in higher number of certified firms.



# Equal Business Opportunity Division 2025 Growth Plan

The City of Tampa Equal Business Opportunity (EBO) Program, governed by Code of Ordinance 2017-28, Chapter 26.5 Equal Business Opportunity Program, governs and promotes City contracting and procurement access with City-certified firms. Certifications are the foundation of this effort, supporting various participation across industries and trades.

In FY2025, EBO will focus on the following strategic initiatives:

- **Expand the Certified Firm Directory**
  - Reconnect with expired vendors and promote recertification
  - Launch targeted outreach for underrepresented groups and trades
- **Strengthen Community**
  - Collaboration with EBOAC in order to increase the effectiveness of the EBO Program
  - Drive transparency during Sheltered Market and Goalsetting committee meetings
- **Revise & Encourage EBO Ordinance**
  - Increase funding overlays related to funding limits
  - Breaking down the barriers to doing business with the City of Tampa
- **Market Availability & Program Impact**
  - Continue to monitor markets and availability
  - Adjust goal-setting models to support market change
- **Business Education & Contractor Support**
  - Make new City of Tampa office facilities and resources available to better support business education and contractor engagement
  - Continued partnerships with prime and subcontractors to create system efficiencies through integration to reduce duplicate efforts in order to be compliant with contract requirements



Equal Business Opportunity  
Division

Thank You!