

Florida Lottery Business Participation Plan

2020-2021



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I. VISION, MISSION, AND STATEMENT OF COMMITMENT TO ENHANCING SUPPLIER DIVERSITY

VISION

The Florida Lottery is a multi-billion-dollar state revenue resource where customer value, public trust, and an unwavering commitment to the enhancement of public education are cultivated and celebrated with honesty, creativity and diversity.

MISSION

The Florida Lottery was created to allow the people of the state to benefit from significant additional monies for education while playing the best lottery games available. Consistent with this, it is the mission of the Florida Lottery to maximize revenues in a manner consonant with the dignity of the state and the welfare of its citizens.

COMMITMENT

As a governmental business entity, the Florida Lottery will continue to demonstrate leadership, commitment and innovation through education, outreach, and contracting initiatives to ensure the expansion of economic opportunities for small; minority; service-disabled veteran; and women-owned (SMVW) business enterprises in the State of Florida.

II. OFFICIALS RESPONSIBLE FOR PLAN

The officials responsible for implementing and monitoring the Lottery's Business Participation Plan include the following:

Karen Armstrong
Director of Procurement Management
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Tallahassee, FL 32301
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III. PROGRAMS, INITIATIVES, AND OUTREACH

Throughout the development of the State of Florida's vendor diversity program, the Florida Lottery has been a leader in support of the Department of Management Services, Office of Supplier Diversity (OSD), and its charge to ensure SMVW business enterprises are afforded fair and equal opportunities to compete in the State's contracting process.

This diversity plan (Plan) identifies the Florida Lottery's impact on Florida's diverse commerce base by specifying the resources and activities that the Lottery currently commits to expanding the role of SMVW business enterprises. Further, this Plan identifies program staff resources, initiatives for increased exposure, outreach activities, and education initiatives dedicated to achieving the goals identified herein. The Florida Lottery's Plan will serve to ensure continued intentional and proactive commitment in pursuing and promoting diverse entrepreneurship whereby legitimate business needs and corporate philosophies are met and supported through a network of suppliers, retailers, and programs rich in diversity.

The Lottery's program to implement the Plan consists of the following components:

A. Program Staffing Resources

The Florida Lottery's Director of Procurement Management, Karen Armstrong, is the management staff member responsible for providing the vision and direction for the program. Ms. Armstrong is integral to the success of the Lottery's small business, service-disabled veteran, minority and women-owned Business Participation Program as it relates to procurement and contractual matters. As a senior manager, she ensures Lottery procurement directives pertaining to vendor diversity are communicated to all Division of Procurement Management (Division) employees involved in the acquisition process of commodities and services.

The Division is responsible for ongoing initiatives that reinforce the Florida Lottery's commitment to vendor diversity and ensuring successful identification and implementation of new initiatives. This includes procurement and contracting strategies identified herein, or as may be identified and developed throughout the year. The Division will continue to represent the Lottery at local and regional matchmaking conferences and tradeshows, including workshops, virtual meetings and one-on-one meetings with vendors interested in doing business with the Florida. Further, the Division also participates in meetings facilitated by the Vendor Diversity Workgroup held by the Office of Supplier Diversity (OSD).

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B. Florida Lottery Website

The Division provides a dedicated web page on the Lottery's main website with relevant SMVW business enterprises' information, contracting opportunities and Lottery contact information. This may be accessed at the following link:

<http://www.flalottery.com/vendorDiversity>.

The following are continuous elements of this website:

- Through Lottery procurement and contracting strategy provisions, Business Partners, including our gaming, scratch-off ticket and advertising vendors, provide notification of upcoming procurement opportunities through submittal of a 90-day spending plan. These spending plans are posted on the Lottery's website each quarter of the State's fiscal year.
- The Lottery proactively posts information and hyperlinks to the OSD website and posts Supplier Diversity Exchange event information as it becomes available.
- For vendors that Lottery representatives meet at Statewide, Regional Matchmaker or business trade fair events, the Lottery posts their company information with their corporate name and contact information. Such postings provide additional value and visibility for vendors who attended and participated in such events as well as those seeking potential opportunities with the Lottery. These postings also provide visibility to Lottery staff researching potential vendors who are seeking procurement opportunities.

C. Lottery Business Partners

Lottery Business Partners (contractors) and their representatives' contact information is made available through the Lottery's dedicated Vendor Diversity web page, thereby enhancing transparency and providing easy access to vendors interested in seeking subcontracting opportunities. Business Partner information is updated as new contracts are awarded.

The Lottery also encourages its Business Partners to participate in statewide Supplier Diversity Exchange events by sponsoring and/or staffing a booth when possible.

D. Cooperative Contract Management

Together the Florida Lottery and its Business Partners work to identify procurement activities for which the SMVW business enterprises can compete.

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- During solicitation, development opportunities for SMVW business enterprise participation are identified for consideration by any proposing vendor. Related language may address the reporting of anticipated opportunities and subsequent procurement activities.
- Business Partners are asked to provide their established corporate Minority Business Utilization plan to the Lottery for consideration.

E. Veteran Business Enterprises

The Lottery continues to explore opportunities to expand its current Vendor Diversity Contractual Requirements to include opportunities for service-disabled veteran business enterprises. Lottery staff continue to meet with various veteran-owned businesses at Supplier Diversity Exchange events.

F. Events

The Florida Lottery sponsors many educational, networking and professional events throughout the year. Sponsorship and attendance at these events provide opportunities for Lottery staff to meet with both new and established SMVW business enterprises to include one-on-one interviews with potential SMVW business enterprises vendors. Due to travel restrictions and the 2020 pandemic, the Lottery was not able to attend out of town events. However, staff did attend the following event which occurred before the pandemic:

- Tallahassee Supplier Diversity Exchange, Oct 23, 2019

The Lottery will continue to be a leader by identifying, participating in and/or sponsoring events that facilitate personal interaction and foster inclusive relationships between SMVW business enterprises and the Lottery. These outreach activities are core to the Lottery's business strategies for continued growth for SMVW business enterprise opportunities.



G. Doing Business with the Lottery

The Lottery offers its How to Become a Vendor brochure to SMVW business enterprises at Supplier Diversity Exchanges. This tool provides guidance on how a potential vendor may access opportunities with State of Florida agencies and universities, the Lottery and its Business Partners. This manual also provides information on obtaining certification as a SMVW business enterprise and the benefits of such certification. The manual is regularly updated and made available for downloading from the Lottery's website.

H. Vendor Registration and Certification

The Lottery's Division of Procurement Management will continue to work with the OSD to increase the number of registered vendors and to certify SMVW business enterprises in the State of Florida. The Division actively encourages non-certified minority vendors to work with OSD to achieve full certification.

The Division actively uses the business search feature on the OSD webpage for many of its new procurement activities to seek certified minority vendors.

I. Reporting SMVW Business Enterprises Spend from Lottery Business Partners

The Lottery's top Business Partners are committed to increasing SMVW business enterprise participation. At the end of each month, Business Partners send a report to the Division detailing minority expenditures for that time period. The information is then consolidated and reported to OSD. Additionally, our Business Partners submit their quarterly budget projections for the purpose of displaying potential business opportunities. These spending plans are published on the Lottery's website and the actual dollars spent are displayed in Attachment C.

J. Minority Retailer Contracting

The Lottery's Sales Division is proactive in recruiting minority retailers by developing and implementing strategies tailored to specific retailer trade styles.

The Lottery also continues its participation with the Department of Business and Professional Regulation (DBPR) in accessing and reviewing data contained in LicenseEase, DBPR's Online Licensing System. The data obtained facilitates business efficiencies and streamlines the identification of non-traditional trade styles.

All retailers are paid a sales commission on the purchase price of all tickets sold. Additionally, a cashing commission is paid on the prize value of tickets validated and paid by the retailer.

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at its authorized location. The below chart depicts retailer commissions by minority classification for fiscal year 2019/2020:

Florida Lottery Distribution of Retailer Commission by Minority Status Fiscal Year 2019/2020	
Minority Classification	Commission Amount
African American	\$2,093,610.48
American Woman	\$3,216,582.90
Asian American	\$66,990,509.41
Hispanic American	\$15,563,705.91
Native American	\$271,534.30
TOTAL:	\$88,135,943.00

K. Goals and Steps to Further Enhance Procurement and Contracting Opportunities for Florida SMVW Business Enterprises

1. As the Lottery has evolved, its needs have become more complex and specialized. Two of the biggest areas of growth are in information technology and point of sale. The Lottery is always seeking qualified vendors, including SMVW vendors, who can fulfill the services needed in these fields. Supplier Diversity Exchange events have become invaluable opportunities to meet with vendors to assess how their services match our immediate needs.
2. The Lottery regularly reviews the language within its formal solicitations for additional SMVW business enterprises participation enhancements. The review process helps identify areas for potential SMVW business opportunities. The aim is also to inform future Business Partners that the Lottery expects them to have the same commitment to SMVW businesses.
3. The Lottery will continue outreach efforts to encourage non-certified SMVW businesses to take the additional steps necessary to become certified.
4. The Lottery will continue to analyze event attendance and select those that provide the greatest vendor outreach possible in the parts of Florida where the Lottery has District Offices.



IV. COMMODITIES AND SERVICES PURCHASED IN THE PAST FISCAL YEAR

The Lottery continues to recruit minority vendors and retailers as part of its business development operations. As a result of activities conducted by the Florida Lottery and its Business Partners during Fiscal Year 2019/2020, more than \$14 million was spent with certified SMVW business enterprises, as indicated in Attachments A, B, and C.

V. CAPTURE AND REPORTING OF SUBCONTRACTORS

The Lottery requires that all contractors receive approval from the Lottery prior to subcontracting any work. The Lottery will continue to encourage contractors, including our Business Partners, to partner with State of Florida-certified SMVW business enterprises.

VI. USE OF EQUOTE IN PROVIDING OPPORTUNITIES

The Florida Lottery continues to make every effort to utilize, as well as promote, the use of eQuote for goods and services to be purchased through the MyFloridaMarketPlace (MFMP) system. Additionally, the Florida Lottery will continue to educate SMVW businesses on the MFMP registration process at Supplier Diversity Exchanges throughout the year.



Fiscal Year 2019/2020
Contracting Summary: Contractual Services
By Minority and Object Codes
ATTACHMENT A

AFRICAN AMERICAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
132100	CUSTODIAL AND JANITORIAL SERVICES	\$31,391.09
H	AFRICAN AMERICAN - CERTIFIED MBE	\$31,391.09

HISPANIC - CERTIFIED		
Object Code	Object Code Description	Amount
132100	CUSTODIAL AND JANITORIAL SERVICES	\$28,015.50
132700	INFORMATION TECHNOLOGY SERVICES	\$689,862.72
133504	ADVERTISING - MARKETING/RESEARCH	\$15,444.72
I	HISPANIC - CERTIFIED	\$733,322.94

ASIAN/HAWAIIAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
132700	INFORMATION TECHNOLOGY SERVICES	\$151,938.00
J	ASIAN/HAWAIIAN - CERTIFIED MBE	\$151,938.00

AMERICAN WOMAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
133504	ADVERTISING - MARKETING/RESEARCH	\$67,381.50
M	AMERICAN WOMAN - CERTIFIED MBE	\$67,381.50

Total: \$984,033.53



Fiscal Year 2019/2020
Contracting Summary: Commodities
By Minority and Object Codes

ATTACHMENT B

AFRICAN AMERICAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
341018	SUPPLIES - OFFICE - CONSUMABLE	\$249.41
H	AFRICAN AMERICAN - CERTIFIED MBE	\$249.41

HISPANIC - CERTIFIED		
Object Code	Object Code Description	Amount
241018	REPAIRS/MAINTENANCE - COMMODITIES - EQUIP/TOOLS	\$71,721.12
241047	REPAIRS/MAINTENANCE - COMMODITIES	\$299.20
341024	SUPPLIES - INFORMATION TECHNOLOGY - SOFTWARE LICENSES	\$793.92
516000	INFORMATION TECHNOLOGY EQUIPMENT	\$3,235.80
I	HISPANIC - CERTIFIED	\$76,050.04

AMERICAN WOMAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
230000	PRINTING/REPRODUCTION - GENERAL	\$1,487.19
210001	FREIGHT	\$75.00
341022	SUPPLIES - FURNITURE/EQUIPMENT	\$255.78
241018	REPAIRS/MAINTENANCE - COMMODITIES - EQUIP/TOOLS	\$92.61
241000	REPAIRS/MAINTENANCE - COMMODITIES - GENERAL	\$159.00
M	AMERICAN WOMAN - CERTIFIED MBE	\$2,069.58

Total: \$78,369.03



Fiscal Year 2019/2020
Annual Report - Business Partners
By Minority and Minority Code
ATTACHMENT C

AFRICAN AMERICAN - CERTIFIED MBE		
Minority Code	Description	Amount
H	Contractual Services	\$4,506.00
Total:		\$4,506.00

HISPANIC - CERTIFIED MBE		
Minority Code	Description	Amount
I	Commodities	6014359.22
I	Contractual Services	6674770.99
Total:		\$12,689,130.21

AMERICAN WOMAN - CERTIFIED MBE		
Minority Code	Description	Amount
M	Contractual Services	\$459,636.31
Total:		\$459,636.31

\$13,153,272.52