

## who is eligible for the target market program

The Target Market Program allows qualifying small businesses to get priority for City purchases up to \$100,000. Businesses are eligible if they meet the following criteria:

- Independently owned and controlled
- For-profit business that performs a commercially useful function
- Principal place of business is in the 13-county metro area
- Gross receipts/sales of business do not exceed the Target Market Program cap for the respective industry

To be eligible, small businesses (including current City suppliers) must complete an enrollment.

Call **612-673-2500** or visit **[minneapolismn.gov/finance/procurement/TargetMarketProgram](http://minneapolismn.gov/finance/procurement/TargetMarketProgram)**



**Procurement Office**  
330 Second Ave. S., Room 552  
Minneapolis, MN 55401  
612-673-2500  
[targetmarket@minneapolismn.gov](mailto:targetmarket@minneapolismn.gov)

For reasonable accommodations or alternative formats please contact 311.

People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000.

TTY users can call 612-673-2157 or 612-673-2626.

Para asistencia 612-673-2700, Yog xav tau kev pab, hu 612-673-2800, Hadii aad Caawimaad u baahantahay 612-673-3500.

City of Minneapolis

# Target Market Program





Credit: Flickr/WOCinTechChat

## overview of the city's procurement process

The City of Minneapolis Procurement Division has several ways to buy goods and services: Informal Bids, Formal Bids and Request for Proposals (RFP). For more information about the procurement process and to sign up to receive bid/RFP notifications, go to: [minneapolismn.gov/finance/procurement](http://minneapolismn.gov/finance/procurement)

Small businesses must be enrolled in the Target Market Program to be eligible for purchasing opportunities under this program.

## how to enroll in target market program

All small business owners interested in participating in the Target Market Program - including both existing City vendors and new vendors - must enroll.

Enrolling for the Target Market Program is simple - just follow the steps below. Enrollment should take about 15 minutes to complete. Once you submit the enrollment form, City's Procurement Office staff will contact you within five days to let you know whether your business has been approved to participate in the program.

### ONLINE ENROLLMENT FORM PROCESS

Access the enrollment form at [apps.ci.minneapolis.mn.us/TMForm](http://apps.ci.minneapolis.mn.us/TMForm). Complete and submit the form online. If completing the online form presents a hardship for you, you may call 311 and an operator will assist you.

### PAPER FORM ENROLLMENT PROCESS:

Download the enrollment form at [minneapolismn.gov/finance/procurement](http://minneapolismn.gov/finance/procurement). Complete the enrollment form by filling the fields in on your computer or printing the form out and completing it by hand. Return the form to the City's Procurement Office in one of two ways:

- Save or scan the document and email it to [TargetMarket@minneapolismn.gov](mailto:TargetMarket@minneapolismn.gov)
- Mail or drop off a hard copy to  
City of Minneapolis-Procurement  
330 Second Ave. S., Suite 552  
Minneapolis, MN 55401

## frequently asked questions

### How does this program benefit my small business?

Enrolling in the Target Market Program means you will have opportunities to have the City of Minneapolis as a client. A City contract or Purchase Order can provide the certainty of guaranteed work and income that a small business needs to sustain and grow.

### How will I know what purchasing opportunities are available to me?

Purchases of commodities and services under \$100,000 will first consider the Target Market Program supplier list and if there are three or more approved businesses in that particular category where the purchase need is identified, businesses in that category will be notified of the opportunity.

### How is this different from the City's SUBP program?

The Target Market Program is a race and gender neutral program. Unlike the Small and Underutilized Business Program (SUBP) that focuses specifically on minority and women-owned businesses, the Target Market Program only applies to City purchases under \$100,000.

