



SMBR's Outreach Efforts

Austin Small and Minority Business Resources (SMBR) | March 25, 2026

Meet the Public Information Unit



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Overview of SMBR Outreach



- Communications and Digital Resources
- Events and Networking Opportunities
- Marketing
- Partnership Services

SMBR's Outreach Efforts



Communications and Digital Resources	Events and Networking Opportunities	Marketing	Partnerships
<ul style="list-style-type: none"> • Monthly Events Newsletters • Quarterly Newsletter • SMBR Website • SMBR Eventbrite • Constant Contact e-blasts/announcements • SMBR Resources Guide • Inaugural FY24 Annual Report • Brag Sheet • Media 	<ul style="list-style-type: none"> • <i>Pre-Certification Workshop</i> (monthly) • Supportive Services workshops: <ul style="list-style-type: none"> • Small Business Office Hours • <i>I'm Certified, What's Next?</i> Workshop • <i>Small Business Resources</i> Workshops • <i>Doing Business with the City of Austin: Small Business Perspectives</i> (panel discussions) • Meet the Prime and Meet the Sub • <i>Permitting and Development Workshops</i> • <i>Annual Small Business Connections Conf.</i> • <i>Annual Diversity in Contracting Awards</i> • Airport Expansion and Development Program Activities: <ul style="list-style-type: none"> • Gateway 2 Concessions webinars • Runway to Opportunities events • Concessions Industry Day • Active Construction Equity Outreach Plan 	<ul style="list-style-type: none"> • Annual Strategic Communications Plan • Social Media: Facebook and LinkedIn • Social Media Tool Kits • SMBR's Eventbrite • SpeakUp Austin • NextDoor • <i>She Built This-</i> Small Business Spotlight series • <i>Certified Small Business Success Stories</i> • <i>Pre-Certification Workshop Campaign</i> • Supportive Services Campaign 	<ul style="list-style-type: none"> • Diversity and Ethnic Chamber Alliance (DECA) <ul style="list-style-type: none"> • Austin Chamber • Austin LGBT Chamber of Commerce • Greater Austin Asian Chamber of Commerce • Greater Austin Black Chamber • Greater Austin Hispanic Chamber of Commerce • Economic Growth Business Incubator (EGBI) • UT Austin's IC2 Institute • Stakeholder partnerships – (ex. Certified businesses, Annual Black Business Summit, American YouthWorks) • Minority Trade Associations • City of Austin Departments

Highlights



- FY24 created the department's **first Annual Report** and **Communications Plan**.
- FY24 and FY25 developed and implemented city-wide social media toolkit for Annual Small Business Connections Conference.

Registration **FY23: 776** **→** **FY24: 793** **→** **FY25: 1,389**

Attendance **FY 23: approx. 300-350** **→** **FY24: 700** **→** **FY25: 771**

- FY24 began ramping up content in socials and FY25 began paid advertising on Facebook.

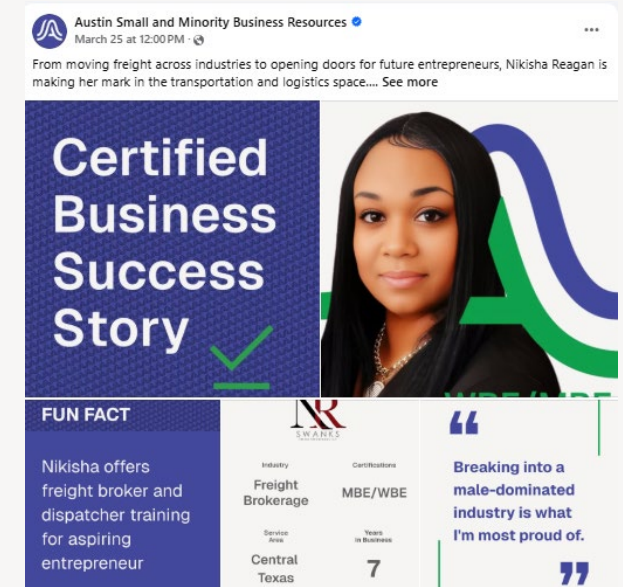
300 followers **→** **1,000+ followers year end**

Highlights



- FY25 launched ***She Built This*** 3-part video series featured on LinkedIn, Facebook and YouTube, featuring certified Woman Business Enterprises.

- FY26 launched **Certified Business Success Stories** on LinkedIn and Facebook. Within a week, 18 business applied to be featured.



Updated Business Contact Information



Certified firms are required to ensure their business information, contact information, and commodity codes are updated in the Certification and Compliance System (CCS) and Austin Finance Online (AFO).

SMBR notifies businesses of this requirement during the following actions:

- Pre-Certification Workshop
 - SMBR's Certification webpage
 - Certification Application Process
 - City's Registration Process (Austin Finance Online) – City's Central Procurement Office sends reminders
 - Official Certification (Congratulations) Letter
 - *I'm Certified, What's Next?* Workshop
 - Presentations and Outreach Events
 - Recertification process
 - Quarterly Newsletters
- Note: When SMBR staff receive a bounce back email or if contact information is different in AFO vs. CCS, attempts are made to contact business to update both systems.

Procurement opportunities and identification of Scopes of Work



Certified firms are notified of City of Austin procurement opportunities through Austin Finance Online and by SMBR Compliance staff.

Austin Finance Online

- The commodity codes that are selected as part of the solicitation's Trade Summary subcontracting opportunities, drive notification.
- Notification of the procurement opportunity is based on the commodity codes the certified vendor has selected on the AFO Vendor Profile.
- Vendor does not have to be certified in a code to receive notice of the opportunity.

Austin SMBR Compliance Bid Opportunity Notices

- Bid Notice is auto-generated from in the eCAPRIS system
- Emailed to all certified vendors that are part of the solicitation Availability List
- Notification provides the following information:
 - Brief project Scope of Work
 - Pre-Bid/Pre-Response Date, Time and Location
 - Response Due Date & Time
 - All solicitation contracts (Procurement, Austin SMBR, City Project Manager)
 - Link to Austin Finance Online

Procurement opportunities and identification of Scopes of Work



Austin Small and Minority Business Resources

Vendor Opportunity Notice

Greater South Creek (Elm Creek Dr.) Wastewater Pipeline Ren.
IFB 6100 CLMC1154

Scope of Work:
Renewal of wastewater pipes along Elm Creek Dr, Blue Meadow Dr, Bluff Springs Rd, and in between E William Cannon and Williamson Creek. This project is part of Austin Water's efforts to rehabilitate aging and deteriorating wastewater infrastructure.

A Vendor Conference Will Be Held On: 3/11/2026 10:00AM
The Vendor Conference Will Be Held At: TEAMS Meeting
The Vendor Conference Is Mandatory: No
Bid/Proposal Due Date/Time: 04/09/2026 2:00 PM

If you are interested in submitting a bid/proposal as a potential subcontractor, the Austin Small and Minority Business Resources (Austin SMBR) encourages you to attend the Vendor Conference in order to network with potential Bidders/Proposers. Plans and specifications for this project are available online through Austin Finance Online at [link to AFO solicitation]. Please note that you may only contact the designated points of contact if you have questions regarding the solicitation or project details.

Authorized points of contact for this project are:

Austin SMBR	Procurement Contact	Project Manager
SMBR Personnel Field Name	Pre-Award Authorized Contact Personnel Name	Subproject Manager Personnel Name
SMBR Personnel Phone	Pre-Award Authorized Contact Personnel Phone	Subproject Manager Personnel Phone

Austin Financial Services Notices for Current Bid, RFQ, and RFP Opportunities:
https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitations.cfm

Austin Small and Minority Business Resources
[Small and Minority Business Resources | AustinTexas.gov](https://www.austintexas.gov/SmallandMinorityBusinessResources)



Questions?



www.austintexas.gov/snbr