

Proposal of Qualifications



COMPLETE CONTRACT CONSULTING
— TURN OPPORTUNITY INTO REALITY —

Prepared for



Prepared by
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Submitted on



Company Background

COMPLETE CONTRACT CONSULTING

Complete Contract Consulting (CCC) is a well-established disadvantaged, airport concession, minority and woman owned consulting firm in Florida and Georgia with additional certifications in the State of Washington, Tennessee, Texas and California. Leveraging over thirty years of combined experience assisting businesses in winning contracts through our bid proposal writing services, certification assistance, permitting & license, **subcontractor management and compliance related document management**.

We ensure that all subcontracts have proper Certificates of Insurance and Bonds are on file prior to commencement of work by any subcontractor. We manage the document control processes for all addenda, ASI's and Drawing Revisions, to include Permit Management.

Complete Contract Consulting provides economic development, marketing and **small, minority, woman, airport concession, disadvantage business development services**, and with years of successfully developing and managing strategic growth initiatives for small-medium-large businesses; government, corporations, educational institutions, and large nonprofit and international organizations that operate in the global economy. Headquartered in the heart of Palm Beach County with branch offices in Atlanta, GA, Colorado and Vancouver, WA; Complete Contract Consulting has grown to become recognized as an accomplished leader among minority and woman owned businesses in Florida, Georgia and Washington. Its geographic target has expanded throughout almost every state in the US, and with strategic relationships in Jamaica, Cayman Islands and Haiti, in the Caribbean, which provides for excellent export opportunities for its clients.

Complete Contract Consulting LLC currently operates a fifty-seater call center that provides outreach and telemarketing services in the aid of reaching certified and non-certified S/M/W/D/ACDBE firms to be utilized on various government contracts.

Complete Contract Consulting has facilitated more than **\$4Billion** in contractual opportunities for small and minority firms, that resulted in the creation of several thousand new jobs throughout the State of Florida, Georgia and in other states throughout the U.S. Complete Contract Consulting currently operates the Atlanta Technical Assistance Center in Georgia since late 2019. During its first Program Year, the Atlanta Technical Assistance Center had met and exceeded all of its Performance Goals for Procurement Awards, Financial Awards, Jobs Created, Jobs Retained, Clients Served, and Special Advocacy and Strategic Alliance Initiatives on behalf of Dekalb County Local Small Businesses.

Sharna Barnes who is the CEO of CCC is a Procurement Technical Assistance (PTAC) Technical Advisor and have work with that federal agency to assist various businesses under the Small Business Program to get hands-on, do it for you, assistance in proposal writing for government contracts and assistance preparing federal government financial assistance applications. The firm has a 98.5% success rate and have helped over 3,000 small businesses win their very first government contract or increase their working capital in the event of an economic emergency, bringing over \$400M in combined funding for these business owners.

Complete Contract Consulting experienced rapid growth and Sharna Barnes quickly gained a reputation for being a Champion for small, minority, and women businesses throughout the State of Florida, Georgia and Washington. In pursuit of this mission, Sharna opened the door for the first ever Technical Assistance Center in the Dekalb County increasing the government's certified businesses from 112 to 712 within its first 6 months. During that period, the Dekalb Technical Assistance Center facilitated over \$21.25 Million in government grants and financing for over 385 small and minority-owned businesses throughout Georgia.

In April 2019, Complete Contract Consulting receive an Award of Recognition from the Broward County Sheriff Office (BSO) in Florida for its role it played in outreach, marketing and assisting minority businesses increase their engagement with the BSO. Complete Contract Consulting assisted and managed various outreach events for the BSO staff along with providing Proposal Writing Training to BSO attendees, increasing the event attendance by 75% along with assisting through the training provided an increase of 33% of awarded contracts to minority firms. Sharna Barnes is also the recipient of the Legacy Magazine 50

Influential Black Business Leader of the future through her philanthropy efforts to supporting minority businesses and ensuring their success.

Key Competences

- Contract Sourcing (Government bids from local to federal)
- Bid Proposal Writing (AEC & Professional services)
- **Government Certification Management (client/sub-contractor base)**
- Contract Compliance / Negotiation Documentation Management
- Bid Proposal - Verbal Presentation Assistance & Training
- Government Procurement Training
- **S/M/W/AC/DBE Workforce Compliance & Management**
- Grassroot Community Outreach Marketing
- **Conference/Tradeshow/Workshop/Seminars Planning & Management**
- Advertising (conceptualization, buying & placement)
- Marketing Communications and Public Relations
- Strategic Marketing Plan Development & Management

Commodity Codes

- **918-00** Consulting Services
- **918-58** Governmental Consulting
- **918-74** Legal Consulting
- **918-75** Management Consulting
- **918-79** Minority and Small Business Consulting
- **961-75** Translation Services
- **541611** Administrative Management and General Management Consulting Services
- **561110** Office Administrative Services
- **561422** Telemarketing Bureaus and Other Contact Centers

Certifications

- Small Business Enterprise (SBE)
- Minority Business Enterprise (MBE)
- Woman Owned Business Enterprise (WBE)
- HubZone Certification
- Airport Concession / Disadvantage Business Enterprise (AC/DBE)
- Broward County Certified Business Enterprise (CBE)

Complete Contract Consulting Accomplishments in serving small, minority, women, veteran, and disadvantaged businesses nationwide in the USA – 2017 to present

| By Location | Number of Clients Served | Dollar Value of Contracts Facilitated | Dollar Value of Financing Facilitated | Number of Jobs Created | No. of Jobs Retained |
|---|---|--|--|-------------------------------|-----------------------------|
| <i>Headquarters Riviera Beach, FL</i> | (Average 400-500 S/M/WBE per year) | \$230,009,285.00 | \$180,566,378.00 | 6,902 | 3,150 |
| Branch Office Augusta, GA | (Average 300-400 S/M/WBE per year) | \$21,320,876.00 | \$11,625,100.00 | 1018 | 437 |
| <i>Branch Office Vancouver, WA</i> | (Average 100-250 S/M/WBE per year) | \$1,759,663.00 | \$820,100 | 298 | 287 |

Reference Project

Name of Project: S/M/WBE outreach and vendor management for Solid Waste Authority of PBC - Solid Waste & Recycling Collection Services bid.

Client/Prime Bidder: WastePro USA dba Waste Pro of Florida INC

Point of Contact: Christopher Schulle

Telephone: 561-232-1919 / 772-216-4876

Email: cschulle@wasteprousa.com

Contract Price: \$78,568,023.67

Service Performed: Complete Contract Consulting LLC performed the following services on behalf of Waste Pro of Florida INC:

- Executed two separate initial communication engagement using a mass emailing program called "MailChimp". The first engagement was done to solicit subcontractors to attend the client's outreach event which was schedule for 10.31.2018 and the second was sent to subcontractors providing detailed instructions on how to submit their bid by November 12, 2018. A total of 2,488 S/M/WBE firms were emailed using 5 separate governmental agency's certified vendor lists.
- Created a redirected landing page that was active on 10.28.18 and 180 days after bid submission. The landing page gave subcontractors an opportunity to view the bid content as it relates to S/M/WBE participation, it listed the services the firm was contracting and the requirements for each service. The landing page also provided instructions on how a subcontractor could submit their bid by downloading the bid quote form, completing the form and submit it along with the required documents. The landing page also had the flyer for the outreach event and provided an opportunity for subcontractors to register for the event.
- Radio announcement on a local-minority focused radio station, x103.5 - 15 commercials aired 10/21-10/31 delivering 253,000 audio impressions. Above and beyond the 139,000 audio impressions purchased. See Link to listen to the ad: [<https://drive.google.com/file/d/1FYyD-7V0p1QDxi4S06QXrWLQXJTimL2M/view?usp=sharing>]
- Facebook digital campaign using Iheart Media platform to engage interests to S/M/WBE subcontractors (certified and non-certified) to attend the outreach event. FACEBOOK DIGITAL CAMPAIGN RESULTS:
 - Reach 116,414
 - Impressions 117,543
 - Post Reactions 8, Post Shares 1, Link Shares 188
- Live Radio Interview with the client's Project Manager, Christopher Schulle and Complete Contract Consulting team member, Sharna Barnes-Reece, discussing the upcoming outreach event on 10.31.18 and advising listeners of subcontracting opportunities available and the website address to learn more information. See Link to listen the interview: [https://drive.google.com/file/d/16NvumntHZ756iSSIkTifTr_Y9KOHlnne/view?usp=sharing]
- Created Flyer 1/4" display advertisement placement in The Palm Beach Post local newspaper regarding the outreach event.
- Through our efforts the client shortlisted from all 5 government agencies certified vendors list a total of 200 potential subcontractors that offered the Commercially Useful Business Function identified. These 200 potential subcontractors were contacted by phone by Complete Contract Consulting to see if they have received the email and to get confirmation if they will be bidding. Complete Contract Consulting also sent follow-up emails to all 2,488 subcontractors to advise of the 3 days left to bid based on the internal due date of November 12, 2018.
- Complete Contract Consulting partnered with a SBE insurance brokerage agency to provide affordable payment plans to potential subcontractors.
- Partnered with a S/M/WBE firm to provide "shared space" option for potential subcontractors who did not have a local Palm Beach County Business Tax receipt to obtain one through the partnership and thus able to submit their bid.
- Sent email to local Chamber of Commerce organizations to solicit their members to bid as subcontractors.

Results: The Client was awarded the bid with the Solid Waste Authority. After all solicitation efforts by radio, social media, email and phone, Waste Pro of Florida INC received a total of 135 bids from various contractors for some of the Commercially Useful Function identified. Due to the fact that the Good Faith efforts were so detailed and extensive that the client was able to be awarded the contract with a waiver since they weren't able to meet the 20% S/M/WBE goal however outstanding good faith efforts were performed. The government agency even commended the client on the efforts taken and the client was the only bidder/prime that was awarded a Goal Waiver and Good Faith Effort approved.



Waste Pro was founded on a solid foundation of the respect and recycling industry. We are committed to more than just recycling our customers' impact on the environment. It is about building long lasting relationships with our customers, recognizing our highly committed employees, and ensuring the communities we live in prosper. At Waste Pro we have a commitment to diversity, doing the right thing, and being connected to our customers, community, regulators and each other.

Bid Information: ITB# BID NO. 19-402/SLB

Small/Minority/Women Business Enterprise (S/M/WBE) Participation
 The governing Board of the AUTHORITY has implemented the Commercially Useful Functioning Component of the Small Business Enterprise (SBE) Program Office to ensure that all agencies of the business, education, training, and workforce to reach, local, regional, and business-owned businesses have an equitable opportunity to participate in the AUTHORITY's procurement process.
 The AUTHORITY has set a 20% goal for Small/Minority/Women Business Enterprise (S/M/WBE) Subcontracting participation to be distributed as follows:
 • SBE: (Small Business) 10% of the total estimated dollar value of the AUTHORITY'S contract.
 • S/M/WBE: (Small Business) 10% of the total estimated dollar value of the AUTHORITY'S contract.

Subcontractor/Supplier Utilization Plan
 The AUTHORITY shall identify all contract SBE and S/M/WBE items (contract items identified in contract documents) and shall be attached to Subcontractor Utilization Plan. The BIDDER must provide a plan that sets forth the methods and procedures for subcontractor participation in the contract. Business Opportunity Program, Public Law, 88-1352, S/M/WBE Subcontractor and Supplier Utilization Plan. The AUTHORITY shall be notified of the contract items and shall be submitted with the Bid. The listing of S/M/WBE items and Subcontractor Utilization Plan attached with the Bid shall constitute the BIDDER'S commitment to the AUTHORITY that the contract items will be individually and/or jointly identified and available to perform the assigned work. Failure to provide complete and accurate information may result in the Bid being disallowed. Vendor info:
 The Subcontractor/Supplier Utilization Plan shall consist of the following information, which must be attached to the Bid:
 • Bid Form 6, S/M/WBE Subcontractor/Supplier Participation Schedule, Schedule
 • Bid Form 7, Business of Interest on Performance S/M/WBE status

CALLING ALL SMALL, MINORITY, WOMEN OWNED BUSINESSES IN PALM BEACH COUNTY!

Waste Pro of Florida Inc. wants to engage subcontractors in meeting its S/M/WBE requirement for Solid Waste Authority of Palm Beach bid ITB: 19-402/SLB

WE ARE SEEKING BUSINESS THAT OFFER:

- ✓ Trucking services
- ✓ Tire supplier
- ✓ Vehicle washing
- ✓ Truck parts
- ✓ Lawn maintenance
- ✓ and many more.

JOIN US FOR OUR BID MATCH MAKER OPPORTUNITY!

Wednesday
October 31, 2018
5PM-7PM
Hampton Inn 2025 Vista Parkway
West Palm Beach, FL 33411

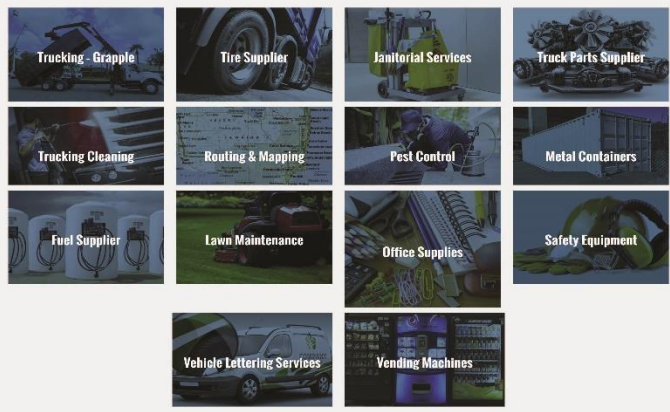
Come learn about our subcontracting requirements. Come get government certification assistance and joint venture assistance! And most importantly, come join the Waste Pro of Florida Inc. team.

For more information visit:
www.wasteprousa.com/swa-subcontractor
 or call (561) 766-0884.

RSVP AT
wasteprousa-swa-outreach.eventbrite.com

Refreshments will be served

Subcontracting Service Opportunities
 All vendors looking to bid on this project should have inclusive of the following equipment listed below. Certified S/M/WBE firm and a local Palm Beach County business with corresponding business receipt.



At Waste PRO USA we are committed to providing equal opportunity for all small, minority and women owned businesses.

Not a local Palm Beach County Business?
 We will have joint venture opportunities with other firms. We will need our joint venture legal waiver. If you wish to work with the government on the Waste Pro services equal opportunity.

Not certified with any government agency but meet the requirements to be certified?
 We will have certification assistance available at our outreach event that can assist with completing application for any government certifying agency following the opportunity to be certified.

Event Flyer Created

Landing Page Created

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Other Reference Projects (short version)

Name of Project: Small and Minority Subcontractor vendor management, outreach services and training for Palm Beach County

Name of Project: Disadvantage Minority Business Enterprise Subcontractor vendor management, outreach services and training for Hillsborough County

Client/Prime Bidder: FCC Environmental Services

Point of Contact: Charles Merkley

Email: Charles.merkley@fccenvironmental.com

Telephone: 407-504-8505 / 407-681-4675

Contract Price: \$300,000,000.00

Services Performed: **Complete Contract Consulting** conducted outreach for Small and Minority Business Enterprise for a government bid. Some of the services included: preparing entire document S/MBE packet, hosted S/MBE outreach event, development of flyer and landing page for suppliers to get bid documents and submit their bids, email bid opportunity to S/MBEs coordinate all liaison efforts between the client and subcontractors. Conduct monthly reporting on behalf of the client to the government agency and training client staff on how to conduct and report subcontractor usages and ensure compliance.

Link to radio ad:

<https://drive.google.com/file/d/1lxjHr2bSyoGMU78yul8sEqVGD7UBvxRj/view?usp=sharing>

Results: Client was awarded the contract and exceeded the goal for the bid. Client was able to hire 16 subcontractors for their bid and has been successfully able to meet the monthly reporting requirements to the government agency each month. Client was awarded the largest zone in the Hillsborough County project due to the services performed by our team.

Name of Project: City of Fresno, CA and City of Memphis DBE outreach and good faith efforts

Client/Prime Bidder: Siemens Mobility Inc

Point of Contact: Jaskaran Singh Dhiman

Email: jaskaran.dhiman@siemens.com

Telephone: 407-622-9465

Contract Price: \$98,000,000.00

Services Performed: **Complete Contract Consulting** performed Vendor Management and Administrative Consulting Services for Disadvantage Business Enterprises in California for Citywide Street Light Led Retrofit Phase 2 Services for City of Fresno, CA. We created a landing page on our internal site to showcase the subcontractor list and requirements and breakdown of the bidding opportunities. The website provided opportunities for subcontractors to review the pending subcontractor bidding list and to complete the vendor questionnaire that got the DBEs OSHA Safety regulations, insurance and bonding information.

We gathered all subcontractor list from certified California DBE vendors. We called and emailed all identified service subcontractors advising of the subcontracting bid opportunity. We sorted all bid responses received and verified and qualified all subcontractors to ensure that they meet the pre-defined requirement and that their certification matches their registered NACIS or NGP code and that it is correct and valid. We also verified vendor's insurance and bonding certificates when submitted. We engaged with a local insurance broker, that is also a certified DBE firm to provide insurance payment plans and bonding payment plans and deferred payment agreements to potential subcontractors who might not meet the subcontract insurance and bonding requirements. This ensured that subcontractors receive a fair opportunity to subcontract. We created a "Call for Subcontractors" flyer that ran in a minority focused newspaper and run local radio ads and arrange for local minority focused tv interviews with a tv personnel and a Manager of Siemens Mobility, Inc.

Link to radio ad: https://drive.google.com/file/d/1Szp_dtRwV65_JzU0WnXF4l-BKzgKqWlc/view?usp=sharing

Link to virtual Subcontractor Pre-Bid Meeting:

https://us02web.zoom.us/rec/share/HwlXqlM0oedw_0xRFcMRK5y2vlw4Qy2ajMnSltpIfQk0u3ya8xhxW72L9UwegyBj.57T50DFMexT9kgn0?startTime=1618495085000

Results: The Client was awarded the bid with The City of Fresno, CA and City of Memphis TN after initially ranking 2nd in the preliminary award, however the #1 ranked bidder was eliminated because of not meeting the DBE goal and not having a properly completed Good Faith Effort

Form. Siemens Mobility Inc met and exceeded its DBE goals, and its Good Faith Efforts were approved for submission and in turn won the bid.

Name of Project: CBE outreach and compliance for Broward Sheriff Office construction of the BSO Training Center and Parking Garage Project

Client/Prime Bidder: Broward County Sheriff Office

Point of Contact: Neesa Warlen

Email: neesa_warlen@sheriff.org

Telephone: 954-831-8170

Contract Price: \$30,000,000.00

Services Performed: Complete Contract Consulting conducted a Certified Business Enterprise outreach event for Broward County certified businesses to become a part of the bid for the 5 pre-approved Prime General Contractors. The event offered an opportunity for the CBE to have matchmaker sessions with the GC's. The event was broadcast through radio and digital ad as well as print ads, all of which was coordinated, developed and planned by Complete Contract Consulting. The firm also performed services of a Solicitation Compliance Manager by reviewing all bids received in Part 2 solicitation to ensure that CBE goals are met. Reach out to each Intended subcontractor to validate usage. Verify Intended subcontractor's CBE certification with Broward County. Review Good Faith Effort forms, if applicable, to ensure minimum requirements are met and proof are provided. Provide to BSO a list of compliant firms and Non-Compliant firms as it relates to CBE goal and Prevailing Wage Ordinance Requirements And Workforce Investment Program. See link for event [<https://www.facebook.com/sharna.barnes.5/videos/10216504054706745/>]

Subcontractor Compliance Manager Services

- Provide vendor management compliance services by liaison between selected proposer and subcontractors, manage the payment reporting process and any subcontractor change order request.
- Supply monthly to BSO, a subcontractor utilization report that highlights all the subcontractors utilized for each month, the payout amount provided to the subcontractor and an ongoing track of utilization percentages based on Proposer payments to ensure compliance.
- Send delinquent notices to prime proposer for non-compliance of subcontractor.
- Assist in corrective action and affirmative procurement initiatives of prime bidder.
- Ensure Prime's and Subcontractors' compliance with Prevailing Wage Ordinance and Workforce Investment Program along with providing separate tracking and reporting.
- Work with Union representatives on behalf of BSO to ensure subcontractors' and Prime's compliance with Florida Statue and requirements.

Results: The government agency was able to award the project to a qualified Prime and their mandatory 30% goal was met and our firm provided review of their compliance related project for the Primes.