

JANUARY 5, 2023



RACINE UNIFIED SCHOOL DISTRICT
DIVERSITY REQUIREMENTS
SMALL BUSINESS SESSION



WELCOME AND INTRODUCTIONS

- CG Schmidt
- Kennedy Construction Management
- RUSD
- WPI
- Husch Blackwell
- WWBIC
- Businesses
- Others



AGENDA

Introductions	10 min
Overview of project, potential opportunities and expectations	30 min
Discussion of certifications – types, application, compliance and broader benefits	30 min
Q&A	10 min
Networking	10 min



Purpose of This Session



Give Overview of RUSD Small Business Goals



Highlight Upcoming Projects



Provide Information on How to Engage



RUSD Referendum

- \$595 million in construction
- Projects in 25 existing buildings
- Construction of 2 new buildings
- Work divided into four groups
- Spread over 6 years



What does success look like to RUSD?



Small local businesses have opportunities with the school district



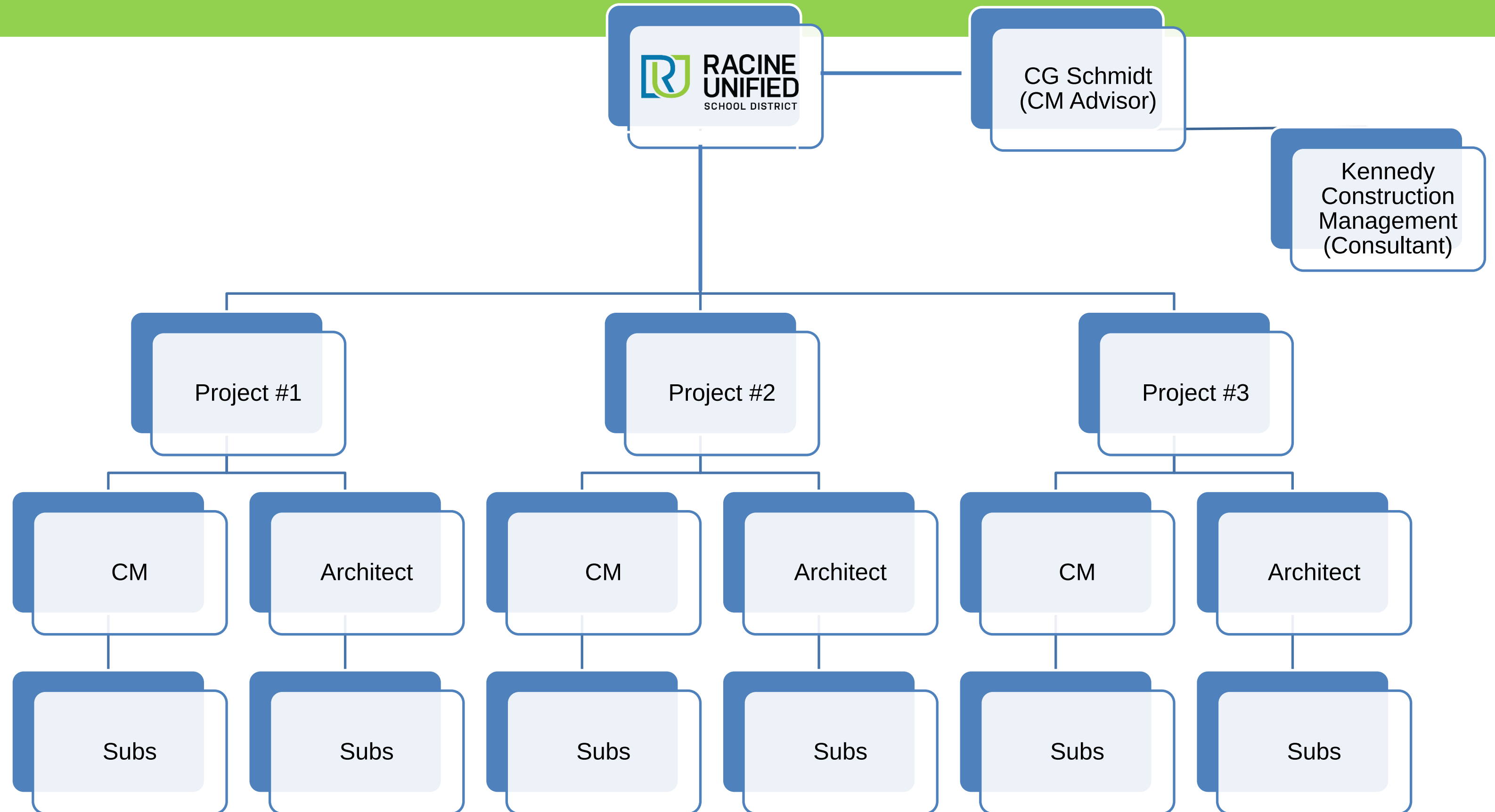
Workforce includes the community



RUSD students are introduced to construction careers through the Youth Apprenticeship program



Roles



RUSD Goals

Category	Metric	Project Size		
		\$1-5M	\$5-25M	\$25M+
Architectural - Businesses	# Diverse (Certified) Businesses	NA	1	2
Construction Manager - Businesses	# Diverse (Certified – 5 County Area) Businesses	1	2	4
	# Local (RUSD Boundary)	1	2	4
Construction Manager - Workforce	# Youth Apprenticeships from RUSD	1	2	3
	% Local Workforce (RUSD Boundary)	20%		





COLLABORATION

- Goal is to create connections between CMs and organizations that are working to grow small business capacity and create job opportunities for a wider range of people.
- CMs will spearhead and organize outreach efforts on behalf of their Company.
- CM outreach efforts can include:
 - ✓ Project Pipeline sessions
 - ✓ Keep-In-Touch Lunches for SBE firms
 - ✓ Structured mentor/protégé relationships
 - ✓ Volunteering time for capacity building and educational programs.



Available Businesses

- **26** State Certified MBE, WBE, DVB located in Racine County in Construction Industry
- **46** smaller Construction-related businesses located in Racine County with no known certification
- RUSD businesses with other certifications
- MBE, WBE, DVB from outside of Racine County (Milwaukee, Waukesha, Kenosha and Walworth Counties)



Current Opportunities

CM Approved by Board

- Jerstad - VJS
- Starbuck IB K-8 - Hunzinger

CM Selection Pending

- Hammes Field

Architect Approved by Board

- Schulte K-8 - Bray
- Red Apple Stem K-8 - Groth





JERSTAD-AGERHOLM K-8

PROJECT VALUE:

\$40.0 M

ANTICIPATED BIDDING SCHEDULE:

RFP Timeline – Fall 2022

Construction Start – Spring 2023

SCOPE OF WORK:

- Expand and remodel into a K-8 School
- Additions – 30,000 SF
 - Gym / commons / receiving
- Remodel – 150,000 SF
 - Modernization of learning spaces
 - ADA Compliance
 - Bathroom upgrades / new elevator
- Safety and Security – New secure entry sequence / new sprinkler system
- Site Improvements – New playground and bus loop

TEAM:

Architect: PRA

Construction Manager: VJS



STARBUCK IB K-8

PROJECT VALUE

\$40.0 M

ANTICIPATED BIDDING SCHEDULE:

CM RFP Timeline – Fall 2022

Construction Start – Spring 2023

SCOPE OF WORK:

- Expand and Remodel into a K-8 IB School
- Additions – 90,000 SF
 - Gym / elementary classroom wing
- Remodel – 100,000 SF
 - Modernization of learning spaces
 - ADA Compliance – New elevator at main entry
- Safety and Security – New main entry/new fire alarm system / new sprinkler system
- Site Improvements – New parking lots, playground and bus loop

TEAM:

Architect: Zimmerman

Construction Manager: Hunzinger



HAMMES FIELD

PROJECT VALUE

\$7.0 M

ANTICIPATED BIDDING SCHEDULE:

CM RFP Timeline – Fall 2022

Construction Start – Spring 2023

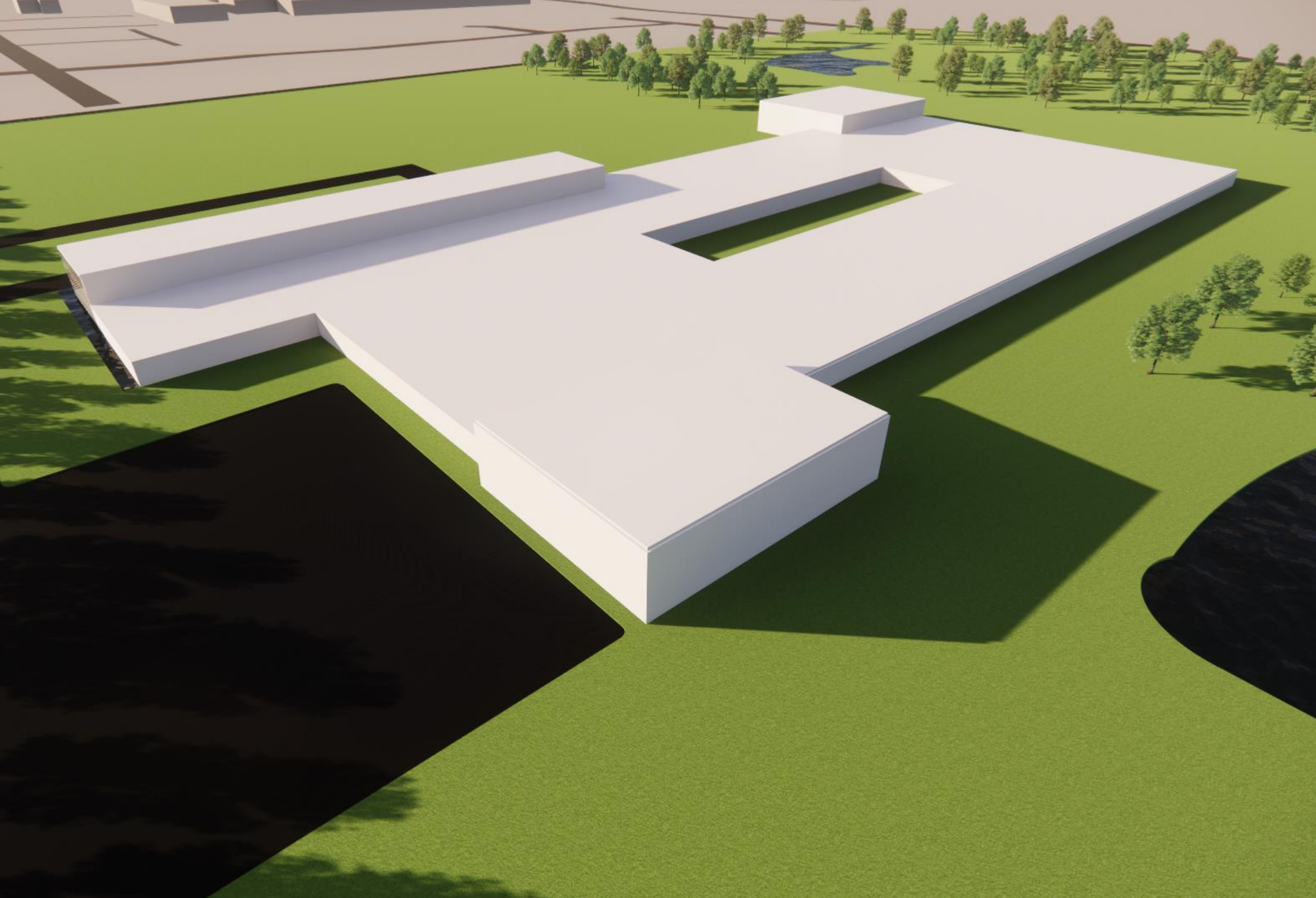
SCOPE OF WORK:

- Renovate existing fields with turf, bleachers and track
- Additions – New team rooms and concession building
- Remodel – Ticket booth and concession building
 - ADA Compliance – Bathroom and bleacher upgrades
- Safety and Security – New lighting at football, baseball and softball fields
- Site Improvements – Stormwater management plan

TEAM:

Architect: Nielsen, Madsen + Barber

Construction Manager: TBD



SCHULTE K-8

PROJECT VALUE

\$60.0 M

ANTICIPATED BIDDING SCHEDULE:

CM RFP Timeline – Fall 2022

Construction Start – Spring 2024

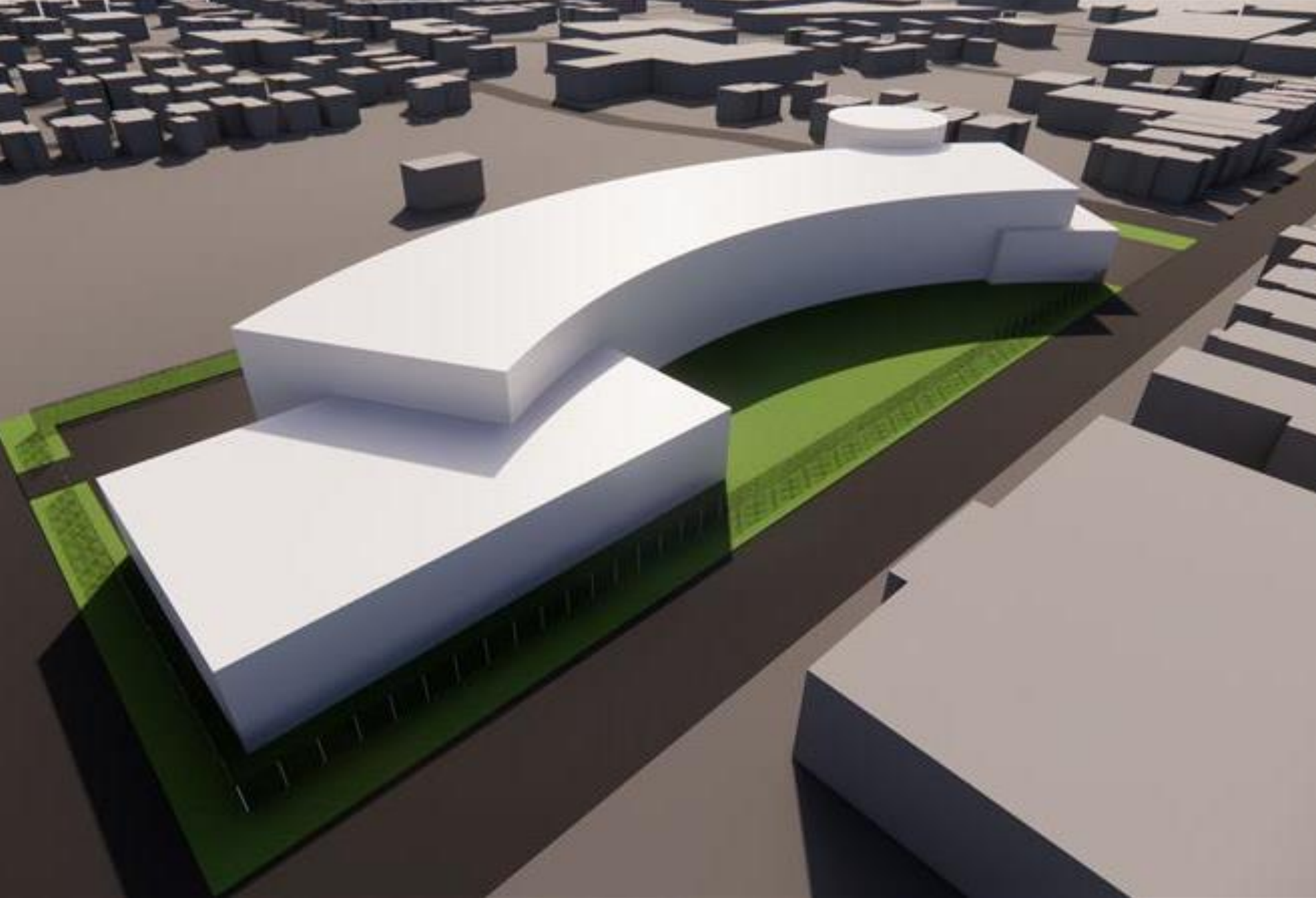
SCOPE OF WORK:

- New 153,000 SF K-8 school on existing Schulte site
- Demolish existing school

TEAM:

Architect: Bray

Construction Manager: TBD



RED APPLE STEAM K-8

PROJECT VALUE

\$25.0 M

ANTICIPATED BIDDING SCHEDULE:

CM RFP Timeline – Fall 2022

Construction Start – Spring 2024

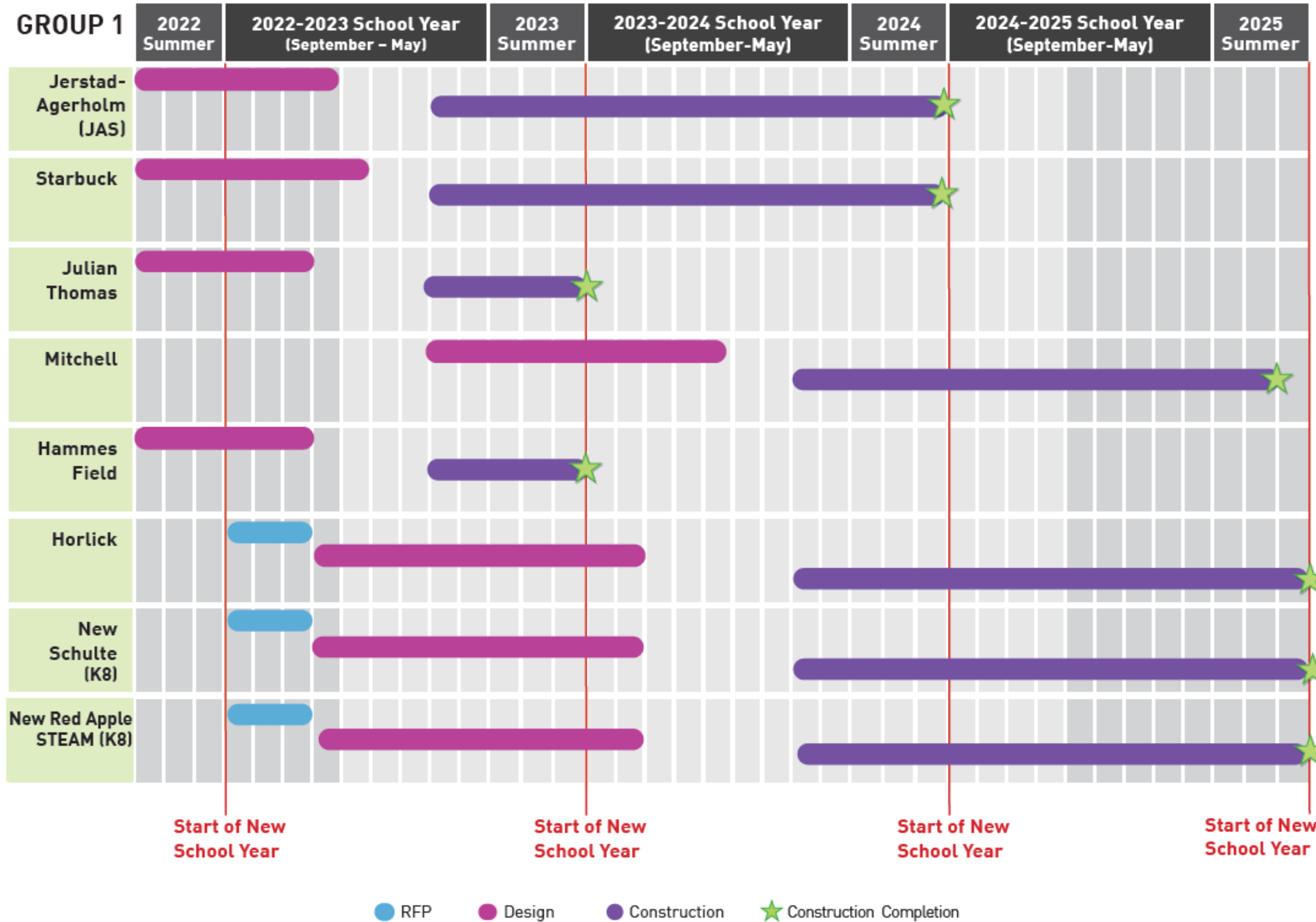
SCOPE OF WORK:

- New 114,750 SF K-8 school on Franklin site
- Demolish existing school

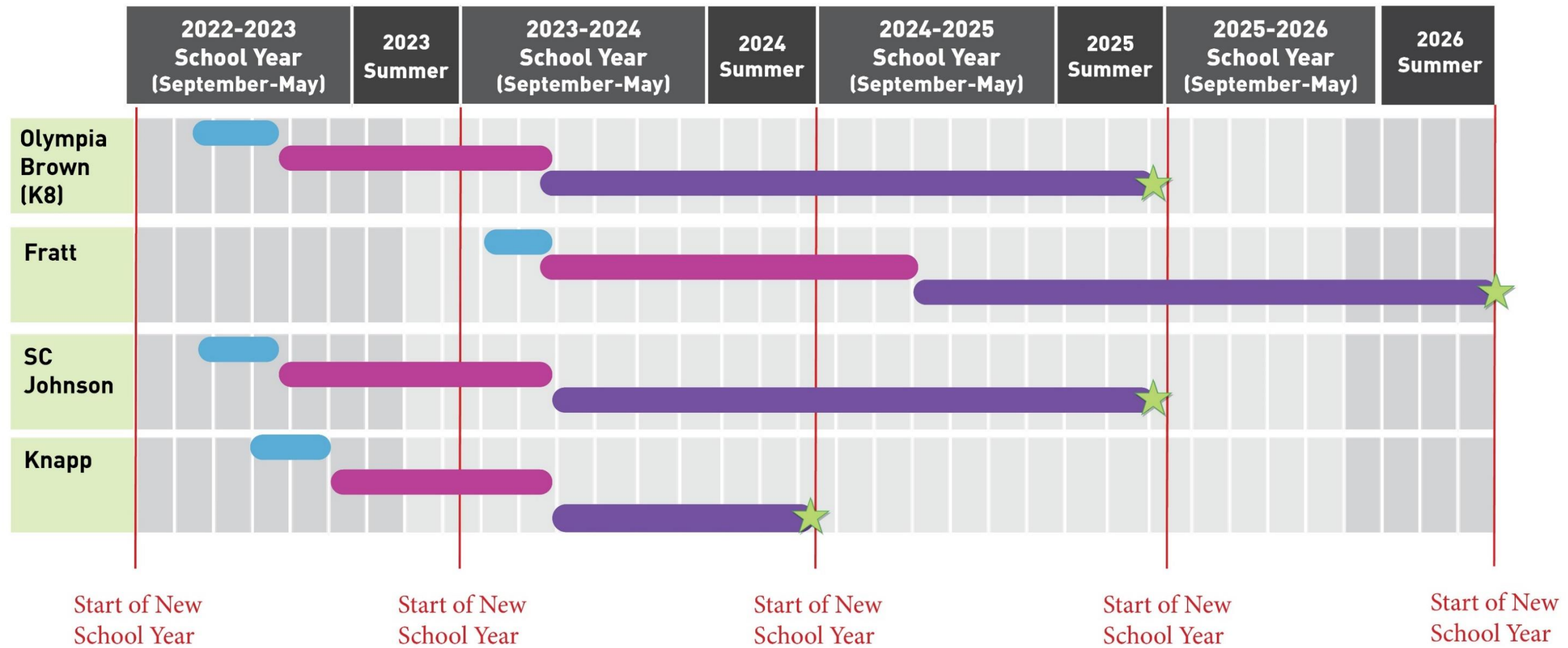
TEAM:

Architect: Groth Design

Construction Manager: TBD

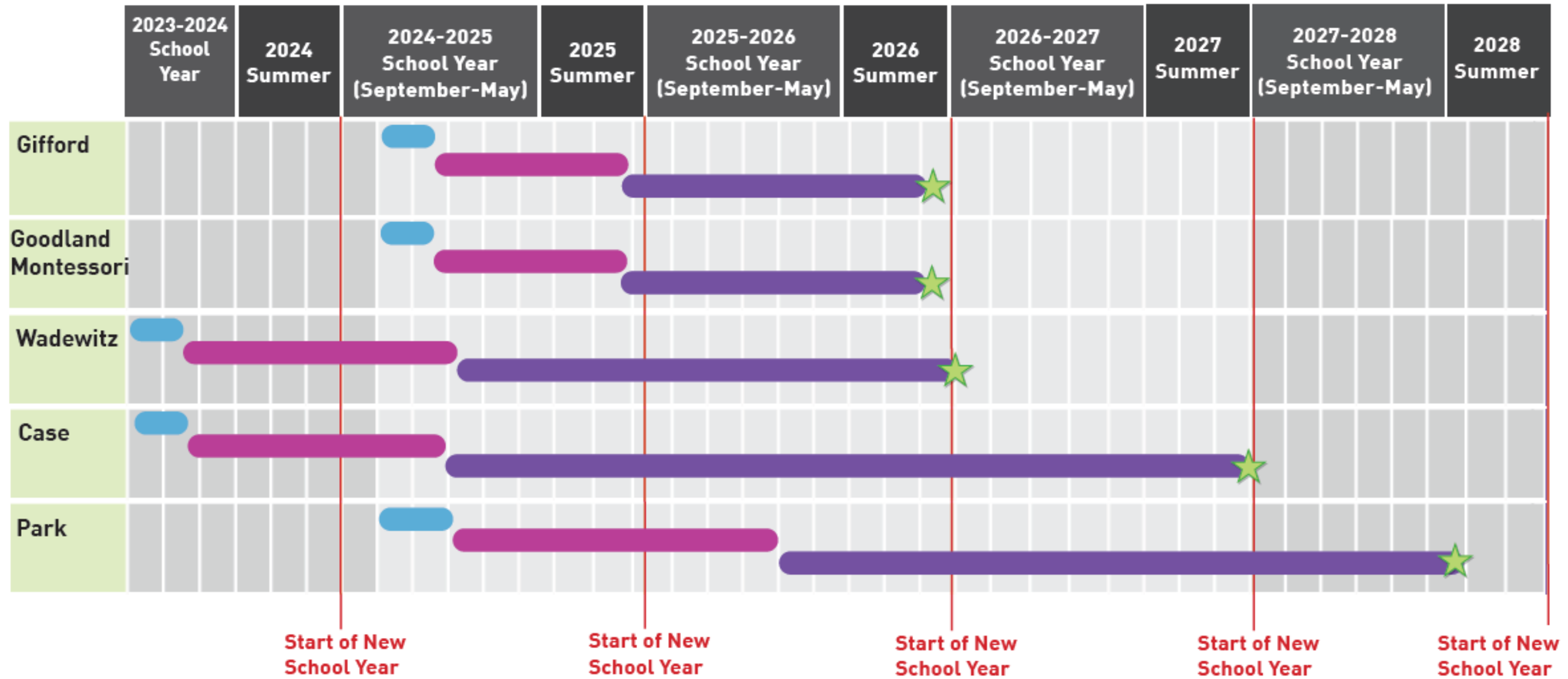


GROUP 2



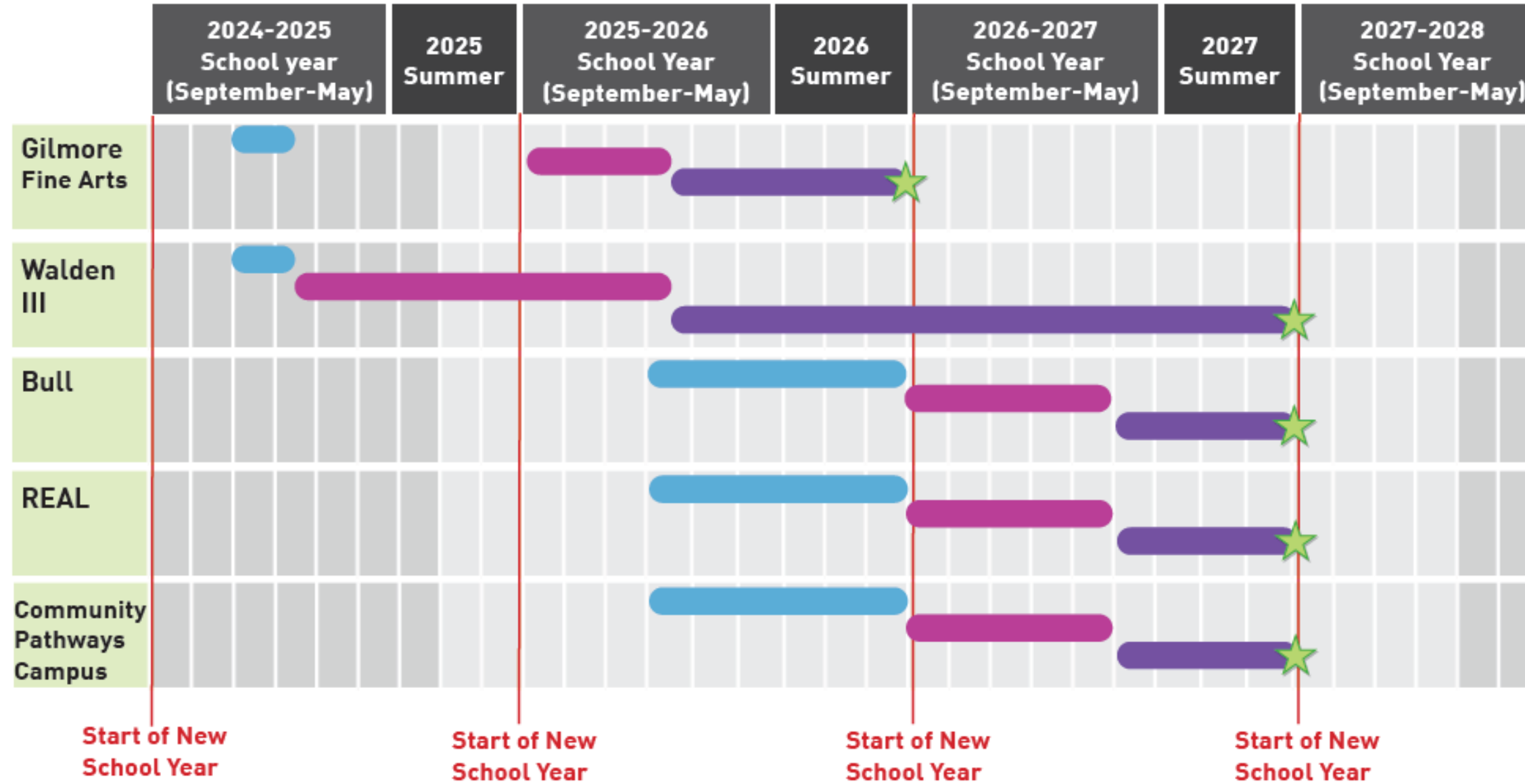
● RFP ● Design ● Construction ★ Construction Completion

GROUP 3



● RFP ● Design ● Construction ★ Construction Completion

GROUP 4



● RFP ● Design ● Construction ★ Construction Completion

ENGAGING SUCCESSFULLY
MEANS...



BUDGET



SCHEDULE



QUALITY



SAFETY

WHAT DO YOU NEED TO KNOW & DO?

1 Stay informed about upcoming project opportunities.

2 Make connections with potential CMs and/or architects. Meet and Greet with CMs on January 19.

3 Help CMs understand your capabilities, capacity and skill sets.

4 If you are not certified, begin certification process now.



Wisconsin
Procurement
Institute

~~A Procurement Technical
Assistance Center (PTAC)~~

As of October 1 2022 –

WPI is now a **DOD APEX ACCELERATOR** – under the
Department of Defense

OFFICE OF SMALL BUSINESS PROGRAMS (OSBP)



The Wisconsin Procurement Institute
is celebrating
35 Years
of Service to Wisconsin Businesses



The Wisconsin Procurement Institute (WPI), a non-profit organization established in 1987, is an outgrowth of then Congressman Les Aspin's efforts to help Wisconsin businesses win federal contracts, especially defense contracts.

WPI OFFICE LOCATIONS

- **MILWAUKEE**

- *Technology Innovation Center*

- **MADISON**

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

- **CAMP DOUGLAS**

- *Juneau County Economic Development Corporation (JCEDC)*

- **FOND DU LAC**

- *Envision Greater Fond du Lac*

- **GREEN BAY**

- *NWTC Startup Hub*

- **APPLETON**

- *Fox Valley Technical College*

- **OSHKOSH**

- *Fox Valley Technical College*
- *Greater Oshkosh Economic Development Corporation*

- **EAU CLAIRE**

- *Western Dairyland*

- **LADYSMITH**

- *Indianhead Community Action Agency*

- **RHINELANDER**

- *Nicolet Area Technical College*

- **ASHLAND**

- *Ashland Area Development Corporation*

- **FLORENCE**

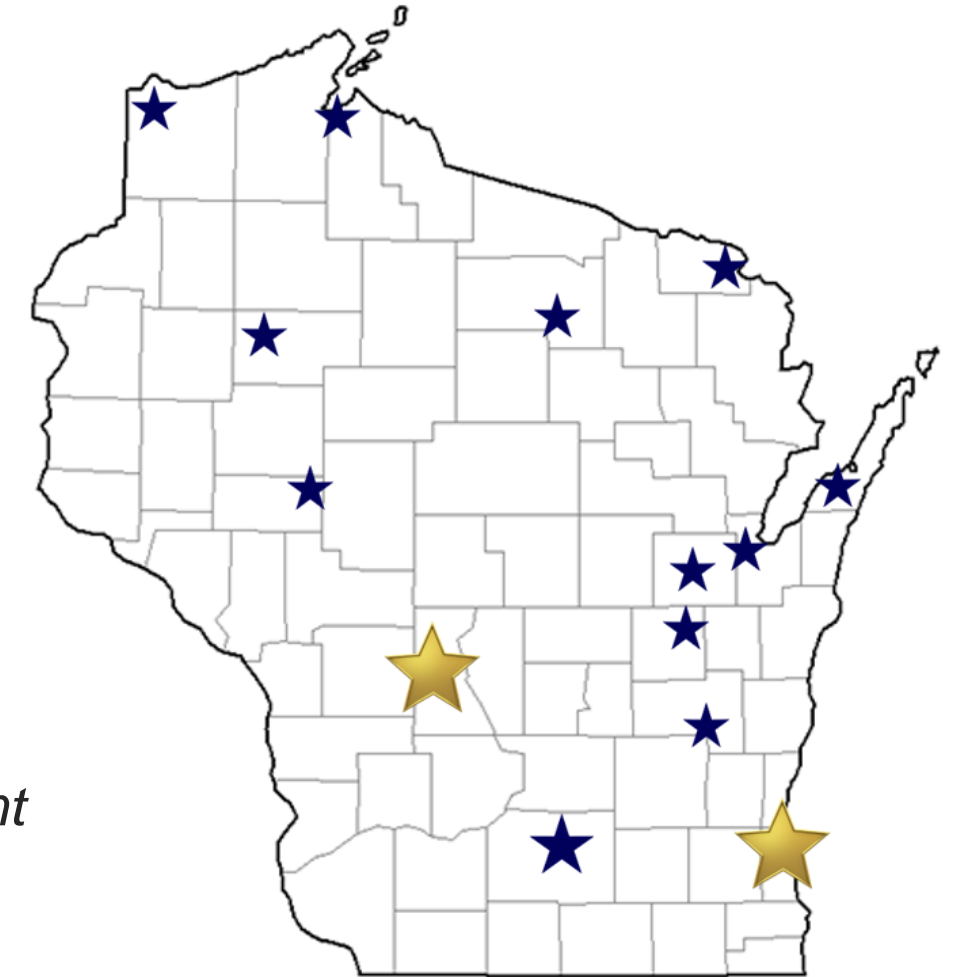
- *Florence County Economic Development*

- **DOOR COUNTY**

- *NE WI Technical College*
- *Door County Economic Development Corporation*

- **SUPERIOR**

- *Small Business Dev Center; UW Superior*



Search ...

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- [STATE & LOCAL GOVERNMENT](#)
- [CYBER & SECURITY](#)
- [SUCCESS & AWARDS](#)
- [FAQS](#)



UPCOMING EVENTS [→](#)

- DEC 7:00 am - 7:00 pm
6 Marketplace: Governor's Annual Conference on Diverse Business Development
- DEC 8:00 am - 8:00 pm
7 The Wisconsin Black Chamber of Commerce, Inc. – Black & Diverse Business Showcase
- DEC 9:00 am - 12:00 pm
7 The Contracting Academy (TCA) – Virtual
- JAN 11:00 am - 12:00 pm
10 Acquisition Hour: The SBA 8(a) Program and Small Disadvantaged Business (SDB) Program
- JAN All day
24 Wisconsin Federal Contractor Forum (by invitation)

[View Calendar](#)

CURRENT OPPORTUNITIES (15) [→](#)

www.wispro.org

GET STARTED WITH THE BASICS
Questions & answers on how to get started.

[GET STARTED](#)

SIGN-UP FOR OUR NEWSLETTER
Stay up-to-date with the latest WPI news.

[SIGN UP](#)

HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

[GET HELP](#)

WHY SHOULD A QUALIFIED BUSINESS CONSIDER GETTING CERTIFIED

- OPPORTUNITY
- ACCESS
- VISIBILITY
- CREDIBILITY

GETTING
CERTIFIED

GETTING CERTIFIED

.....**BUT SHOULD YOU GET CERTIFIED – IF YOU GET
CERTIFIED AND GET WORK...**

- **ARE YOU READY!**
- ESTABLISHED BUSINESS
- STRONG BACK ROOM
- FINANCIAL – CASH FLOW
- CAPACITY TO SUPPORT THE WORK
- COMPLIANCE
- SHARING

GETTING
CERTIFIED

QUALIFYING FOR GOVERNMENT CERTIFICATIONS

- MINORITY
- DISADVANTAGED
- WOMAN
- SERVICE-DISABLED VETERAN

GETTING
CERTIFIED

SIMILAR REQUIREMENTS FOR ALL GOVERNMENT CERTIFICATIONS

- **OWN AND CONTROL**
- **ESTABLISHED FOR PROFIT BUSINESS**
- **FINANCIAL DOCUMENTS / BUSINESS DOCUMENTS**
- **BUSINESS IN GOOD STANDING**

GETTING
CERTIFIED

CERTIFICATIONS FOR MINORITY OWNED BUSINESS

- **FEDERAL**
 - Small Disadvantaged Business (SDB) / 8a
- **STATE OF WISCONSIN**
 - Minority Business Enterprise (MBE)
- **Unified Certification Program – Disadvantaged Business Enterprise (DBE)**
 - WisDOT
 - Milwaukee County, Dane County, City of Madison and others
- **Small Business Enterprise (SBE)**
 - City of Milwaukee
- **Third Party - National Minority Supplier Development Council**

GETTING CERTIFIED

CERTIFICATIONS FOR WOMAN OWNED BUSINESS

- **FEDERAL**
 - Woman Owned Small Business (WOSB) / Economically Disadvantaged Woman Owned Small Business (EDWOSB)
 - Potentially qualified as Disadvantaged Small Business (SDB) / 8a
- **STATE OF WISCONSIN**
 - Woman Owned Business Enterprise (WBE)
- **Unified Certification Program – Disadvantaged Business Enterprise (DBE)**
 - WisDOT
 - Milwaukee County, Dane County, City of Madison and others
- **Small Business Enterprise (SBE)**
 - City of Milwaukee
- **Third party - Women's Business Enterprise National Council (WBENC)**

CERTIFICATIONS FOR VETERAN OWNED BUSINESSES

- **FEDERAL**

- Service-Disabled Veteran Owned Small Business (SDVOSB)

- Veteran Owned Small Business (VOSB)

- **STATE OF WISCONSIN**

- Disabled Veteran Business (DVB)

GETTING
CERTIFIED

SOME BASICS

- **Business cards**
- **Capabilities statement**
- **Prepared verbal introduction of your business**
- **Prepared verbal “about your business”**
- **Social media**
- **Website**

A BIT ON
PREPARING
FOR MEETING
WITH A CM

WHY A CAPABILITIES STATEMENT

- To **clearly** and **effectively** communicate your capabilities to potential government customers
- Provides a concise summary for quick review and potential initial decision
- Highlights your strengths and successes
- Reflects your “preparedness” and business maturity
- Provides an outline for you during initial discussions
- **A BAD capabilities statement can quickly close doors**

PREPARING A CAPABILITIES STATEMENT



Capability Statement

www.codycontracting.com

Cody Contracting Inc was established in 2008 and is located in Saint Cloud Florida. We are dedicated to providing support services to government, commercial and residential clients. We provide General Contracting/Construction services with a specialized team of experts that deliver quality, on time solutions to your construction needs from start to finish. Our services include but are not limited to Commercial Construction, Residential Construction, Restoration And Site Work.



Cage: 57D80 | Duns: 945227544 | Phone: (321) 624-0674

Core Competencies

Commercial & Residential Construction

Site Work

- ✓ Land Clearing
- ✓ Sewer System Engineering
- ✓ Stormwater Drainage Systems
- ✓ Road Construction
- ✓ Water & Dirt



Site Work

General Contracting Work

- ✓ Plumbing
- ✓ Electrical
- ✓ Roofing
- ✓ Remodeling
- ✓ Fencing
- ✓ Handicapped Ramps
- ✓ Handicapped Flooring



General Contracting

Home Owners Association

- ✓ Gate Operators
- ✓ HOA Docs
- ✓ Drainage Systems
- ✓ Landscaping



HOA Work

Differentiators

- ✓ Service Disabled Veteran Owned Small Business
- ✓ We Hire Veterans
- ✓ 23 Years in Business
- ✓ Competitive Pricing
- ✓ Excellent Customer Service
- ✓ Prompt Project Completion
- ✓ Superior & Consistent Performance

Contact Information

Gov. Business POC: Derrek Adkins

Phone: (321) 624 - 0674

E-Mail: derrek@codycontracting.com

Address: 2349 Canoe Creek Rd.
Saint Cloud, FL 34769

Work Area: Florida

General Contractor License: CGC 059770

Socio-Economic Certifications:

- Service Disabled Veteran Owned Small Bus.

NAICS & PSC Codes

- 236220 Commercial and Institutional Building Construction
- 236115 New Single-Family Housing Construction
- 236116 New Multi-Family Housing Construction
- 236118 Residential Remodelers
- 236210 Industrial Building Construction
- 237310 Highway, Street, and Bridge Construction
- 237990 Other Heavy and Civil Engineering Construction
- 238110 Poured Concrete Foundation and Structure Contractors
- 238130 Framing Contractors
- 238140 Masonry Contractors
- 238160 Roofing Contractors
- 238310 Drywall and Insulation Contractors
- 238320 Painting and Wall Covering Contractors
- 238330 Flooring Contractors
- 238910 Site Preparation Contractors
- 238990 All Other Specialty Trade Contractors
- 561210 Facilities Support Services

- Z2EZ: Repair or Alteration of Other Industrial Buildings
- Z2FA: Repair or Alteration of Family Housing Facilities
- Z1FA: Maintenance of Family Housing Facilities
- Z1EZ: Maintenance of Other Industrial Buildings

Derrek Adkins
Government Business POC

(321) 624-0674
2349 Canoe Creek Road - Saint Cloud, FL 34769

Derrek@codycontracting.com



CAPABILITY STATEMENT



CORE COMPETENCIES

PTY Contractors LLC (PTY) is a roofing contractor located in Northeast Florida. We are **SDB, WOSB, SDVOSB, HUBZone** and **DBE** certified, and we specialize in **roofing for residential, commercial, and government projects**. We also offer other services in the construction field such as consulting with firms, cost estimates, painting, flooring, finish carpentry and much more.

Our business strives to provide our clients with **quality workmanship and professionalism** all at a reasonable price. Our staff is skilled and well-trained to work **efficiently and safely** to complete your projects on time.

- ✓ COMMERCIAL & RESIDENTIAL ROOFING
- ✓ HISTORIC RENOVATION
- ✓ RESIDENTIAL REMODELING
- ✓ PAINTING
- ✓ FLOORING INSTALLATION
- ✓ CONSTRUCTION CLEANUP

PAST PERFORMANCES

Over 120 homes remodeled and managed for investors' properties within past 6 years.

TIAA STADIUM | Jacksonville, FL

Remove & replace ceiling tiles, vinyl base, carpet, paint walls, doors, trims and ceiling grids.

ROOFING AND REMODELING:

- Avalon Property Management | Jacksonville, FL
- Jacksonville Rental Property Management | Jacksonville, FL
- Dibo Holding | St. Augustine, FL
- Titus Group | St. Augustine, FL
- Tinhomme Holding Group LLC | Jacksonville, FL

CONSULTATION:

NEI General Contracting | Orlando, FL

COMPANY DATA

CERTIFICATIONS:
FEDERAL: SDB, WOSB, SDVOSB, HUBZONE, DBE
STATE: WBE, MBE, VBE
LOCAL: JSEB, SECTION 3
NAICS: 238160, 238320, 238330, 238350, 561720, 238310, 561730
DUNS: 081305189
CAGE: 85D06
LICENSE#: RC29027636

CONTACT INFO

PTY CONTRACTORS, LLC
Erica Postway
904.318.7025 (o)
904.627.7793 (c)
erica@PTYcontractors.com
www.PTYcontractors.com
219 North Newnan Street
2nd Floor
Jacksonville, FL 32202

GETTING
CERTIFIED



**CONTACT WPI IF YOU NEED HELP IN DETERMINING IF
GETTING CERTIFIED COULD BE GOOD FOR YOUR
BUSINES – OR – NEED ASSISTANCE IN GETTING
CERTIFIED**

**Wisconsin Procurement Institute
10437 Innovation Drive – Suite 320
Wauwatosa WI 53226**

414-270-3600 www.wispro.org

Benjamin Blanc BenjaminB@wispro.org (Milwaukee)

Truphosa Mwololo TruphosaM@wispro.org (Madison)

Kim Garber KimG@wispro.org (Madison)

Michael Steger MichaelS@wispro.org (Milwaukee)

**GETTING
CERTIFIED**

HB Communities for Change

Creating economic mobility. Together.

Our mission.

HB Communities for Change is committed to promoting economic empowerment among qualifying minority-owned businesses and entrepreneurs by providing pro bono legal representation. We aim to empower minority-owned enterprises, spur job creation and expand opportunities for wealth and equity.

What we do.

We help minority-owned businesses meet their legal needs on a pro bono basis so they can grow their enterprises and move to the next level.

We can assist with:

- Business formation
- Contracts
- Employment advice
- Intellectual property
- Minority business certifications

For more information on our **HB Communities for Change** program:



Quinncy McNeal
Pro Bono Counsel



Lucretia
Pro Bono Counsel

Please note: Only business-related legal assistance is available through this program. Other legal service requests such as wills, estates, trusts, guardianships, civil disputes or criminal defense, among others, will not be considered through this program.

What our entrepreneurs are saying.



Ernie Anderson, Co-Founder and Chief Executive Officer, Anderson Parking

HB helped us expand our business into a new state, which added seven new jobs and sealed a contract with an international company. We are very satisfied with the review of our contract and the work they did for us. We are thrilled with the teamwork and the impact on our growing company.



Are you a small, minority-owned business or minority entrepreneur seeking pro bono legal assistance? Apply to Communities for Change today!

We look to assist businesses that are currently low-revenue and high-potential. Ideal Communities for Change applicants are minority entrepreneurs with viable, revenue-generating companies looking to expand and employ, and who are unable to afford legal services.

HUSCH BLACKWELL

HB Communities
FOR CHANGE

<https://www.huschblackwell.com/ourfirm/hb-communities-for-change>



PRO BONO CLIENT SUCCESSSES

Learn about how we are advancing access to justice >



PRO BONO IMPACT REPORT

2021 Year in Review

DOWNLOAD REPORT

Assisting small, minority-owned businesses and entrepreneurs.



C4C Small Business Intake Application - Step 1

Seeking Legal Assistance?

If you are a [small, minority-owned business](#) or [minority entrepreneur](#) requesting our services for a legal issue, please complete our Intake form. ****THIS PROCESS HAS 2 STEPS****

You must fully complete the application in one sitting. Your information will not be saved until you click submit.

- We are only accepting applications from minority-owned business or minority entrepreneurs seeking legal assistance related to their business through this program.
- Other types of legal requests, such as for criminal, wills, estates, trusts, guardianships, among others, will not be considered through this program.
- **All information must be complete.**
- Proof of income is also required upon submitting request for our assistance.

This **First Step** is to provide general information about yourself, your entity, and to tell us of any potential adverse parties. This information helps us determine if we have any conflicts of interest in representing you. After you complete this information, we may ask you to complete a second step.

The **Second Step** requires you to provide information that will help us further assess your business and your financial eligibility for our pro bono program.

After you complete the first step, we ask that you closely monitor your email for our decision about whether we will ask you to proceed to the second step. Please note that completion of the intake form does not guarantee representation.

If you have questions about this questionnaire or about Husch Blackwell's [Communities for Change](#) program please contact our [Communities for Change Intake Team](#).

Click Next to get started.



Margaret H. Richards
Director of Pro Bono Services



Quinney McNeal
Pro Bono Counsel



Mansfield Rule™
Certified *Plus* 2022

Husch Blackwell again achieves Mansfield Certification Plus.

Learn more about the distinction we earned for the fourth year in a row >



Ensuring that low-income individuals receive legal assistance.

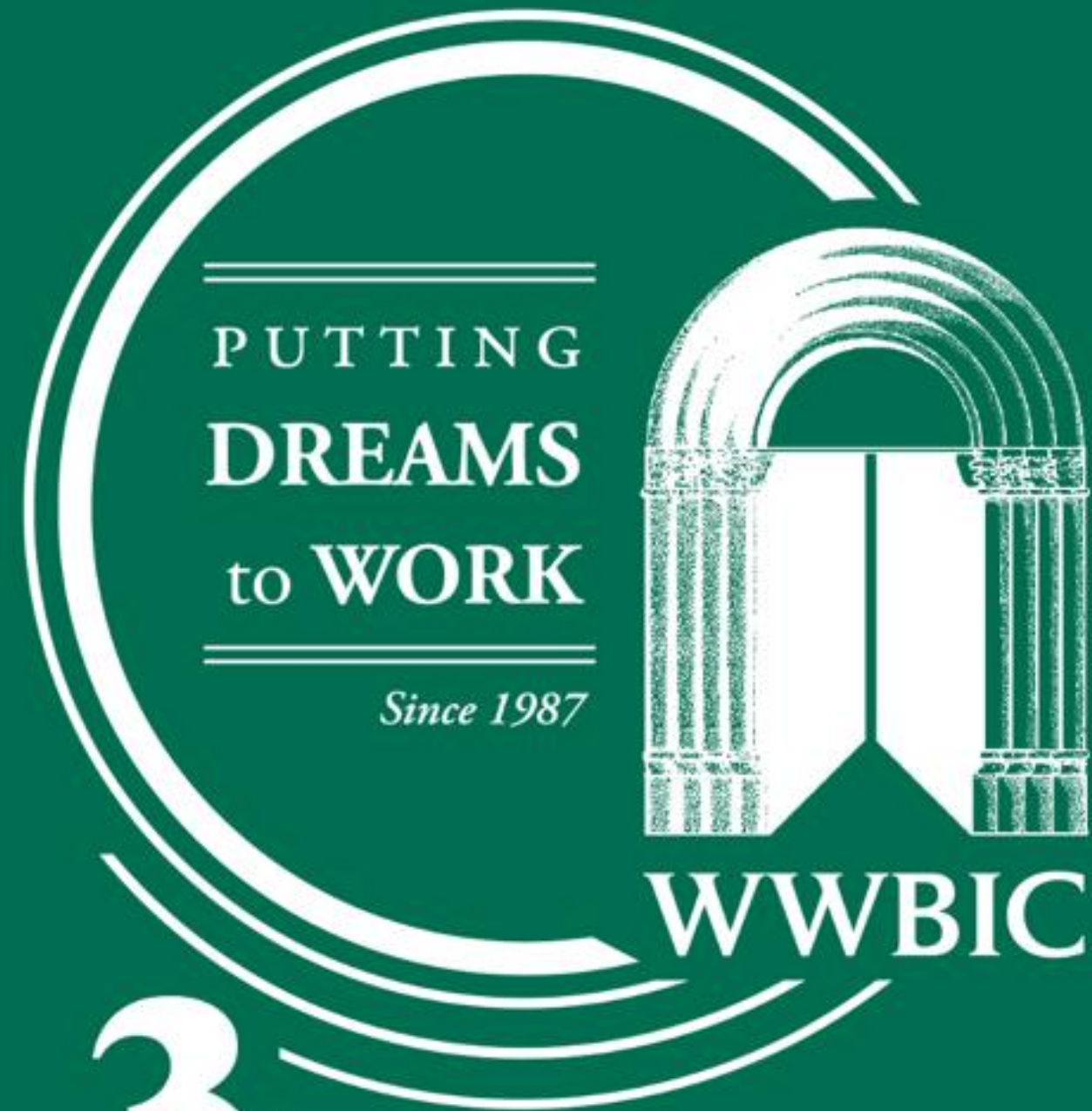
Husch Blackwell earns third consecutive year as ABA Free Legal Answers leader >

HUSCH BLACKWELL

HB Communities FOR CHANGE

Breachless Execution: Building a Breachless Culture

1. Do work you can do well.
2. Build a professional network (law, accounting, insurance, financing)
3. Read your Contracts
4. Follow your Contracts
5. Closeout your Contracts
6. Where there is Smoke there is Fire
7. You are the Fire Detector – Call the Fireman



35 *and* **THRIVING**

*Entrepreneurship and
Financial Wellness Training •
Lending • Coaching*

WWBIC

- Statewide economic development organization
- 501(c) 3; founded 1987; 35 Years of Impact
- Offices in Milwaukee, Madison, Appleton, Green Bay, Racine/Kenosha and LaCrosse
- Local, Regional, National and International Partnerships
- Emphasis: women, low-wealth individuals, people of color, veterans or military connected family members



Wisconsin Women's Business Initiative Corporation (WWBIC)

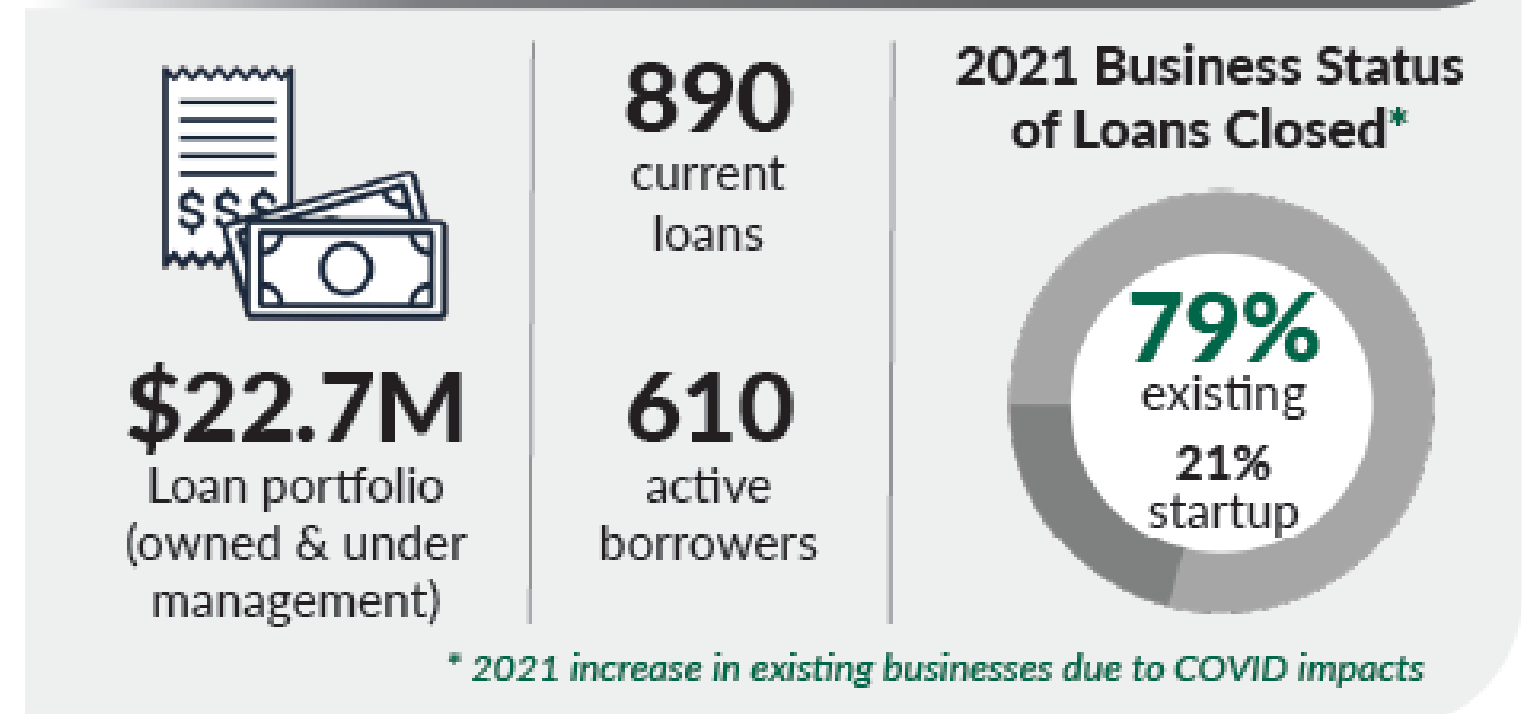
Social Performance Since 1987



Who We Serve



Portfolio Snapshot



2021 Data

Clients Served	Loans Closed	Businesses Assisted	Jobs Created and Retained	Volunteer Hours
5,413	\$8,914,924	2,218	5,273	24,726



Statewide: Five Regional Offices

REGION 1:
Heather Lux
hlux@wwbic.com
262.898.5001

REGION 2:
Thalia Mendez
tmendez@wwbic.com
414.263.5450

REGION 3:
Cheryl Vanden Burgt
cvandenburgt@wwbic.com
608.257.5450

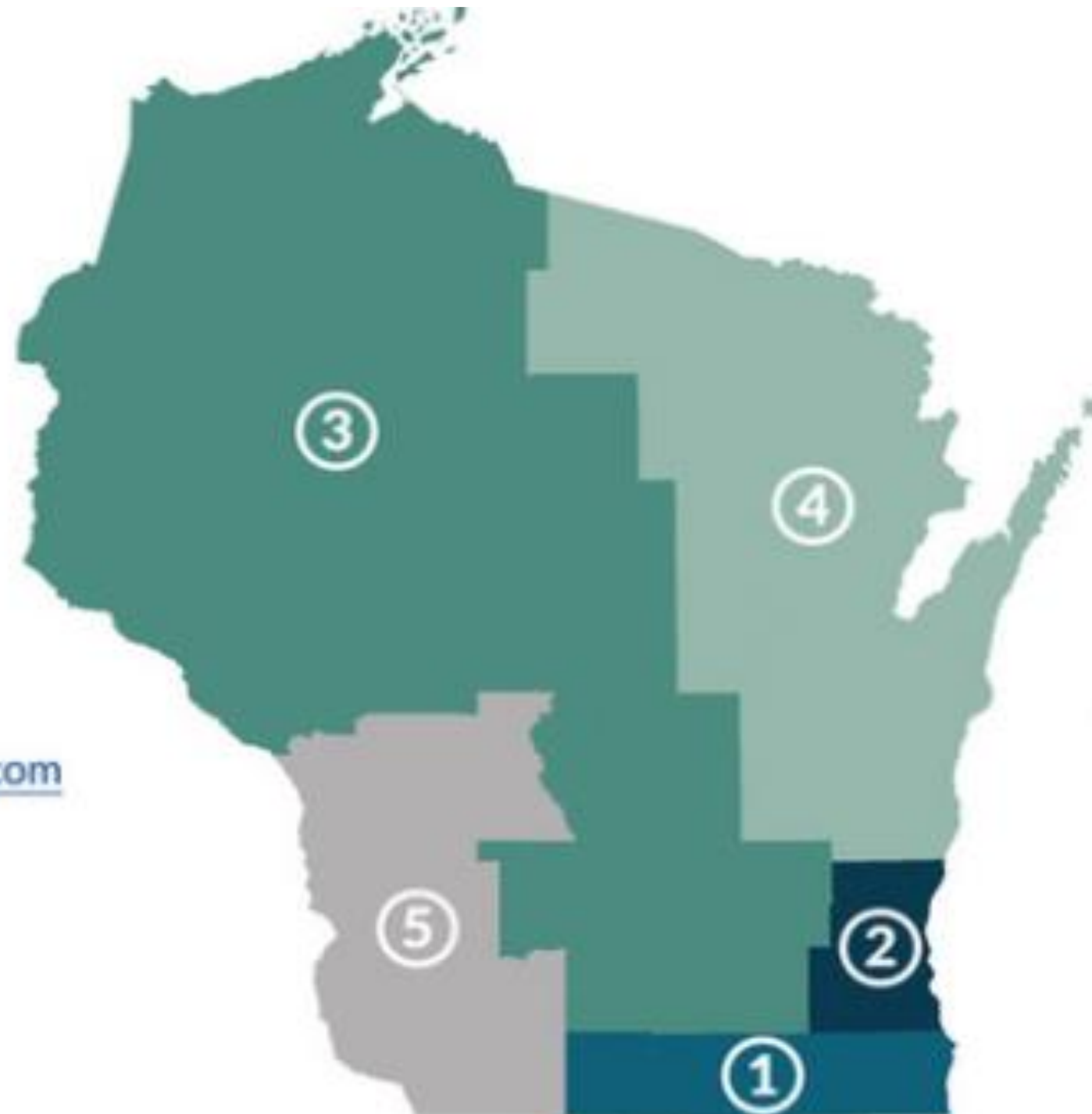
REGION 4:
Colleen Bies
cbies@wwbic.com
920.944.2700

REGION 5:
Mara Keyes
mkeyes@wwbic.com
608.668.4400

CONTACTO EN ESPAÑOL:
Lily Alvarado
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Jonathan Ward
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Keith Murphy (IL & MN)
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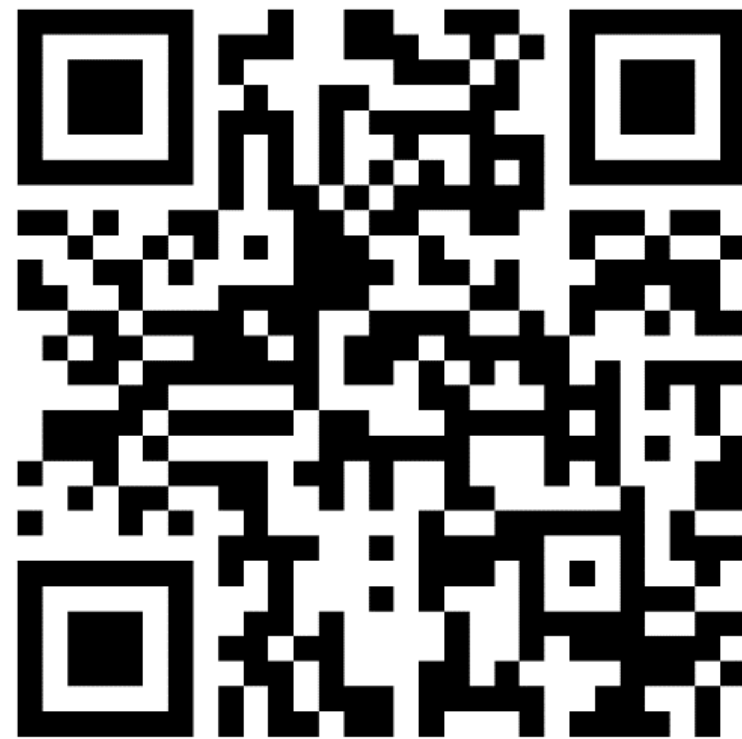


RACINE UNIFIED SCHOOL DISTRICT UPCOMING SMALL BUSINESS SESSION



Racine Unified School District | Administrative Services Campus | Wind Point Conference Room
3109 Mount Pleasant St. | Racine, WI 53404

REGISTER:



[https://forms.office.com/
r/reVwgFKxkN](https://forms.office.com/r/reVwgFKxkN)

CM Meet & Greet
Thursday, January 19, 2023
3 to 4:30 p.m.



Questions: contact Al Kennedy at
kennedy1eitg@gmail.com



Questions: contact Al Kennedy at kennedy1eitg@gmail.com