

EXECUTIVE SUMMARY

The Wisconsin Business Resource Center (WBRC), a non-profit, tax-exempt 501(c)(3) business incorporated in the State of Wisconsin on September 9, 1999, located in the Schlitz Business Park-Keghouse as part of the Milwaukee County Facility. This was made possible as a result of the in-kind contribution committed by Milwaukee County.

Just recently, WBRC in partnership with the State of Wisconsin, Milwaukee County, and the SFS Group Ltd. (a local MBE), was awarded a grant by the U.S. Department of Commerce/Minority Business Development Agency (MBDA), as one of three sites chosen within its 10-state region to establish a new Minority Business Opportunity Committee (MBOC). The proposal submitted by WBRC scored **highest** in the 10-state region; an acknowledgment that brings pride to the WBRC. Therefore, WBRC will become the operational entity of the new Wisconsin MBOC.

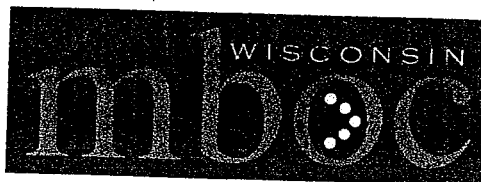
The primary objectives of the MBOC program are to increase opportunities for MBEs and EBEs to access markets (contract opportunities in the public and private sectors) and capital, and to develop institutional capability at the local level for continuing EBE/MBE success. The MBOC is a volunteer organization, normally functioning as a Center of Influence, and comprised of high-level individuals from local governments, business/industry leaders, and representatives of organizations that conduct substantial purchasing within the regional economy. These representatives who will be asked to be members of WMBOC should have the authority to influence their respective organizations to be responsive to the needs of EBEs/MBEs. The Wisconsin-MBOC (WMBOC) member organizations include large corporations, federal, state and local governments, banking and financial institutions, chambers of commerce, community development organizations, non-profit entities, etc.

MBOC also serves as a vital resource center for the EBE/MBE community. It gathers and disseminates information and resources pertaining to contracting, procurement and general business opportunities for EBEs/MBEs. In particular, it provides bid information, and referrals for: bonding/insurance, international trade, certification, access to capital, management and technical assistance, job and entrepreneurial training.

Wisconsin Business Resource Center Inc. (WBRC), the operational entity for the Wisconsin Minority Business Opportunity Center (WMBOC), is requesting funding in the amount of \$15,000.

These funds will be applied as follows:

The development of WBRC website and comprehensive/inter-active database to provide Opportunity Matching Service which will serve for Emerging Business Enterprises (EBE) at a ratio of approximately 50% and Minority Business Enterprises (MBE) at a ratio of approximately 50%. This initiative was part of solidifying the U.S. Department of Commerce/MBDA grant to create a Wisconsin Minority Business Opportunity Committee (WMBOC). Please note that there is overlapping between businesses that are certified as EBE by the City of Milwaukee and businesses that are generally certified as MBE.



Executive Summary: Wisconsin Minority Business Opportunity Committee (WMBOC)

About WMBOC:

Wisconsin-MBOC was established by the Wisconsin Business Resource Center, Inc. (WBRC) with funding from the Minority Business Development Agency (MBDA), U.S. Department of Commerce, commencing on February 1, 2003, and renewable for two more years.

The Wisconsin-MBOC office is located in the Schlitz Business Park-Keghouse, with services available for the minority communities in metropolitan Milwaukee, southeast Wisconsin and eventually the entire state. The WMBOC office space has been provided by Milwaukee County, one of our strong strategic partners. Our other partners who provide supports for WMBOC are the State of Wisconsin and the City of Milwaukee.

Unique to WMBOC is its integrated information system that will serve as a clearinghouse for contract opportunities from federal, regional, state, county, city, private sector/corporate America and large public projects seeking to identify particular business categories of minority suppliers and contractors.

WMBOC PROVIDES A SOPHISTICATED BID MATCHING DATABASE SYSTEM WITH CENTRALIZED AND TIMELY INFORMATION ON BUSINESS OPPORTUNITIES AVAILABLE TO ALL LOCAL MINORITY BUSINESS ENTERPRISES (MBE'S) IN THE BEGINNING AND STATE WIDE EVENTUALLY. THERE EXISTS NO OTHER UNIFIED, COMPREHENSIVE SOURCE AVAILABLE TODAY TO MBE'S IN MILWAUKEE AND WISCONSIN SEEKING CONTRACTS AND PROCUREMENT OPPORTUNITIES, AND SIMILARLY THERE IS NO OTHER OPPORTUNITY MATCHING SOURCE FOR PUBLIC AND PRIVATE ENTITIES SEEKING GOODS AND SERVICES FROM MBE PROVIDERS. WMBOC SERVES AS THE SINGLE ENTITY CURRENTLY COORDINATING SUCH COMPREHENSIVE INFORMATION AND SERVING AS A RESOURCE AND LIAISON BETWEEN MINORITY AND MAINSTREAM CORPORATE BUSINESSES IN MILWAUKEE AND WISCONSIN.

UNIQUE FEATURES OF THE WMBOC BID MATCHING SYSTEM:

- ☒ Sorting of MBEs by work categories, certification, capability, eligibility, and location
- ☒ Creating a comprehensive, accurate and targeted opportunity base for MBEs & contractors
- ☒ Listing of opportunities grouped by industry type and NAICS or SIC codes
- ☒ Daily updating of information and daily matching of opportunities with appropriate MBEs
- ☒ Targeted e-mailing of bid-matched opportunities to the specific identified MBEs and the procuring agencies/companies
- ☒ Bringing business opportunities to minority, government sectors and mainstream enterprises who previously had no comprehensive way to become connected and fill each other's business needs
- ☒ Providing MBEs with resources and referral systems to assistance with certification, capital, venture capital network, insurance, bonding, technology training, business development, mentoring, and overall outreach to mainstream businesses.
- ☒ Providing advocacy locally and nation-wide on government regulations, set-aside projects, MBE goals, and other issues impacting the MBE community
- ☒ Committed to build capacity and strengthen the economic base of minority business population in the greater Milwaukee area and statewide eventually, thereby improve the overall economic climate of the city, the county and the state of Wisconsin.

