Working Together to Help Small Businesses

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HUD held outreach events virtually to inform and support small business contracting.

All recordings can be found at: https://www.hud.gov/program_offices/sdb/outreach/previous_outreach_and_training

HUD Secretary Marcia L. Fudge

“I am honored to serve as HUD’s Secretary and to champion small business utilization. HUD has a long history of working together with small businesses in achieving HUD’s mission.

HUD welcomes your assistance and needs your participation so the Department can continue to meet its small business goal commitments...HUD will be planning additional vendor outreach opportunities in the coming months and I look forward to your participation.”

HUD Deputy Secretary Adrianne Todman

“Outreach is critical to our mission here at HUD and small businesses play a really vital role in our nation’s economic recovery from the pandemic and it’s more important now than ever to provide access to the Department’s procurement opportunities.

The President has laid out a really bold agenda, to build back better, and to force a stronger, more prosperous and more equitable America for generations to come.”

Office of Small and Disadvantaged Business Utilization

U.S. Department of Housing and Urban Development
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Washington, DC 20410
Phone: 202-402-5477
https://www.hud.gov/smallbusiness

Issue 05, February, 2022
Small Business is Everybody’s Business

Small businesses are the driving force of the nation’s economy. According to the U.S. Small Business Administration, small businesses comprise of 99.9% of all firms; 99.7% of firms with paid employees; and 43.5% of the gross domestic product.

The U.S. Department of Housing and Urban Development (HUD) seeks to maximize federal contracting opportunities for small and disadvantaged businesses, ensuring that small, small disadvantaged, 8(a), women-owned, Historically Underutilized Business Zone (HUBZone), and service-disabled veteran-owned small businesses are treated fairly and can better compete and win prime and subcontracting opportunities.

HUD recognizes the importance of utilizing small, local businesses and creating opportunities for sustainable entrepreneurship to build and retain individual and community wealth. Due to the joint efforts of the Office of Small and Disadvantaged Business Utilization, the Office of the Chief Procurement Officer, and HUD program offices, the Department awarded in Fiscal Year 2021 $495 million in prime contracts to small business concerns (excluding de-obligated prior year funds):

- HUD exceeded statutory small business socioeconomic goals for women and HUBZone owned businesses.
- For the fourth consecutive year, HUD surpassed the HUBZone goal of 3%.
- HUD is also taking concrete steps to implement actions required by Executive Order (EO) 13985 on Advancing Racial Equity and Support for Underserved Communities through the Federal Government which directs agencies to make Federal contracting and procurement opportunities more readily available to all eligible vendors and to remove barriers faced by underserved individuals and communities.

To reinforce HUD’s commitment to maximizing contracting opportunities for small and disadvantaged businesses, a Procurement Action Team in support of HUD’s Equity Assessment Group, as part of HUD’s implementation of EO 13985, has been established to identify strategies on expanding contracting opportunities to socially and economically disadvantaged and underutilized small business concerns.
OSDBU FY 2021 Accomplishments

HUD held outreach events virtually to inform and support small business contracting.

**IT Industry Day**

In December 2020, HUD convened its 4th Annual Information Technology (IT) Industry Day. With over 310 attendees, this virtual event exceeded expectations and surpassed last year’s attendance.

HUD’s major IT buying offices, Office of Chief Information Officer, Government National Mortgage Association, and the Office of Inspector General, participated in the vendor outreach event and shared organizational priorities and contracting requirements for the year with the small business participants.

**Women-Owned Small Business Conference**

In March, OSDBU hosted HUD’s 4th Annual HUD Women-Owned Small Business Virtual Outreach and Matchmaking in commemoration of Women’s History Month. Both HUD leaders including Secretary Fudge provided remarks followed by a virtual match-making session where vendors met with HUD program representatives to ask questions and share their capabilities.

“The event formed new connections and provided learning opportunities for Women Owned Small Business.”

**Vendor Outreach for Service-Disabled Veteran-Owned Small Business**

OSDBU hosted its 4th Annual Service-Disabled Veteran-Owned Small Business (SDVOSB) Vendor Outreach event in July. SDVOSB’s heard from HUD and SBA leadership and engaged in a panel discussion about better utilizing SDVOSB’s and increasing the presence of small business in the federal marketplace.

**HUBZone Outreach and Training Conference**

OSDBU hosted the 6th Annual HUD HUBZone Vendor Outreach in May, featuring top HUD leadership participation. HUD speakers included:

- Jenn C. Jones, Chief of Staff, Office of the Secretary
- Michele Perez, Assistant Deputy Secretary, Office of Field Policy and Management (FPM)
- Ronald C. Flom, Chief Procurement Officer

“A successful event with representatives from 12 HUD Program Offices and a total of 255 registered attendees.”

**Joint SBA and HUD Event**

HUD partnered with the SBA Arkansas District Office in February to present “Partner with HUD to Grow Your Business”. This event featured HUD’s Wanda Merritt, Little Rock Field Office Director, and Jean Lin Pao, OSDBU Director. They discussed how small businesses can access HUD contracting opportunities to support the Department’s business needs and mission. Over 230 vendors registered.
Due to the pandemic, OSDBU quickly transitioned to conducting outreach virtually.

OSDBU received positive feedback from small business participants who attended HUD’s outreach events.

At the conclusion of each outreach event, participants are asked to complete an event survey providing OSDBU with valuable feedback.

OSDBU considers the feedback from small business concerns to continuously improve its outreach and education events.
HUD FY 2021 Prime Small Business Achievements
(excluding de-obligations from prior years)

- HUD’s FY 2021 small business goal achievement was significantly impacted by a massive de-obligation effort in conjunction with its financial improvement efforts. When de-obligations are removed from the calculation, HUD awarded approximately $495M to prime small business concerns in FY 2021 which was over 28% of HUD’s small business eligible dollars. Approximately $495 million were awarded to prime small business concerns.

- HUD exceeded statutory small business socioeconomic goals for women-owned small businesses and HUBZone businesses (with de-obligations).

- For the fourth consecutive year, HUD surpassed the HUBZone goal of 3%.

- Small business prime contract awards made up over 28% of all awards (excluding de-obligated prior year funds).

### What HUD Buys

**Top 10 NAICS Codes by Total FY 2021 HUD Award Dollars**

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
<th>Award Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>523110</td>
<td>Investment Banking and Securities Dealing</td>
<td>$607.78M</td>
</tr>
<tr>
<td>541512</td>
<td>Computer Systems Design Services</td>
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<tr>
<td>541519</td>
<td>Other Computer Related Services</td>
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<tr>
<td>522390</td>
<td>Other Activities Related to Credit Intermediation</td>
<td>$66.94M</td>
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<tr>
<td>518210</td>
<td>Data Processing, Hosting, and Related Services</td>
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<tr>
<td>522110</td>
<td>Commercial Banking</td>
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<td>541511</td>
<td>Custom Computer Programming Services</td>
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<td>531390</td>
<td>Other Activities Related to Real Estate</td>
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<tr>
<td>541211</td>
<td>Offices of Certified Public Accountants</td>
<td>$51.97M</td>
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<tr>
<td>517110</td>
<td>Wired Telecommunications Carriers</td>
<td>$41.32M</td>
</tr>
</tbody>
</table>

HUD’s FY 2021 Enacted Budget
(In Millions of Dollars)

$59.65B
HUD FY 2021 Enacted Budget

- Public and Indian Housing (PIH) - ensures stable housing is accessible to the most vulnerable and disadvantaged households.
- Housing - provides essential support to the Nation’s homebuyers, homeowners, renters, and communities through mortgage insurance, rental assistance, and regulation of design and construction of manufactured homes across the country.
- Community Planning and Development (CPD) - provides annual grants to states, cities, and counties to develop viable urban communities.
- Management and Administration (Mgmt and Admin) - provides staffing, financial transformation, and IT modernization.
- All Other: GNMA, PD&R, FHEO, OLHCHH, OIG

All Other: Government National Mortgage Association (GNMA) - brings global capital into the housing finance market; Policy Development and Research (PD&R) - provides policy analysis, research, surveys, and program evaluations; Fair Housing and Equal Opportunity (FHEO) - fights housing discrimination, promotes economic opportunity, and strives to achieve diverse, inclusive communities that are free from discrimination; Lead Hazard Control and Healthy Homes (OLHCHH) - provides funds to reduce lead-based paint and other housing-related health and safety hazards in homes of low income families; and Office of Inspector General (OIG) - conducts and supervises audits, evaluations, investigations, and reviews relating to the Department’s programs and operations.
The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs are highly competitive programs that encourage domestic small businesses to engage in Federal Research/Research and Development (R/R&D) with the potential for commercialization. Through a competitive awards-based program, SBIR and STTR enable small businesses to explore their technological potential and provide the incentive to profit from its commercialization. By including qualified small businesses in the nation’s R&D arena, high-tech innovation is stimulated, and the United States gains entrepreneurial spirit as it meets its specific research and development needs.

To learn more about SBIR and STTR programs, go to https://www.sbir.gov/about

Did You Know
Small businesses comprise:
• 99.9% of all firms
• 99.7% of firms with paid employees
• 97.4% of exporters (280,496)
• 46.8% of private sector employees (61 million)
• 43.5% of gross domestic product
• 39.7% of private sector payroll
• 35.6% of private sector receipts ($13.3 trillion)
• 31.6% of known export value ($460 billion)

Source: SBA Office of Advocacy, November 2021

From OSDBU Director
Jean Lin Pao

HUD recognizes the importance of utilizing small, local businesses and creating opportunities for sustainable entrepreneurship to build and retain individual and community wealth.

HUD convenes outreach events to provide small business concerns access to the right people at HUD especially during these unprecedented times.

OSDBU is making continuous improvements to keeping the small business community informed. We are exploring other platforms to facilitate small business access to HUD, so stay tuned!

Thank you to all small businesses for what you do to support HUD’s mission and the nation.