



# Government Procurement Overview

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This APEX Accelerator is funded in part through a  
cooperative agreement with the US Department of Defense

# About APEX

- Congress established the Procurement Technical Assistance Cooperative Agreement Program in 1985 as part of the Department of Defense (DoD) Authorization Act
- APEX is designed to assist businesses (focusing on small businesses) with **federal, state and local government contracting**
- The program is funded by the federal government through the US DoD and locally by Thurston EDC, Green River College, Port of Seattle, and many others
- Annual Impacts:

1,800

Clients Served

4,000+

Hours of Advising

\$546m

Contracts Won





## 1 Kitsap Economic Development Alliance

Mary Jo Juarez, Terry Homburg, James Davis



## 2 Thurston Economic Development Council

Grady Smith



## 3 Columbia River Economic Development Council

Julia Krivoruk



## 4 Economic Alliance Snohomish County

Cara Buckingham, Mark Johnson



## 5 Green River College

Darrell Sundell, Melinda Martirosian



## 6 Washington APEX Accelerator in Pierce County

Trena Payton, Maryam Lynch-Tate



## 7 Greater Spokane Incorporated

Aleesha Roedel



## 8 Tri-City Regional Chamber of Commerce

Maria Alleman

## Other APEX Accelerators Serving Washington State

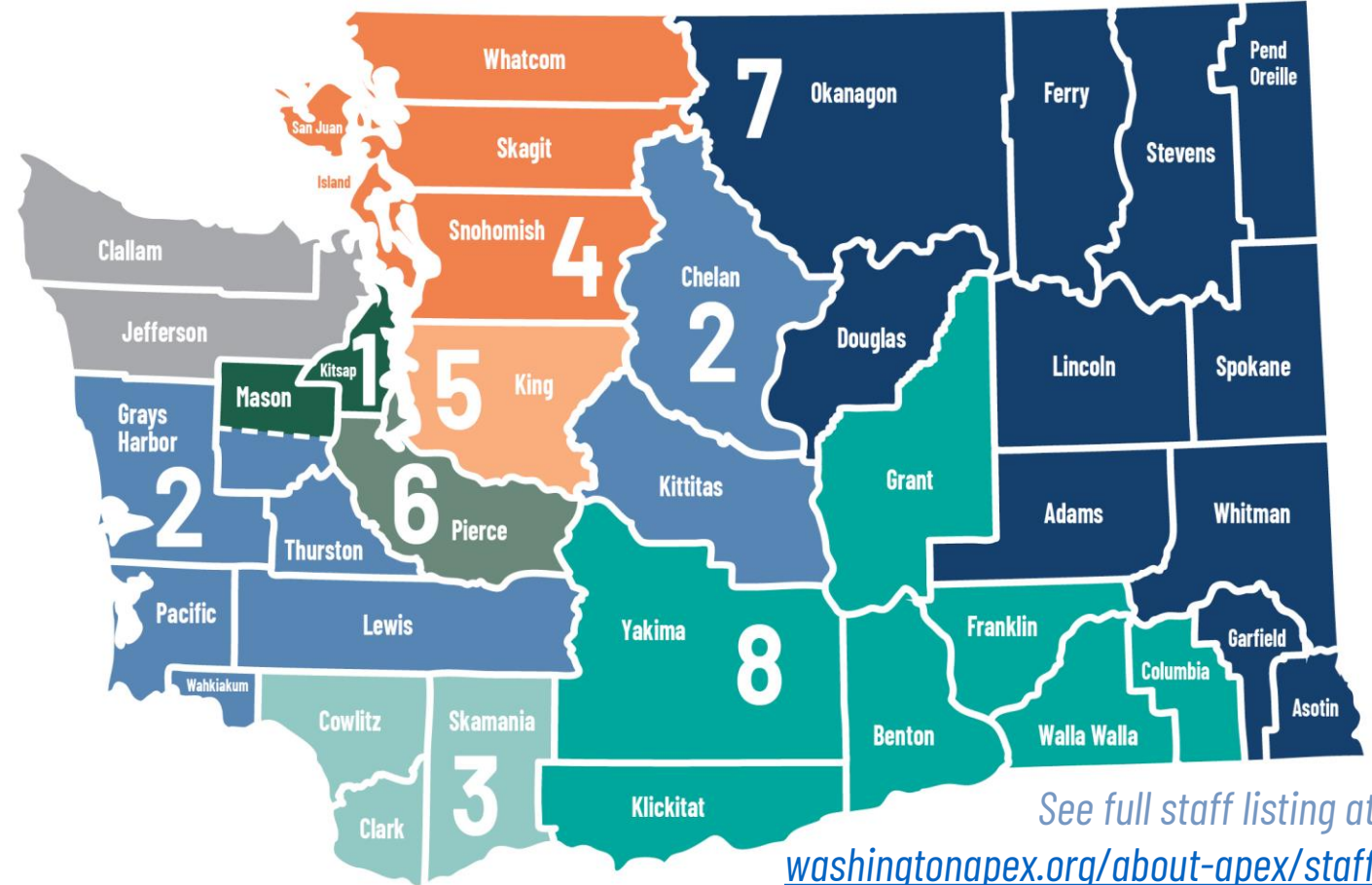
North Olympic Peninsula  
APEX Accelerator:  
[clallam.org/apex](http://clallam.org/apex)

American Indian Chamber  
Education Fund APEX  
Accelerator: [aicef-apex.org](http://aicef-apex.org)

NW Native Apex  
Accelerator:  
[nnapex.org](http://nnapex.org)

Innovation & SBIR Program  
[washingtonapex.org/sbir](http://washingtonapex.org/sbir)

# WASHINGTON APEX ACCELERATOR



See full staff listing at

[washingtonapex.org/about-apex/staff](http://washingtonapex.org/about-apex/staff)

360.860.6945 [info@washingtonapex.org](mailto:info@washingtonapex.org) [washingtonapex.org](http://washingtonapex.org)

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# Government Contracting ROADMAP TO SUCCESS



Start Here



# Where do I start? Top Questions

*Who am I selling to?*

*What are they buying?*

*How are they buying it?*







# **Government Marketplace is Big. VERY Big.**

- Over 2,000 federal agencies
- 190 state agencies, departments, commissions
- 39 Counties
- 281 Cities & Towns
- Ports, Tribes, Schools, Colleges, Utilities, Transit & 49 other states!

# What are they buying?

## **Specially Funded Projects**

Consultants  
Technology Expansion  
Research  
Wellness Programs  
Online Training  
Website Design  
Wildlife Programs  
Educational Videos

## **Construction & Related**

Engineering  
Architecture/Design  
Surveying, Assessments  
General Contractors  
Project Management  
Electrical/HVAC

## **Products**

Repair/Maintenance Parts  
Office Supplies  
Promotional Items  
Uniforms/badges  
Furniture  
Computers/Hardware

## **Day-to-day Services**

Janitorial  
Pest Control  
Vehicles and Maintenance  
Staffing  
Food Services  
Printer/copier  
Laundry  
IT Services  
Landscaping

# How are they buying it?

Governments post solicitations

Use Prime Contractors

Use long-term contracts with pre-approved vendors

**Governments like competition** (taxpayers do too!)

Governments also have goals to buy from small businesses and those small businesses owned by women, minorities, veterans, and small businesses in HUBZones.



# APEX is here to help!

One-on-one Counseling on all things  
Government Contracting

Training & Events

Bid Matching

Market Research



# One-on-one Counseling

- *Who buys what I sell?*
- *When do they buy it?*
- *How do they buy it?*
- *How can I be considered next time they buy it?*
- *Which socio-economic certifications are a good fit for me and my firm?*
- *Why haven't I been paid?!*
- *How do I get registered in SAM, get a CAGE code, etc?*
- *Who is my competition?*
- *Will you review my proposal draft?*
- *How do I make a bid/no-bid decision?*
- *How do I increase my win rate?*

# Training & Events

- 150+ events/year
- [www.washingtonapex.org/calendar](http://www.washingtonapex.org/calendar)
- Active clients are provided **no-cost** access to training on [govology.com](http://govology.com)

## Training

- **Government Contracting**  
Fundamentals (Solicitation Reviews, Teaming, Writing a Proposal)  
Marketing (Elevator Pitch, Capabilities Statements, Networking Know How)  
Certifications (Federal & State)
- **Federal Procurement**  
Begins with learning the language and ends with how to get paid in WAWF
- **State Procurement**  
Statewide Contracts – Tips and Tool for Bidding
- **Local Procurement**  
Public Works – How to get started – Fundamentals and Bidding Process
- **SBIR/STTR**  
Small Business Innovation Research & Small Business Technology Transfer

# Training & Events

## Outreach Events

- Tradeshows (Agencies, Primes, Trade Organizations)
- Meet the Buyers
- Small Business (Alliance NW, Bridging Partners, Meet the BIGS & Contracting Conference)



# APEX Bid Match Service

Recommended for  
businesses actively  
searching for  
government contracting  
opportunities

APEX Counselor will  
help set up a custom  
online business profile

The system scans over  
1,500 government bid  
sites for solicitations  
that match what a  
business has to offer

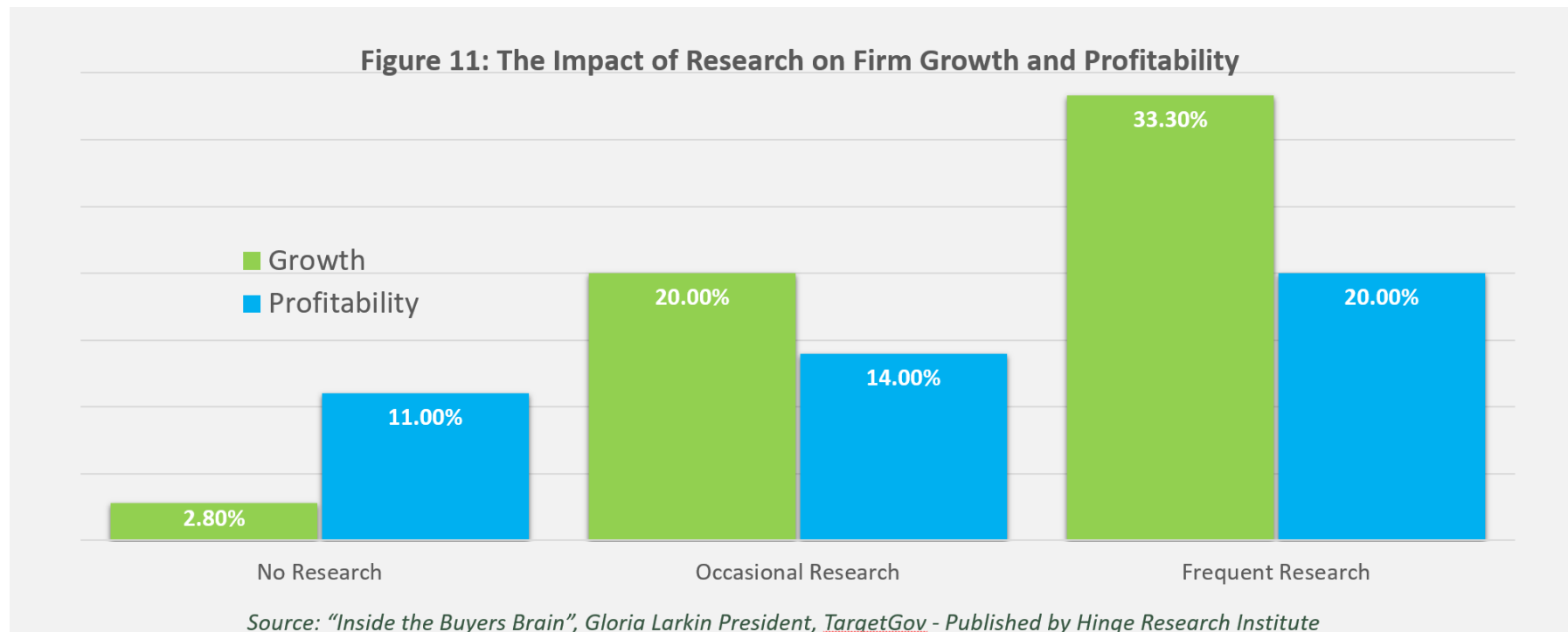
Potential matches  
emailed daily

**FREE 30-day trial**

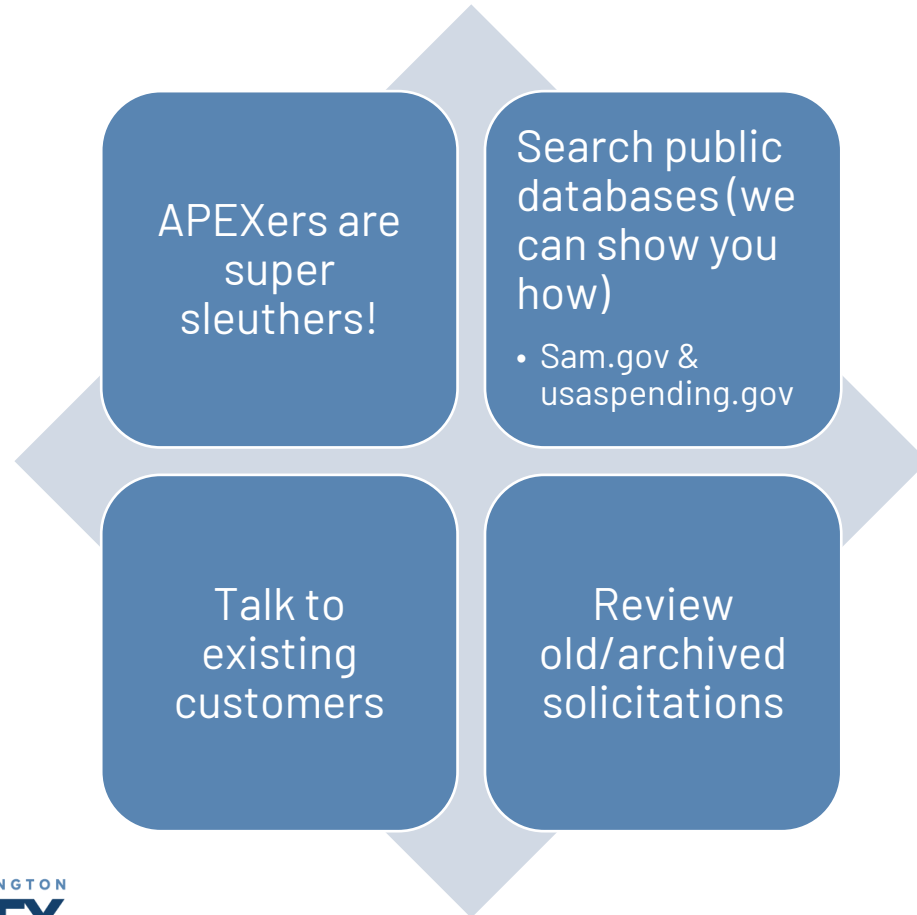


# Market Research

- Who buys what I sell?
- How much did government pay for that last time?
- Who is my competition?



# Market Research



# Super Sleuthers

UNCOVERING GOVERNMENT CONTRACTS  
FOR SMALL BUSINESSES

# Upcoming Trainings & Events

**3/5:** [Staying Local? Learn How to Target Local Agencies in WA State \(IN PERSON\)](#)

**3/12:** [Market Research for Contractors \(Construction\) and Consultants \(A&E\)](#)

**3/19-20:** [Alliance Northwest 2025](#)

**3/27:** [King County Construction Contractor Orientation 2025](#)



# How to engage and prepare?

1. Sign up to be a client: <https://washingtonapex.ecenterdirect.com/>
2. Once confirmed in our system, follow instructions to set an initial appointment
3. Be open to learning a new language “government contracting”
4. Allocate time to do the work needed to grow with government contracting
5. Set realistic expectations with yourself and advisor on what it’s going to take to get started



# Questions?



# Contact APEX

## Washington APEX – Find Your Local APEX

<https://washingtonapex.org/about-apex/locations/>

## Not in WA – Find A Center

[www.napex.us](http://www.napex.us)

Join our Newsletter list [here](#)

Become a client



[View as Webpage](#)

### CONTRACTING OPPORTUNITIES

**Agency Opportunities**

- Whatcom Transportation Authority [2024 – 023 ITB Midway Lot Electrical Improvements](#)
- [DES Cooperative Purchasing Agreement 23723 for Prefabricated and Modular Bridges](#)
- DES [Consultant Services for Technical Training and Assistance \(Transportation and Construction Sectors\)](#)
- Washington State Traffic Safety Commission (WTSC) [Competitive Solicitation No. 2024-04 Traffic Safety Law Enforcement Liaison](#)
- Whatcom Transportation Author-

### Contact Us

Contact a Government Contracting Specialist today for assistance with all your government contracting questions.  
[info@washingtonapex.org](mailto:info@washingtonapex.org)

**Main Center**  
Thurston EDC  
4220 6th Ave.  
Lacey, WA 98503  
360-860-6945

Administrative Staff  
Tiffany Scroggs, Program Manager  
Marnie Tyson  
Tori Stoner

**Innovation Station**



**Thank you!**