



Media Contact

Whitney Morris - Reed • *Public Relations*

Manager

City of Hinesville

wmorrisreed@cityofhinesville.org

912.408.3569 (office) • 912.271.6421 (mobile)

EDITORIAL

MWBE and Its Importance in Hinesville

HINESVILLE, Ga. (Feb. 4, 2020) – Delisa Clift is the Chief Operating Officer (COO) for Strategic Biz Solutions in Hinesville. Her company strives to provide services to small businesses to help them succeed in a big business world. These services include customized management consulting, HR outsourcing, employee training and development, diversity inclusion administration and much more. On top of serving the Hinesville small business community, Clift also serves the MWBE Consultant for the City of Hinesville.

What is MWBE? It stands for Minority and Women-Owned Business Enterprise and it helps ensure that the City does its due diligence in procuring services and contracts that benefit small businesses – like subcontractors that can be classified as MWBEs. Each contract the city awards must either meet certain standards that are following the current MWBE policies or show documentation of how the contract attempted to meet these standards. At present, the City’s MWBE policy focuses only on construction contracts.

MWBE policies are not in place to guarantee contracts are only awarded to contractors who use or who fall into the category of MWBEs. They seek to ensure that subcontractors who are categorized as MWBEs are given the same chances to seek contract awards as others. They lay the groundwork for those MWBE subcontractors to grow and receive more work, as a part of their business plan and management – thereby outgrowing the need for the MWBE classification.

Why is this important in the City of Hinesville? As a growing city, residents can expect to see more construction – which means more projects to award, which means more contracts. When those contracts are awarded, the contractors whose bids are selected will need to meet our MWBE requirements in order to maintain a satisfactory execution of the City’s MWBE policy.

Once a contract is awarded, the contractor will be given a list of qualified MWBEs in the area that have undergone the certification process and meet local requirements for classification.

This is where DeLisa Clift comes back in.

Strategic Biz Solutions is one of the certifying agents in the Coastal Georgia region for MWBEs. Every few months, Clift hosts a certification course for small businesses to begin the process of becoming a recognized MWBE/DBE (Minority and Women-Owned Business Enterprise/Disadvantaged Business Enterprise). Once the certification is complete, they go in a MWBE/DBE database at the state – level and will be eligible to receive information regarding bid openings at both a local and state level.



Media Contact

Whitney Morris - Reed • *Public Relations*

Manager

City of Hinesville

wmorrisreed@cityofhinesville.org

912.408.3569 (office) • 912.271.6421 (mobile)

On Friday, January 24, Strategic Biz Solutions hosted its most recent certification course for a roomful of local businesses out of Hinesville, Ludowici and Savannah interested in the process of becoming certified. Participants heard from not only Strategic Biz Solutions, but Hinesville City Manager Kenneth Howard and Larry Blige of the Georgia Technical Procurement Assistance Center (GTPAC).

“These workshops are important to the small business owners in our community because many of them are interested in obtaining certification and bidding for government contracts, but don't know how to get started,” Clift say, “This series of workshops gives the business owner the resources and technical assistance they need to take action on and move towards certification and winning government contracts.”

Participants in Friday’s workshop were able to learn about business opportunities in Hinesville and how the GTPAC can help their businesses grow exponentially.

Raylan Smith of A+ Consulting and Training Group said:

“...I realized that there are more resources available to ensure a businesses success than what I [originally] thought...This workshop outline the steps and the clarity to make the decision on which certification program is the best fit for my business – instead of trying to obtain certifications in areas I truly do not fit in or with.”

The good news is that the calendar for 2020 MWBE Certification workshops is set! The dates are as follows:

Friday, April 17 from 9 – 10:30 a.m.

Friday, July 17 from 12 – 1:30 p.m.

Friday, October 16 from 9 – 10:30 a.m.

Additional dates may be added to the calendar later in the year. All dates have been posted to the City’s calendar, which can be found at cityofhineville.org.

If you would like more information about the City’s MWBE program, please feel free to contact either DeLisa Clift at delisa@strategicbiz.co or Whitney Morris-Reed, Hinesville Public Relations Manager, at wmorrisreed@cityofhinesville.org.

ABOUT THE CITY OF HINESVILLE:

The City of Hinesville was established in 1837 and is recognized as one of the fastest growing cities in the State of Georgia in both size and population. As the largest city in Liberty County, it serves as the county seat and is home to more than 35,000 people. For



Media Contact

Whitney Morris - Reed • *Public Relations
Manager*

City of Hinesville

wmorrisreed@cityofhinesville.org

912.408.3569 (office) • 912.271.6421 (mobile)

more information, visit cityofhinesville.org.