

RSMP News

A Periodical Insight into the Award-Winning Rochester Schools Modernization Program



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Instructional Series Cycle 8!

Contact Us

585.512.3820 | rsmppnews.net

@rsmppschools

Business Opportunities Program

Designed to utilize the resources of the RSMP to enhance the potential growth of Minority, Women, Disadvantaged & Small Businesses in the Greater Rochester area.

The Business Opportunities Program (BOP) is designed to increase the number and capability of certified minority, women, disadvantaged and small business enterprises (M/W/D/SBEs) who can successfully compete on a variety of business pursuits to help enhance the growth of their company. Since 2016, the BOP has successfully implemented the Rochester Joint Schools Construction Board's (RJSCB) strategized initiatives which includes ensuring that relevant and qualified M/W/D/SBE companies – collectively referred to as Emerging Business Enterprises (EBEs) – are given the opportunity to learn about and participate on RSMP contracts.

The BOP continues to support the increase in the number of EBE firms capable of bidding on construction contracts by educating and training business owners in specific construction related areas. Additionally, the Program serves to improve

EBEs' management, organization and overall skills by teaching them new strategic tools to support the growth of their businesses.

With so many small businesses negatively affected by the pandemic, the RJSCB requested an additional cycle of the Instructional Series and Cycle 9 is well underway. Additionally, the RJSCB Chairman suggested more support for BOP graduates so the BOP Accelerator Program was established and the first cohort is seeing significant improvement in their business operations.

The BOP has also coordinated marketing campaigns and project-related communication efforts with City Hall, the School District and neighborhood organizations with the goal of utilizing consistent messaging in relation to the successful implementation of the Phase II Strategic Plan.



Business Opportunities Program

INSTRUCTIONAL SERIES

A vital component of the Business Opportunities Program (BOP) includes providing a semester-based curriculum designed to help small businesses become better equipped to compete and thrive.

Since 2016, the Instructional Series (I.S.) has served as the instrument for the BOP to help build economic legacy, aligning with the vision of the Superintendent and Board of Education as well as the Mayor and City Hall Administration. The I.S. is composed of presentations covering various topics related to running a business. Seasoned professionals are recruited from the construction industry and other relevant fields in the community to lend their expertise to the participants.

Owners and company representatives enrolled in the Program obtain a significant amount of information to foster good business habits and develop strategic business relationships. The presentations are divided into seven modules and are conducted twice per week on Monday and Wednesday evenings, to allow maximum attendance. The semester periods are held from February thru June and August thru December each year. The aim of these free sessions is to expose small businesses and their representatives to terms, processes and requirements that are common on large public sector projects, such as the RSMP, as well as best practice principles to assist them with the larger goal of building capacity for their business. The sessions are available to legally formed entrepreneurial startups, sole proprietorships or microenterprises that have been operating for a minimum of six months and have at least one completed contract or client agreement.

At the conclusion of each semester cycle, BOP administrators coordinate a Completion Ceremony event as a special occasion



for graduating participants to receive their I.S. Certificate of Completion and be recognized for their accomplishment. In order to be eligible for the certificate, participants must comply with at least 85% attendance in the sessions and complete the class assignment. The event is announced via press release to invite media coverage and dignitaries are sent formal invitations to attend.

Between August 2016 and June 2020, there were 101 firms who successfully completed the Instructional Series. Of those firms:

- ✓ Fourteen participants secured contracts on the RSMP.
- ✓ Approximately 23% have either received M/WBE certification or have an application pending.
- ✓ At least 87% have experienced an expansion either through services, capacity or networks.
- ✓ 100% said they gained knowledge & tools to make them a better business owner.

The sessions were traditionally conducted in person at the RSMP headquarters, but the global pandemic required a shift during Cycle 8, temporarily suspending the sessions which were later resumed to an online video-conference format. The feedback from this adjustment was overwhelmingly positive from both participants and instructors. The virtual format allowed recording of the sessions for offline review as well as recruitment of remote instructors that normally would not have been able to be utilized, such as a professor from Texas A&M Law School.



CYCLE 8 WEEKLY CLASS SESSION

Students of Cycle 8 attending their first class.



1.



2.



3.



4.



5.



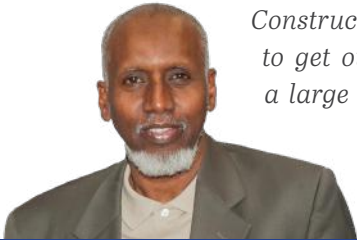
6.

KEY: 1. Instructional Series Cycle 6 Completion Ceremony 2. Cycle 3 Class Session 3. Cycle 5 Group Workshop 4. Cycle 4 Class Session 5. Cycle 7 Class Session 6. Cycle 8 Virtual Class Session

Business Opportunities Program - Instructional Series

GRADUATE TESTIMONIALS

“ Since attending the Instructional Series, I feel we are now an all-around better company with a lot more confidence pursuing new business. As a matter of fact, right after our graduation ceremony, we were approached by LeChase Construction. This job allowed us to get our foot in the door with a large company and take a big step into the commercial cleaning business.



CYCLE 1

Isse Abukar Charo Cleaning Services (MBE, SBE)


“ I joined the BOP because it was another way for me to grow and expand my business. The program was phenomenal; it was able to afford me the opportunity to learn more on how to run my business and not just work within my business. Eighteen weeks was nothing on the return of investment that I plan to receive.



CYCLE 2

Tarchia Powell Encourage Consulting (SBE)

“ BOP was a comprehensive session that allowed me to hone in my skills and to get a better understanding of all aspects of business, specifically into the field of construction. Not only did it provide me with the resources, but also network with some of our premiere contractors and business people. It was a great opportunity and everyone should take part in it.



CYCLE 3

Linda Yioulos Avarus Solutions, LLC (WBE, SBE)

“ What I liked most is that it really gave me an opportunity to look introspectively at myself as a business owner. It switched my mindset from being an employee to an owner, and I would strongly recommend the Instructional Series just because the curriculum is so incredibly comprehensive and it really helps you hone your skills as an entrepreneur.



CYCLE 4

Charles Taylor C&C Miraculous Cleaning Service, Inc. (SBE)

“ All the presenters were so helpful; professionals in their field, leaders in the community and they really were very compassionate. I have recommended this class to everyone I can speak to about it. I would recommend you to take it if you are thinking of going into business or just want to improve many facets of your business.



CYCLE 6

Ozzy Arroyo Old School Painting (MBE, SBE)

“ The biggest benefit from engaging with BOP is that, not only did we get a business plan done, but also, we learned how to change our thinking from a hobbyist to an entrepreneur. We heard from established business people who invested time in us by sharing their expertise. We were inspired to have a more professional minded approach.



CYCLE 8

Kimberly & Salvatore Trinchini Select Sound (SBE)

Business Opportunities Program

REVOLVING LOAN PROGRAM

In 2016, the RJSCB approved the development of a Revolving Loan Program (RLP) specifically for EBE subcontractors with Phase II RSMP contract awards to assist them with the operating costs associated with working on a large municipal contract with an extended payment cycle. Participants in the Program filled out a simplified application after they were awarded a contract so that, when the funds were required, the approval process would be significantly streamlined. The funds could be used to cover payroll, rent equipment or purchase supplies when accompanied by an invoice.

The RLP is administered by the Rochester Economic Development Corporation (REDCO) and any minimal fees associated with the disbursement of funds are paid through Savin Engineers' (Program Manager) contribution to the fund. Up to \$10,000 per loan occurrence can be applied for and once the loan is repaid back to the Fund, the EBE, as necessary, can apply for another loan disbursement. After every bid

award is approved by the RJSCB, the BOP notifies all EBE subcontractors on the prime contractor's utilization plan of their eligibility for the RLP. The BOP works very closely with the Finance Department at City Hall and REDCO to minimize the turnaround time, which is typically 72 hours.

To date, there have been zero defaults on the loans.



Borrower	Loan Date	\$ Borrowed	Repaid	Balance
Precision Concrete and Masonry (MBE) [A]	Sept. 2017	\$10,000	\$10,000	\$0
Black Label IT Solutions (MBE/SBE)	Nov. 2017	\$9,720	\$9,720	\$0
Rosecroft Mechanical and Plumbing (MBE/DBE/SBE)	Dec. 2017	\$10,000	\$10,000	\$0
Precision Concrete and Masonry (MBE) [B]	Jan. 2018	\$10,000	\$10,000	\$0
Coloring on Canvas (SBE) [A]	May 2018	\$10,000	\$10,000	\$0
Gateway III Construction Group (MBE/SBE) [A]	July 2018	\$10,000	\$10,000	\$0
Cannon Electric (MBE)	Aug. 2018	\$10,000	\$10,000	\$0
Coloring on Canvas (SBE) [B]	Aug. 2018	\$10,000	\$10,000	\$0
Gateway III Construction Group (MBE/SBE) [B]	Sept. 2018	\$10,000	\$10,000	\$0
E. Smith Contractors (MBE)	Feb. 2020	\$10,000	\$10,000	\$0
TOTAL		\$ 99,720	\$ 99,720	\$0

“ The Revolving Loan Program allowed us to keep our employees going and pay overhead; as we know this is vital for small and medium-sized companies. In addition, the fact we are able to repay the loan with zero interest was a huge benefit. Thank you!



Eli Smith, CEO E. Smith Contractors, LLC (MBE)



Balance of Funds	
Initial Deposit	\$250,000.00
Loans Paid Out	- \$99,720.00
Loans Collected	\$99,720.00
Interest Earned	\$881.77
REDCO Fee (1.5%)	- \$1,495.80
City Fee (0.5%)	- \$498.60
BALANCE TOTAL	\$248,887.37

Business Opportunities Program COMMUNITY OUTREACH

Highlighted here are some of the significant Business Opportunities Program events that took place in 2019-2020 for Phase II of the Rochester Schools Modernization Program.



6/26/2019 Instructional Series Cycle 6 Completion Ceremony

The ceremony was held on June 26 at the RSMP headquarters at 70 Carlson Road. Thirteen participants received certificates and were joined by representatives from the Mayor's Office, the RJSCB and City Council.



7/10/2019 Leadership Business Seminar

On July 10, Mike Schmidt, RJSCB Vice Chair and COO of the RCSD, conducted a Leadership Seminar at the RSMP headquarters. The eighteen participants were a combination of BOP graduates and RSMP consultants.



9/9/2019 BOP Graduate Testimonials to the RJSCB

Previous Instructional Series graduates Flood & Flood Photography & Videography (MBE) and C&C Miraculous Cleaning (SBE) presented at the RJSCB monthly meeting to share how participating in the BOP has helped their businesses.



9/27/2019 Ribbon Cutting Ceremony for Abraham Lincoln School 22

A successful ribbon cutting was held with over 200 in attendance. Principal Bell emceed the Program which was attended by Superintendent of School and Mayor L. Warren. The RJSCB was represented by Board Chair N. Jones, Treasurer R. Brooks-Harris and member I. Cruz. Television reporters from Channel 8, 13 and the D&C were present to provide media coverage. A 5-minute highlight video of the event will be produced and uploaded on the RSMP website and YouTube.



10/2-10/3/2019 Annual New York State MWBE Forum

BOP representatives attended the annual Forum in Albany as a booth exhibitor. Introductions were made with numerous professional services firms and some trade contractors who are interested in opportunities to participate in Phase III. These MWBEs were entered into the BOP database so they can be reached for future RSMP communications.



10/30/2019 PTAC Matchmaker

On October 30, BOP represented RSMP at the Monroe County Procurement Technical Assistance Center (PTAC) Matchmaker event. As one of the 30+ vendors exhibiting to M/W/D/SBE attendees, RSMP had appointments with 21 firms and shared features about the Program and took in contact information to add to the BOP Database in advance of Phase III.



11/8/2019 Rochester City School District S.T.E.A.M. Day

On November 8, BOP represented RSMP at the at Sibley Square where over 500+ student scholars between grades 5 - 9 from throughout the District were encouraged to start thinking about S.T.E.A.M. opportunities and careers. Through Power Point presentations and informational collateral produced, various secular paths were shared with students who visited the RSMP table.



1/8/2020 Instructional Series Cycle 7 Completion Ceremony

The ceremony was held at RSMP Headquarters to honor the 11 small businesses whose owners completed the 7th Cycle semester successfully. Representing City Hall was Sandra Simon, Director of Special Projects and Education Initiatives, who presented certificates signed by Mayor Warren to recognize the participants' accomplishments. Patricia Anthony representing Senator Joe Robach also presented certificates. News media coverage was provided by News 8 who showed a 30-second clip covering the occasion on their evening broadcast.



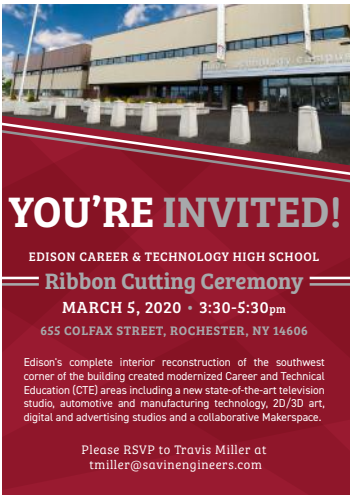
1/11/2020 RCSD Expo and Fair

BOP represented the RSMP at the annual event held at Wilson Academy. District faculty and several visiting parents exploring school choice options for their children were given details on RSMP projects completed and underway, as well as an update on Phase III.



2/4/2020 Flower City School 54 Building Advisory Council (BAC)

BOP coordinated and presented at the relaunch of the BAC for Flower City School 54, held at the Franklin campus. Preliminary features of the site plan for Phases II and III were shared with approximately a dozen attendees.



3/5/2020 Edison Tech CTE Wing Ribbon Cutting Celebration

On March 5, Edison CTE Wing Ribbon Cutting Celebration; Hosted by Principal Jacob Scott, the event was well attended with local media coverage for both the preview and ceremony. Dignitaries included Superintendent of School, Mayor Lovely Warren, RJSCB Chair Norman Jones, Vice-Chair Michael Schmidt, Treasurer Rosalind Brooks-Harris and members Ineabelle G. Cruz and Jesse Dudley. Attendees also included representatives from the Board of Education and Monroe County Legislature. Mayor Lovely Warren implored all to reach out to local elected officials to stress the need for increased efforts to promote passage of Phase III Legislation.



6/26/2020 RSMP I.S. Graduates Secure Subcontracts

BOP Instructional Series Cycle 7 Graduate Handle With Care Moving Services (SBE) performed as subconsultant on Clara Barton School 2; MLB Cleaning, a Cycle 5 graduate performed at Marshall Campus & George Mather Forbes School 4.

Business Opportunities Program - *Instructional Series*

CONGRATULATIONS CYCLE 8!

- Aaltruide Painting & Papering
- AJ Excursions
- Amethyst Paradox Publishing
- CTM Exquisite Events
- Delivered Daughter
- Dominion Security Services
- Evolution of Self
- Harper & Me Inc.
- Island Gyal Jewelry + Creations
- JRM Construction Services
- Juanita Junes FDC
- La Pink Creations
- ROCTT Coaching LLC
- Select Sound
- Superior Excellence Enterprises
- Trinity Ventures Engineering
- Tru White Teeth Whitening

The RSMP would like to congratulate the seventeen (17) Cycle 8 participants of the BOP Instructional Series! These businesses dedicated 18 weeks of their time and energy to enhance their business operations through instruction on various topics such as:

- Social Media Marketing
- Strategic Planning
- Estimating
- Costing & Pricing
- Planning & Scheduling
- Contract Basics
- Human Resources
- Business Banking

The cycle began on February 17, 2020 but within a month, classes were suspended due to the COVID-19 pandemic. However, the BOP was able to resume Cycle 8 with virtual classes on April 13, 2020 and on July 15, 2020 graduated the largest cohort ever!

Among the dignitaries attending the virtual

Completion Ceremony were: Rochester City School District Superintendent Dr. Lesli Myers-Small, Mayor Lovely Warren (pre-recorded), RJSCB Chair and City Commissioner Norman Jones, Senator Joseph Robach, and City Council Member LaShay Harris. We certainly recognize the enormous commitment they have made to their businesses, even during a global crisis, so please join us in congratulating this successful and resilient class!

