

## LASEC Business Connect FAQ Sheet

### 1. How can local businesses get involved in the Business Connect program?

The Business Connect program includes a maximum of 250 local diverse businesses, suppliers, and service providers from Greater Los Angeles. Accepted businesses are profiled in the online Business Connect Resource Guide (BCRG), allowing event organizers and primary contractors to quickly identify qualified and experienced providers of goods and services. Participants in the Business Connect program are also eligible to participate in professional development workshops and networking events throughout the year.

### 2. Who qualifies for Business Connect?

- All Business Connect vendors are required to be certified as minority (MBE), women (WBE), veteran (VOBE) or LGBTQIA+-owned businesses (LGBTBE)
- The minority owner must hold 51% of the company
- The company must have been in business for at least three years
- Businesses must be the direct source of their offered good or service
- The company must have established offices within Los Angeles County
- The company must offer services that match those requested by event organizers

### 3. What does it mean to be included in the Business Connect Resource Guide?

Being included in the Business Connect Resource Guide means your company was selected as one of the best local, diverse providers of goods and services in your specific business category. You and other Resource Guide vendors are eligible to compete for contracts within the LASEC network.

### 4. Am I a “preferred” supplier?

We do not use titles such as "exclusive supplier" or "preferred vendor" to describe companies listed in the Business Connect Resource Guide. Businesses included in the Business Connect Resource Guide are considered "approved" suppliers because they have met the eligibility criteria of the Business Connect program. As such, your business is a part of an exclusive listing of businesses utilized by event producers from the Los Angeles Sports & Entertainment Commission who are looking for experienced, qualified local suppliers with the capacity to help complete contracts related to high-profile sports and entertainment events.

### 5. How will the Business Connect Resource Guide be used? Will my information be sold or shared with any other third parties?

The Business Connect Resource Guide will be an online database of local approved and certified businesses that can contract with the Los Angeles Sports & Entertainment Commission (LASEC), its affiliates and contractors, or other interested parties. The information will not be sold. The Resource Guide is shared with local venues, sports teams, mayor's office, corporate procurement partners and major sporting events.

## 6. If I am accepted into the program, should I make any additions or changes to my profile?

Upon acceptance into the Business Connect Resource Guide, member businesses are instructed to create a comprehensive profile that spotlights their company and showcases what product or service best represents their work. Company bios should include information that will help buyers during their selection process, including:

- Primary business contact person and their cell phone number
- Website address
- Business Profile description (one paragraph)
- Business Capability Document
- Company Logo
- Pictures that showcase your body of work

## 7. If my information is incorrect in the Business Connect Resource Guide, is there a way I can correct it?

Yes. Please submit your edits to [businessconnect@lasec.us](mailto:businessconnect@lasec.us). In the subject of the email please include "Business Connect Supplier Profile Edit".

## 8. Are the LASEC and its affiliates required to use the Business Connect Resource Guide to identify suppliers?

The Business Connect Resource Guide is a resource for vendors and event organizers associated with major sports and entertainment events. The LASEC, its affiliates, and vendors are not limited nor mandated to use the companies listed in the Business Connect Resource Guide. However, they are asked to aggressively utilize the program.

## 9. Can I use the LASEC logo?

Business Connect members cannot use the LASEC, Business Connect or Host Committee logos. A special supplier logo will be created and provided for members to use on websites, social media, LinkedIn, company newsletters, etc.

## 10. Can I publish a press release about being selected to the Business Connect Resource Guide?

Yes. If your company is listed in the Business Connect Resource Guide, you can list that information on your website or company newsletters and share your designation as a Business Connect Resource Guide member in a press release.

Sample: Company XYZ has been accepted as an approved supplier of the LASEC Business Connect program. XYZ will be listed in the LASEC's official Business Connect Resource Guide, which is the official sourcing guide for LASEC and its affiliate partners seeking experienced and certified, local, diverse businesses with the capacity to compete for contract opportunities related to large-scale sports and entertainment events.

If your business generates a press release related to your relationship with the Business Connect program, please forward a copy to your Business Connect contact at the LASEC prior to releasing it so that our team can ensure that your verbiage is compliant with LASEC guidelines.

**11. I did not see the product or service I provide listed in the Business Connect application. What does that mean?**

The products and services listed on the LASEC application were selected based on prior experience and supplier requests. There is no guarantee that additional products or services would be needed beyond those listed in the application, nor are there any guarantees that goods and services will be purchased from the categories listed.

**12. How can I pitch my product/service to the LASEC?**

The Business Connect program is constantly meeting with venues, sports teams and event organizers to identify contracting opportunities for local and diverse suppliers. Event organizers and procurement partners typically issue an Invitation to Bid (ITB) or Request for Proposal (RFP) when looking to engage Business Connect suppliers. Suppliers are evaluated based on their ability to satisfy key factors including quality, service, price and flexibility.

**13. Is my business limited to only one product or service?**

No. If your business provides more than one product or service, you should select the items that your business has the most experience providing. Businesses are listed by their primary category in the Business Connect Resource Guide. The Business Connect team reserves the right to re-classify businesses as deemed more appropriate for the goods and services provided/and or needed.

**14. What is the timeline for procurement opportunities to begin? How much advance notice is given regarding RFPs and contract awards?**

Event organizers and contractors use the Business Connect Resource Guide as one tool to identify suppliers. All purchasing processes and decisions, however, rest solely with the buyer. There is no centralized site for RFPs and no master calendar of when opportunities are available. Buyers will contact suppliers when they are ready to build their programs and events. Business Connect suppliers are encouraged to always be ready to take the call. Keep your company profile up to date to ensure that, if utilized, the prospective buyer has as much accurate information about your business as possible.

**15. How can I improve my chances of being selected for a contract?**

We encourage business owners to be responsive, honest and flexible when working with parties soliciting requests for the RFPs. Also, attending Business Connect workshops and networking events help our team to get to know you and your company's capabilities. It allows us to make recommendations to vendors based on our knowledge of your business. Please understand that there are no guarantees that contracts will be awarded to individual businesses listed in the Business Connect Resource Guide.

**16. How can I learn what supplier and contracting opportunities are available?** Businesses that are selected for the Business Connect Resource Guide will be contacted directly by buyers. Additionally, RFPs may be distributed to Business Connect businesses, and others in the marketplace, that provide products or services in the desired category(ies). The procurement process is at the discretion of each buyer.