

1 Introduced by the Jacksonville Small and Emerging Business (JSEB)  
2 Special Committee (Council Members Arias and Amaro):  
3  
4

5 **ORDINANCE 2024-**

6 AN ORDINANCE AMENDING SECTION 126.608 (CREATION  
7 OF BOND ENHANCEMENT PROGRAM), SUBPART C (PROGRAM  
8 SUPPORT SERVICES; MARKETING OUTREACH; DISPARITY  
9 STUDY UPDATE), PART 6 (JACKSONVILLE SMALL AND  
10 EMERGING BUSINESS PROGRAM), CHAPTER 126  
11 (PROCUREMENT CODE), *ORDINANCE CODE*, TO REMOVE  
12 REQUIREMENT OF BOND ENHANCEMENT PROGRAMS;  
13 AMENDING SECTION 126.614 (JSEB AND PROGRAM  
14 ELIGIBILITY), SUBPART D (PROGRAM ELIGIBILITY  
15 PROCEDURES, AND OTHER REQUIREMENTS) PART 6  
16 (JACKSONVILLE SMALL AND EMERGING BUSINESS  
17 PROGRAM), CHAPTER 126 (PROCUREMENT CODE),  
18 *ORDINANCE CODE*, TO REQUIRE RE-CERTIFICATION  
19 EVERY 36 MONTHS INSTEAD OF EVERY 24 MONTHS;  
20 AMENDING SECTION 126.620 (CONTINUING  
21 OBLIGATIONS OF JSEBS AND GRADUATION), SUBPART D  
22 (PROGRAM ELIGIBILITY PROCEDURES, AND OTHER  
23 REQUIREMENTS) PART 6 (JACKSONVILLE SMALL AND  
24 EMERGING BUSINESS PROGRAM), CHAPTER 126  
25 (PROCUREMENT CODE), *ORDINANCE CODE*, TO REMOVE  
26 MANDATORY GRADUATION AT NINE YEARS, STRONGLY  
27 ENCOURAGING MENTORSHIP PARTICIPATION, AND  
28 EXTENDING MANDATORY GRADUATION TO FIFTEEN YEARS;  
29 PROVIDING FOR CODIFICATION INSTRUCTIONS;  
30 PROVIDING AN EFFECTIVE DATE.  
31

1           **WHEREAS**, the City of Jacksonville ("City") determined in 2004  
2 that growing Jacksonville small and emerging businesses ("JSEBs") was  
3 beneficial to the City and its individual residents; and

4           **WHEREAS**, to that end, the City devised the Jacksonville Small  
5 Emerging Business Program (the "Program") to address several concerns  
6 that were found to impede the growth of small businesses, including  
7 bonding issues, access to capital, training, city procurement  
8 barriers, and lack of resources for growth; and

9           **WHEREAS**, a Special Committee on the Jacksonville Small &  
10 Emerging Business ("Special Committee") was established on January  
11 5, 2024, to review the Program and make improvements and  
12 recommendations to the Program based on feedback from various Program  
13 participants, City staff, and community stakeholders; and

14           **WHEREAS**, the Special Committee held multiple meetings and heard  
15 from various guest speakers and presenters, including JSEB vendors,  
16 and other stakeholders, interested parties, and the public; and

17           **WHEREAS**, based on the Special Committee's review of the Program,  
18 the City desires to further improve certain aspects of the Program  
19 to better assist JSEBs in achieving their individual and collective  
20 goals and to promote continued participation in the Program, ensuring  
21 continuity and mentorships within the Program; now therefore

22 **BE IT ORDAINED** by the Council of the City of Jacksonville:

23           **Section 1.           Amending Section 126.608 (Creation of Bond**  
24 **Enhancement Program), Subpart C (Program Support Services; Marketing**  
25 **Outreach; Disparity Study Update), Part 6 (Jacksonville Small and**  
26 **Emerging Business Program), Chapter 126 (Procurement Code), Ordinance**  
27 **Code.** Section 126.608 (Creation of Bond Enhancement Program), Subpart  
28 C (Program Support Services; Marketing Outreach; Disparity Study  
29 Update), Part 6 (Jacksonville Small and Emerging Business Program),  
30 Chapter 126 (Procurement Code), *Ordinance Code*, is hereby amended to  
31 read as follows:

1 CHAPTER 126 - PROCUREMENT CODE

2 \* \* \*

3 PART 6. - JACKSONVILLE SMALL AND EMERGING BUSINESS PROGRAM

4 \* \* \*

5 SUBPART C. - PROGRAM SUPPORT SERVICES; MARKETING OUTREACH

6 Sec. 126.608. - Bid Bonds ~~Creation of Bond Enhancement Program.~~

7 ~~(a) Subject to the availability of funds, the JSEB Administrator~~  
8 ~~shall competitively procure and maintain annually a contract~~  
9 ~~with a third party contractor or contractors to provide a~~  
10 ~~bond enhancement program for the benefit of JSEBs. The bond~~  
11 ~~enhancement program shall provide support services to assist~~  
12 ~~JSEBs in their efforts to secure performance and payment bonds~~  
13 ~~for public and private contracts. The program shall not~~  
14 ~~provide the underlying bond but shall provide a refined basis~~  
15 ~~for underwriting bonds, small business support services, and~~  
16 ~~contractor monitoring necessary for such bond underwriting,~~  
17 ~~as well as improvement plans for JSEBs who do not qualify.~~

18 ~~(b)~~ Section 126.201(b) of the Code provides that JSEBs are not  
19 required to submit bid bonds for projects under \$500,000.  
20 Section 126.201(g) provides that JSEBs shall be exempt from  
21 obtaining a payment and performance bond for projects that  
22 are (i) equal to or less than the "Discretionary Bond  
23 Threshold" amount, as defined in Chapter 126, Part 2 of the  
24 Code; and (ii) equal to or less than the payment and  
25 performance bond waiver amount permitted in Section 18.11 of  
26 the Charter.

27 Section 2. Amending Section 126.614 (JSEB and Program  
28 Eligibility), Subpart D (Program Eligibility, Procedures, and Other  
29 Requirements), Part 6 (Jacksonville Small and Emerging Business  
30 Program), Chapter 126 (Procurement Code), Ordinance Code. Section

1 126.614 (JSEB and Program eligibility), Part 6 (Jacksonville Small  
2 and Emerging Business Program), Chapter 126 (Procurement Code),  
3 Ordinance Code, is hereby amended to read as follows:

4 **CHAPTER 126 - PROCUREMENT CODE**

5 \* \* \*

6 **PART 6. - JACKSONVILLE SMALL AND EMERGING BUSINESS PROGRAM**

7 \* \* \*

8 **SUBPART D. - PROGRAM ELIGIBILITY, PROCEDURES, AND OTHER**  
9 **REQUIREMENTS**

10 \* \* \*

11 **Sec. 126.614. - JSEB and Program eligibility.**

- 12 (a) Only businesses that meet the criteria of the Program may be  
13 certified for participation in the Program. The applicant has  
14 the burden of persuasion.
- 15 (b) The certification status of all JSEBs shall be reviewed every  
16 36 ~~24~~ months from the date of initial certification through  
17 a re-certification application. Failure of the firm to see  
18 re-certification by filing the necessary documentation with  
19 the Equal Business Opportunity Office withing 60 days from  
20 the date of receipt of written notification from the Equal  
21 Business Opportunity Office may result in de-certification.
- 22 (c) It is the responsibility of the JSEB to notify the JSEB  
23 Administrator of any change in its circumstances affecting  
24 its continued eligibility for the Program. Failure to do so  
25 may result in the firm's de-certification.
- 26 (d) The JSEB Administrator shall decertify a firm that does not  
27 meet the eligibility criteria.
- 28 (e) A JSEB may receive no more than five prime contracts set  
29 aside, including prime contracts from participation goals,  
30 per year or an aggregate total prime contracts set aside per  
31 year in the amount of \$4,000,000, whichever is greater.

1 (f) Joint ventures between JSEBs and non-JSEBs are not eligible  
2 for the Program, unless they provide structured, detailed,  
3 mentoring opportunities, proof of which shall be provided to  
4 the JSEB Administrator.

5 **Section 3. Amending Section 126.620 (Continuing**  
6 **obligations of JSEBs and graduation), Subpart D (Program Eligibility,**  
7 **Procedures, and Other Requirements), Part 6 (Jacksonville Small and**  
8 **Emerging Business Program), Chapter 126 (Procurement Code), Ordinance**  
9 **Code.** Section 126.620 (Continuing obligations of JSEBs and  
10 graduation), Subpart D (Program Eligibility, Procedures, and Other  
11 Requirements, Part 6 (Jacksonville Small and Emerging Business  
12 Program), Chapter 126 (Procurement Code), *Ordinance Code*, is hereby  
13 amended to read as follows:

14 **Sec. 126.620. - Continuing obligations of JSEBs and graduation.**

15 A JSEB shall apply for re-certification every 36 ~~24~~ months from  
16 the date of initial certification through a re-certification  
17 application developed by the JSEB Administrator. Failure of the firm  
18 to seek re-certification by filing the necessary documentation with  
19 the Equal Business Opportunity Office within 60 days from the date  
20 of receipt of written notification from the Equal Business Opportunity  
21 Office may result in de-certification.

22 (a) It is the responsibility of the JSEB to notify the Equal  
23 Opportunity Office of any changes in its circumstances  
24 affecting its continued eligibility for the Program. Failure  
25 to do so may result in the firm's decertification and  
26 preclusion from future participation.

27 (b) The JSEB that no longer meets certification may be decertified  
28 at any time.

29 (c) A firm, or qualifying individuals, who have participated in  
30 the JSEB program for a total of nine years from the date of  
31 the JSEB's first contract as a prime contractor of the City

1 or as a subcontractor retained by a prime contractor of the  
2 City, whichever is earlier, may earn the designation JSEB  
3 Prime Member and are strongly encouraged to serve as mentors  
4 to other participants in the Program shall graduate from the  
5 Program.

6 (d) A firm, or qualifying individuals, who have participated in  
7 the JSEB program for a total of fifteen years from the date  
8 of the JSEB's first contract as a Prime Contractor of the  
9 City or as a subcontractor retained by a prime contractor of  
10 the City, whichever is earlier, and subject to the extensions  
11 for good cause provided in Section 126.613, shall graduate  
12 from the Program.

13 **Section 4. Codification Instructions.** The Codifier and the  
14 Office of General Counsel are authorized to make all chapter and  
15 division "tables of contents" consistent with the changes set forth  
16 herein. Such editorial changes and any other necessary to make the  
17 *Ordinance Code* consistent with the intent of this legislation are  
18 approved and directed herein, and changes to the *Ordinance Code* shall  
19 be made forthwith and when inconsistencies are discovered.

20 **Section 5. Effective Date.** This Ordinance shall become  
21 effective upon signature by the Mayor or upon becoming effective  
22 without the Mayor's signature.

23 Form Approved:

24  
25 \_\_\_\_\_  
26 Office of General Counsel

27 Legislation Prepared By: Shannon MacGillis

28 GC-#1630216-v1-JSEB\_SC\_Chapter\_126.docx



# When You Bid More, You Win More!



Coaching



Training



Online Resources

## Statement of Purpose

Bid More, Win More aims to **increase bidding frequency of local small businesses** as part of bottom up economic development. We do this by providing (1) encouragement to submit at least **5 bid proposals per month** (2) training on **how to prepare bid proposals** (3) **hands-on coaching** to develop bid proposals (4) **access to technology resources** to accelerate bid frequency (5) **advice on removing barriers** to bidding more and winning more

## Weekly Events

**Tuesdays @ 11:30AM**

Virtual Unsolicited Proposal Clinic

**Wednesdays @ 6PM**

In Person Proposal Clinic

**Thursdays @ 11:30AM**

Virtual Solicited Proposal Clinic

**Fridays @ Noon**

Virtual Open Coaching

**Fridays @ 3:30PM**

New to Bid More Onboarding

**\*\*For event details refer to the weekly Bid More Newsletter\*\***

Visit our web app at  
[bidmore.icatt.net](http://bidmore.icatt.net)



Check out our  
YouTube channel



Take our  
Discovery Survey



For further assistance: call or text @ 904-382-5471 or email [bidmore@icatt.net](mailto:bidmore@icatt.net).

# Bid More Program Offerings



Coaching



Training



Online Resources

- One on One Coaching
- Open Group Coaching
- Bootcamp Training on Bidding
- Bid More YouTube Channel
- Self-Paced E-Learning
- Web App Online Platform
- Proposal Templates and Samples
- Direct Bidding Assistance
- Virtual Unsolicited Proposal Clinic
- Virtual Solicited Proposal Clinic
- In Person Proposal Clinic
- Model Entrepreneur Program
- Digital Informational Newsletter
- Access to Solicitations (Local, State & Federal)
- Networking for B2B Collaboration
- New to Bid More Onboarding
- Ongoing Discovery/Program Enhancements
- Ongoing Outreach to Increase Participation
- Assistance in Developing Concept Papers

Visit our web app at  
[bidmore.icatt.net](http://bidmore.icatt.net)



Check out our  
YouTube channel



Take our  
Discovery Survey



For further assistance: call or text @ 904-382-5471 or email [bidmore@icatt.net](mailto:bidmore@icatt.net).



## **Bid More Discovery Survey**

### **Snapshot Report**

Presented by Gabe Hamda

Bid More Program

(gabe@icatt.net/904-382-5471)

Bid More Program is EBO sponsored in person and virtual training and coaching service that provides direct bidding assistance to all local and small businesses. The program is a comprehensive hands on training and coaching to encourage local small businesses to develop the habit to bid more and win more.

Bid More Services and resources include: one on one coaching, virtual open coaching, in person proposal clinic, virtual unsolicited proposal clinic, virtual solicited proposal clinic, new to bid more onboarding, weekly digital newsletter, self-paced e-learning, YouTube content channel, solicitations library.

The Bid More Program has been evolving based on the ongoing discovery of the unique needs of local small businesses.

Bid More Discovery Survey is an online self assessment of local small businesses at the start of Bid More Program

Items in the discovery survey include: service type, years in business, level of engagement with business, monthly bid frequency, barriers to bidding, barriers of business, level of experience with bidding, level of satisfaction with business success, expectations from the bid more program.

This report is a snapshot of 12 randomly selected discovery survey responses.

#### **Types of services include:**

Janitorial Services 33%

power washing, construction, wellness, hair restoration, graphic design, painting, event planning, land clearing,

#### **Number of years in business**

10, 1, 6, 20, 3, 3, 3, 10, 5, 3, 24, 4, 14

Ranging from 1 to 24

Frequent 3 (20%)

Average : 9 Years

**Level of satisfaction how well business is doing on a scale of 1 to 5**

4, 3, 3, 2, 3, 4, 2, 3, 3, 3, 2, 3

Range 2 to 4

Most frequent is 3 (60%)

Average =3

**Barriers Bidding Frequency**

Experience, Experience, capacity, knowledge, Correct Market, Knowledge, Knowledge, knowledge, know how, know how, know how, Time, Time,

Know how 75%

Capacity 1%

Time 16%

**Barriers to business success**

Time, contracts, staffing, contracts, funding, contracts, contracts, marketing, staffing, contracts, funds,

Contracts = 40%

Staffing 16%

Funding 16%

**Concluding Remarks**

The most obvious barriers of getting contracts and know-how of the bidding process will soon be addressed and resolved with a combination of policy adjustments, smart programming and allocation of the right resources.

The items to watch for are capacity and staffing, where AI and automation that require mindset shift. Thus, focus must given to preparing for the future.

## **Bid More Discovery Survey**

### **Snapshot Report**

Presented by Laura Mills

Bid More Program

(Laura.Mills@icatt.net / 817-875-8988 )

#### **Observations:**

When looking at Bid More, it's not just numbers, it's about building relationships and investing in the JSEB community long term.

What we do now invests in their businesses and lives for years and it takes months to build those connections. We know them personally, and their struggles with their families and barriers with their businesses.

#### **Conclusion:**

All they, the small business owners, want is someone to guide them step by step through the process and that is what Bid More offers. We are more than just proposal writing, we're building a community.