Assist San Diego, Orange & Imperial small businesses in learning how to do business with federal, state and local government agencies.
Program helps local public agencies and prime contractors obtain a larger bidding pool, resulting in greater competition and reduced cost.

Local and non-local tax dollars cycle back into our community, resulting in an improved regional economy and job growth.
~60% of funding from Department of Defense.

~40% from state/local sponsors.

*There are PTACs all over the country – California has six.*
THANK YOU!

Local Sponsors

- DGS
- General Services
- Excellence in the Business of Government
- Conner Networks
- General Atomics
- Hensel Phelps Construction Co.
- SDGE Connected
- Sempra Energy Utility
- Metropolitan Water District of Southern California
- Otay Water District
- Swinerton Builders
- Harper
- Balfour Beatty Construction
- PTAC
- Procurement Technical Assistance Center
- San Diego - Conner - Imperial Counties
Core Services

Training Workshops
`3600 businesses/year

1-on-1 Counseling
~500 businesses/year

Locate Opportunities
2,478,424 bids
Training topics include . . .

Are You Ready for Government Contracting?

Small business certifications

Market research

Responding to Requests for Proposals

Marketing Strategy

Doing Business with . . .

Subcontracting/Teaming
BID-MATCH:  2,000 Sites
Searched Daily
Federal, State, and Local
Cost per year $199

Directory of Bids/
Requests for Subs
http://ptac-sandiego.org/bids-directory/
What are our clients saying?

“The SDCOC is phenomenal. I found so much help from creating a Capability Statement, completing SAM registration, deciphering NAICS codes to answering specific questions on bid documents. Really appreciate all of your help.” – MM, Michel Technical Products

“We do between $500k and $1.5m in business annually with the military - which accounts for about 10% of our overall business. We would not have any of these opportunities without the help we receive from SDCOC.” – DM, Baja Designs, Inc.

“PTAC counselors Trisha Ferrand and Jeffrey Cuskey have met with me on several occasions. They provided actionable information that helped me create a great capabilities statement, and provided actionable information and advice that helped me create a WINNING SeaPort-E bid for SPAWAR.” – LB, FullCircle Communications, LLC
Core Competencies

- Certifications (Federal/State/Local)
- Prime Contractor (Databases)
- Proposal Preparation
- Entity structure changes – certs
- Marketing Efforts
- Sub-Contracting
- Capability Statements
- Trade-Show prep

Client Pool

- New to Government Contracting
- Needs certification
- Large complex RFPs
- Growth Challenges
- Segment/Sector changes
- CVE Certification w/ VA
- GSA Schedules/CMAS
- State Contracting
Total Contract Awards: $173.5M (thru 06/30/2018)
Total Jobs Created/Retained: 1157 (@ $150K per job)
Client Satisfaction Rating: 97%

Since inception (1994) PTAC has assisted small businesses in winning over $1.4 billion in government contracts
Apply for our services:
http://ptac-sandiego.org/application

PTAC Workshops and Events:
http://ptac-sandiego.org/training

Community Training Calendar:
http://ptac-sandiego.org/community-events/

Resource Library:
http://ptac-sandiego.org/resource-library/

San Diego, Orange, & Imperial PTAC
E-mail: sdcoc@ptac-sandiego.org
Web: www.ptac-sandiego.org
Phone: 619-216-6671
Important First Steps

• Research the potential customer
  • What do they buy?
  • Do they have any small business goals?
  • What registrations do you need?
  • What certifications could help you?
Marketing is Key

• Develop a strong capabilities statement
  • The importance of networking
  • Bidders Conferences
  • Matchmaking Events
  • Professional Industry Organizations
Frame of Reference

“Is the Sky Falling?”

or

“Is Opportunity Knocking?”
"Genius is one percent inspiration, ninety-nine percent perspiration."

Thomas Alva Edison, Harper's Monthly (September 1932)

There is no substitute for hard work and professionalism