

Florida Lottery Business Participation Plan

2022-2023



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

VISION

The Florida Lottery (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 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 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 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, veteran, and women-owned (SMVW) business enterprises in the State of Florida.

II. OFFICIALS RESPONSIBLE FOR PLAN

The officials responsible for monitoring the Lottery's Business Participation Plan (Plan) include the following:

Ridgely Plaines
Director of Procurement Management
250 Marriott Drive
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Contract and Procurement Analyst
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III. PROGRAMS, INITIATIVES, AND OUTREACH

Through the development of its Business Participation Plan, the 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 Plan identifies the Lottery's impact on the State'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 Lottery's Plan will serve to ensure continued, intentional, and proactive commitment in pursuing and promoting diverse entrepreneurship. The Lottery seeks to ensure that 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 Lottery's Division of Procurement Management (Division) is responsible for providing the vision and direction for the program. The Division is integral to the success of the Lottery's Plan as it relates to procurement and contractual matters. Procurement Management ensures Lottery procurement directives, pertaining to vendor diversity, are communicated to all Division employees involved in the acquisition of commodities and services.

The Division is responsible for ongoing initiatives that reinforce the Lottery's commitment to vendor diversity and for ensuring successful identification and implementation of new initiatives. Initiatives include accomplishment of procurement and contracting strategies identified herein, or as may be identified and developed throughout the year.

B. Florida Lottery Website-Doing Business with the Lottery

The Lottery offers information to SMVW businesses at Supplier Diversity Exchanges. This information provides guidance on how a potential vendor may access opportunities with State of Florida agencies, universities, and the Lottery and its business partners.

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The Division provides a webpage on the Lottery's main website, dedicated to relaying relevant SMVW business enterprise information, contracting opportunities, and Lottery contact information. The Lottery proactively posts information and hyperlinks to the Department of Management Services website. The Lottery's website also provides links to resources that provide information on how to obtain certification as an SMVW business.

The Procurement page of the Lottery's website has been revised and updated to make it more user-friendly and informative for our current and future vendors. The page can be accessed from the main page by selecting the "Do Business With Us" tab in the banner. From here, users can find information on becoming a vendor, and view current Lottery solicitations.

The Lottery's website is regularly updated and is a resource for all vendors. This can be accessed at the following link: <https://flalottery.com/site/vendorsHome>.

C. Lottery Business Partners

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

- Within its solicitation documents, the Lottery encourages SMVW participation, and requests that respondent vendors consider subcontracting with SMVW vendors.
- Potential Business Partners submit their established corporate minority business utilization plans to the Lottery for consideration as part of their solicitation responses.

D. Veteran Business Enterprises

The Lottery continues to explore opportunities to expand its current vendor diversity contractual requirements to include opportunities for veteran business enterprises. Lottery staff continue to meet with various veteran-owned businesses at Supplier Diversity Exchange events.

E. Events-Vendor Diversity and Community Outreach

As opportunities arise, the Division will continue to represent the Lottery at educational, networking, and professional events throughout the year. Sponsorship of and attendance at these events provide opportunities for Lottery staff to meet with both new and established SMVW businesses through group and one-on-one interviews. Further, when possible, the Division also participates in meetings facilitated by the Vendor Diversity Workgroup held by the OSD. The following represents a few of the events the Lottery either directly sponsored or participated in:

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- 2021 Supplier Diversity Exchange - Pensacola
- 2021 Supplier Diversity Exchange - Tallahassee

For vendors that Lottery representatives meet at statewide, regional matchmaker, or business trade fair events, the Lottery distributes vendor information with their corporate name and contact information to appropriate divisions within the Lottery. This activity provides additional value and visibility for vendors who attended and participated in such events as well as for those seeking potential opportunities with the Lottery. Participation in these events allows Lottery staff the ability to research potential vendors who are seeking procurement opportunities.

The Lottery continues to be a leader by identifying, participating in, and sponsoring events that facilitate personal interaction and foster inclusive relationships between SMVW businesses and the Lottery when the opportunities are made available. These outreach activities are core to the Lottery's business strategies for continued growth for SMVW business opportunities.

Community outreach drives the growth of the Lottery beyond its core business, focusing on opportunities that have a shared value around education. Cultivating these types of relationships provides a platform that allows the Lottery to share its story around supporting education throughout the state. Responsibilities also include identifying, evaluating, negotiating, and implementing new and diverse partnerships that reach the entire State of Florida. The Lottery continues to sponsor community outreach events and organizations such as:

- Annual Juneteenth Festival
- Volunteer Florida Black History Month
- Onyx Magazine - Men of Honor
- Martin Luther King Jr. Scholarship Breakfast

F. Vendor Registration and Certifications

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

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G. 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 the previous month. The information is then consolidated and reported to OSD annually.

H. Minority Retailer Contracting

The Lottery’s Sales Division is proactive in recruiting minority retailers by developing and implementing strategies specifically tailored to the unique lottery business environment. The Lottery continues to look for opportunities to recruit retailers, including those in under-represented minority groups, and continues to work with retailer trade associations to reach out to minority-owned businesses. Additionally, the Lottery’s sales force continues to recruit minority-owned businesses as a part of their standard sales practices.

All retailers are paid a sales commission on the purchase price of all tickets sold or issued as a prize by the retailer. Additionally, a commission is paid on the prize value of tickets validated and paid by the retailer at its authorized location. The chart below depicts retailer commissions by minority classification for fiscal year 2021 - 2022:

Florida Lottery Distribution of Retailer Commission by Minority Status Fiscal Year 2021 - 2022	
Minority Classification	Commission Amount
African American	\$3,289,701.62
American Woman	\$3,792,369.09
Asian American	\$89,780,673.83
Hispanic American	\$18,423,477.68
Native American	\$267,400.21
TOTAL:	\$115,553,622.43

I. Reporting

The Division works closely with the Lottery’s Finance and Accounting Division to accurately develop annual SMVW business enterprises expenditure reports. These reports provide direction on procurement initiatives. The yearly reports are the first step in forecasting how the Lottery can increase SMVW business enterprise spend within the framework of the existing budget.



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

As the Lottery has grown, its needs have become more complex and specialized. Two of the largest areas of growth are in information technology and point-of-sale. The Lottery seeks 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 the Lottery's immediate needs.

The Division regularly reviews the language within its formal solicitations for additional SMVW business 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.

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 Lottery and its business partners during fiscal year 2021 - 2022, over \$30 million was spent with certified SMVW business enterprises.

V. CAPTURE AND REPORTING OF SUBCONTRACTORS

The Division requires that all subcontractors receive approval from the Lottery prior to any subcontracting work. The Lottery will continue to encourage vendors, including its business partners, to partner with SMVW businesses.

VI. USE OF THE VENDOR INFORMATION PORTAL IN PROVIDING OPPORTUNITIES

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

Attachment A



Fiscal Year 2021 - 2022
Contracting Summary: Contractual Services
By Minority and Object Codes

AFRICAN AMERICAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
132100	CUSTODIAL AND JANITORIAL SERVICES	\$20,692.42
H	AFRICAN AMERICAN - CERTIFIED MBE	\$20,692.42

HISPANIC - CERTIFIED MBE		
Object Code	Object Code Description	Amount
132100	CUSTODIAL AND JANITORIAL SERVICES	\$25,350.00
132700	INFORMATION TECHNOLOGY SERVICES	\$839,116.50
I	HISPANIC - CERTIFIED	\$864,466.50

ASIAN/HAWAIIAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
132700	INFORMATION TECHNOLOGY SERVICES	\$37,190.65
J	ASIAN/HAWAIIAN - CERTIFIED MBE	\$37,190.65

FY 2021 - 2022 Total for Contractual Services	\$922,349.57
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Attachment B



Fiscal Year 2021 - 2022
Contracting Summary: Commodities

By Minority and Object Codes

AFRICAN AMERICAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
341000	EDUCATIONAL SUPPLIES	\$47,880.00
H	AFRICAN AMERICAN - CERTIFIED MBE	\$47,880.00

HISPANIC - CERTIFIED MBE		
Object Code	Object Code Description	Amount
241018	REPAIRS/MAINTENANCE - COMMODITIES - EQUI	\$1,173.18
241047	REPAIRS/MAINTENANCE - COMMODITIES - INFO	\$66,694.12
341023	SUPPLIES - INFORMATION TECH	\$12,198.32
341024	SUPPLIES - SOFTWARE LICENSES	\$7,913.00
I	HISPANIC - CERTIFIED MBE	\$87,978.62

AMERICAN WOMAN - CERTIFIED MBE		
Object Code	Object Code Description	Amount
210001	FREIGHT	\$61.84
341000	EDUCATIONAL SUPPLIES	\$480.00
341018	SUPPLIES - OFFICE - CONSUMABLE	\$7.49
341021	SUPPLIES - OFFICE - NON-CONSUMABLE	\$2,209.50
341022	SUPPLIES - FURNITURE/EQUIPMENT	\$4,580.00
M	AMERICAN WOMAN - CERTIFIED MBE	\$7,338.83

FY 2021 - 2022 Total for Commodities	\$143,197.45
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Attachment C

Fiscal Year 2021 - 2022

Annual Report - Business Partners
By Minority and Minority Code

HISPANIC - CERTIFIED MBE		
Minority Code	Description	Amount
I	Commodities	\$8,953,958.93
I	Contractual Services	\$21,032,391.00
	Total:	\$29,986,349.93

AMERICAN WOMAN - CERTIFIED MBE		
Minority Code	Description	Amount
M	Commodities	\$80,232.16
M	Contractual Services	\$68,333.25
	Total:	\$148,565.41

Total for Business Partners **\$30,134,915.34**