

# Is Public Contracting Right for Your Business

City of Charlottesville  
Selling to the City Event  
April 2016

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# Is Public Contracting the right choice?....few things to consider:

- ⦿ Do you sell goods and services they buy?
- ⦿ Do you have the resources to service them?
- ⦿ Do you have the appropriate insurance coverages and limits?
- ⦿ Do you have the ability to obtain bonds?
- ⦿ Can you be price competitive on the goods and services you sell?
- ⦿ Is your market saturated with competition?
- ⦿ Are you willing to learn the procurement process?

# Types of Public Agencies

- ◎ Federal
  - *Charlottesville Area Transit*
- ◎ State
  - *VDOT*
- ◎ Local Government
  - *City of Charlottesville*
  - *Charlottesville City Schools*
- ◎ Higher Education
  - *University of Virginia*

# Advantages to contracting for Public Business

- ⦿ Length of contract terms – steady business
- ⦿ Guaranteed payment and in most cases **quick payment**
- ⦿ Great references
- ⦿ A lot of contracts contain cooperative clauses (except A/E Services and Construction)
- ⦿ Requirements are defined upfront
- ⦿ FOIA – Freedom of Information Act

# Disadvantages to contracting for Public Business

- ◎ Strict requirements and protocol
- ◎ Require high level of performance
- ◎ Tie up resources
- ◎ Lots of Terms and Conditions in solicitation documents and contract
- ◎ *Sometimes* Strict Timetables for Performance
- ◎ May require you to utilize and manage subcontractors
- ◎ FOIA – Freedom of Information Act
- ◎ Bid Withdraws
- ◎ Debarment

# Differences between Public/Private Contracting

## Public Agencies must:

- ◎ Follow Federal and State Laws
- ◎ Put everything in writing
- ◎ Provide open competition
- ◎ Adhere to FOIA – Freedom of Information Act

# Marketing your company for Public Business

- ⦿ Do your homework (FOIA)
- ⦿ Communicating with the right people
- ⦿ Finding opportunities
- ⦿ What is your company's niche/specialty

# Resources available to your business

- ◎ City of Charlottesville's Office of Economic Development
  - 1 on 1 Business Consultations
  - Workforce Assistance
  - ACE Program
  
- ◎ City of Charlottesville Sponsored Events
  - Charlottesville Community Job Fair, May 11th