

Minneapolis Target Market Program Began January 1, 2017

On January 1, 2017, the new Target Market Program approved by the City of Minneapolis went into effect. The program is aimed at expanding opportunities for historically underutilized small businesses and stimulating the local economy through increased economic opportunities in the Minneapolis' marketplace. The program creates new opportunities for small, metro-area businesses to bid against one another for City of Minneapolis contracts up to \$100,000 instead of competing against larger, more established companies. The program is a race and gender neutral tool designed to expand opportunities for, and develop the capacity of, small and local businesses.

Businesses that are eligible to participate in the program meet the following criteria:

- The business has not exceeded the United States Small Business Administration size standards in the past 3 fiscal years and the gross sales did not exceed the Target Market Program threshold for its industry;
- The business' principle place of business is located within the 13-county metro area;
- The business is independently owned and controlled;
- The business is for-profit; and
- The business performs a commercially useful function for the contract opportunity, i.e. the business will be the one actually performing, managing and supervising the work involved.

Small business owners interested in participating in the Target Market Program must enroll. Enrollment forms can be found on the City of Minneapolis' website:

<http://www.ci.minneapolis.mn.us/finance/procurement/TargetMarketProgram>.