

# **BUSINESS DEVELOPMENT TIPS FOR PURSUING BRAC-RELATED CONTRACT OPPORTUNITIES**

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The 2005 Base Realignment and Closure (BRAC) process authorized by Congress and used by the Department of Defense (DoD) to reorganize installation infrastructure around the country is the largest, most complex and costliest BRAC round to date<sup>1</sup>. By DoD's own estimates, the implementation of the BRAC recommendations will cost over \$32.4 billion during the six year implementation period<sup>2</sup>. This ever-evolving sum represents an abundance of contract opportunities for businesses across all industries. While the most visible opportunities tied to BRAC consist of construction-related goods and services, considerable dollars will also be spent on relocation services, information technology support, project management, research & development and professional support services, to name a few examples.

In the Greater Washington Metro area several military installations will experience significant growth due to BRAC, including Ft. Meade in Anne Arundel County, Aberdeen Proving Ground in Harford County, National Naval Medical Center in Bethesda, Army National Guard Readiness Center in Arlington County, Ft. Belvoir in Fairfax County and MCB Quantico in Prince William and Stafford Counties. Our area will experience tremendous growth over the next few years due to BRAC, resulting in a number of Defense-related business development prospects.

Unfortunately there is no one way to easily identify BRAC-related contract opportunities. However, the following tips will get your company started in the right direction:

- **Review the 2005 BRAC Law and related data to identify all DoD agencies that will relocate to nearby bases.**

Aberdeen Proving Ground:

<http://www.hqda.army.mil/acsim/brac/StateInstallationBreakdown/MDAberdeenProvingGround.pdf>

Andrews Air Force Base:

<http://www.brac.gov/docs/final/Chap1JCSGHQandSupportActivities.pdf>

Fort Belvoir:

<http://www.hqda.army.mil/acsim/brac/StateInstallationBreakdown/VAFortBelvoir.pdf>

Fort Meade:

<http://www.hqda.army.mil/acsim/brac/StateInstallationBreakdown/MDFortMeade.pdf>

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<sup>1</sup> GAO-08-159 - Military Base Realignments and Closures: Cost Estimates Have Increased and Are Likely to Continue to Evolve, December 2007

<sup>2</sup> GAO-09-217- Military Base Realignments and Closures: DOD Faces Challenges in Implementing Recommendations on Time and Is Not Consistently Updating Savings Estimates, January 2009

Leased Office Space in Arlington:

<http://www.hqda.army.mil/acsim/brac/StateInstallationBreakdown/VALeasedSpace.pdf>

Quantico Marine Corps Base:

<http://www.quantico.usmc.mil/activities/display.aspx?PID=1741&Section=BRAC>

Full copy of BRAC 2005 Law:

<http://www.brac.gov/finalreport.html>

- **Learn how to do business with individual Defense agencies.** Most agencies have Small Business Programs that promote small business participation at the prime and subcontracting levels. Some agencies simply require you to register on their small business vendor list, while others have specific procurement procedures. Do your research, learn what the individual agencies are buying and market your products/services directly to them. The following are a few examples:

Baltimore District Office of Army Corps of Engineers

*BRAC-related constructions opportunities throughout the Baltimore/DC area:* <http://www.nab.usace.army.mil/ebs.htm>

Defense Advanced Research Projects Agency (DARPA)

<http://www.darpa.mil/solicitations.html>

*Guide to Doing Business with DARPA*

<http://www.darpa.mil/DoingBusiness.pdf>

Defense Information Systems Agency (DISA)

*Doing Business with DISA:* <http://www.disa.mil/audience/industry.html>

*(Presentation) Selling to DISA: The Small Business "Bucket List:*

<http://www.arlingtonvirginiausa.com/docs/brac/may09/DISA%20Small%20Business.pdf>

*(Presentation) DISA Contracts Guide 2008:*

<http://www.arlingtonvirginiausa.com/docs/brac/may09/DISA%20Contracts%20Guide%202008.pdf>

Defense Intelligence Agency (DIA)

*Director for the Office of Small Business Programs (OSBP)*

<http://www.dia.mil/contracting/osbp.htm>

National Geospatial-Intelligence Agency (NGA)

*Register your company with NGA's Small Business Vendor List*

<https://www1.nga.mil/ABOUT/WORKINGWITHUS>

*Meet one-on-one with the Small Business Procurement Officer to discuss your capabilities and learn more about NGA (every Thursday)*

email: [SmallBusiness@nga.mil](mailto:SmallBusiness@nga.mil) to schedule an appointment

National Guard Bureau

*Small Business Office:*

<http://www.ngb.army.mil/jointstaff/zc/sadbu/default.aspx>

*Business Opportunity Page:*

<http://www.nationalguardcontracting.org/>

Washington Headquarters Service

*Office of Small Business Programs*

[http://www.whs.mil/smallbusiness/procurement/small\\_disadvantage.cfm](http://www.whs.mil/smallbusiness/procurement/small_disadvantage.cfm)

- **Regularly search for opportunities on FedBizOpps.gov.** Most BRAC-related contracting opportunities are posted on FedBizOpps in a “full and open” competition. An “Advanced Search” with “BRAC” listed as a keyword will yield BRAC-related contract opportunities which can be filtered by geographic area. The web pages of individual agencies often give suggestions for locating their acquisitions on [www.fbo.gov](http://www.fbo.gov)
- **At the BRAC Transition Center, we have a copy of TargetGov’s BRAC Toolkit.** The toolkit is packed with information related to BRAC contracts including a list of general contractors performing BRAC-related work, points of contact at the bases and useful information about using contract vehicles to close deals. We are not licensed to distribute this document but it is available for use at our Center during business hours.
- **Stay abreast of Defense contract announcements to identify possible subcontracting opportunities with prime contractors.**

Arlington BRAC Website

Under the “BRAC Resources” section of Arlington County’s BRAC website you’ll find presentations and other documentation detailing current contracting opportunities (for both primes and subs) listed by military installation (i.e. Ft. Myer, Ft. Belvoir, etc.)

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

Defense Link News

Defense Link lists and archives contract award announcements made on a daily basis. You can also sign up for email notifications.

<http://www.defenselink.mil/contracts/index.aspx>

Google Alerts

By creating a Google account and signing up for a “Base Realignment and Closure” Google Alert, you will receive email updates of the latest web and news content related to BRAC.

[www.google.com/alerts](http://www.google.com/alerts)

Washington Business Journal

Create an online account and sign-up for Daily Update emails. WBJ periodically reports on contractors (primes) that have won sizeable federal contracts in the region, many of which are BRAC-related contracts.

<http://washington.bizjournals.com/washington/>

- **The Quantico/Belvoir Regional Business Alliance** is a recently-formed organization that aims to identify and promote BRAC-related business opportunities in and around Ft. Belvoir and Quantico. Visit their website and keep abreast of their events, seminars and other opportunities:  
<http://qbrbusinessalliance.com/about/default.asp>
- **Ensure your business is prepared to take advantage of federal procurement opportunities.** Doing business with the federal government necessitates preparedness and an intimate knowledge of the process from start to finish. Understand the federal market, identify potential government customers, differentiate yourself from competitors, identify set-asides for small, minority, women and veteran-owned businesses, and familiarize yourself with the processes of bidding on, winning and performing federal contracts. Review the resources listed at the end of this document to help prepare your business for success in the federal procurement market.

The effects of the 2005 BRAC law are far reaching. While the realignments undoubtedly present unique challenges for our region, there is a wealth of opportunity for Greater Washington Metro Area businesses to gain access to federal procurement activities. **Be alert, do your homework and above all, make sure that you are [prepared to take advantage of these activities](#) (see Appendix).**

## **Appendix: Learn How to Do Business with Federal, State and Local Governments**

The following list of resources in the Washington Metropolitan area will help companies new to the world of government procurement opportunities learn more about the ins and outs of doing business with local, state and federal governments:

### **BizLaunch, Arlington's Small Business Assistance Network:**

Arlington's small business assistance network is a one-stop-shop for everything you need to know about starting or growing a business in Arlington, including doing business with the County and the Commonwealth of Virginia.

[www.arlingtonvirginiausa.com/bizlaunch](http://www.arlingtonvirginiausa.com/bizlaunch)

### **Central Contractor Registry (CCR):**

The Central Contractor Registry is a database that houses detailed information about all contractors that want to do business with the US Government. If your business is interested in doing business with the Federal Government you must first register in CCR.

[www.ccr.gov](http://www.ccr.gov)

### **Community Business Partnership (CBP):**

CBP is a complete resource center providing training and support to those seeking to build successful small business in Fairfax County and beyond. Resources include the Women's Business Center, Small Business Development Center, Business Incubation Center, Financial Education Center and Business Finance Center.

<http://www.cbponline.org/content/view/13/26/>

### **GSA Schedules:**

The General Services Administration (GSA) uses GSA Schedules to establish long-term government contracts with businesses that allow government users of the system to directly order over 10 million commercial supplies and services.

*How to get on the GSA Schedules:*

[http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA\\_OVERVIEW&contentId=8202](http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA_OVERVIEW&contentId=8202)

### **Maryland DOT / Minority Business Enterprise Program:**

Maryland's Minority Business Enterprise (MBE) Program—administered by the Maryland Department of Transportation—encourages minority-owned firms to participate in the State procurement process.

[http://www.mdot.state.md.us/MBE\\_Program/Index.html](http://www.mdot.state.md.us/MBE_Program/Index.html)

### **Mason Enterprise Center:**

The Mason Enterprise Center is a university-based economic development enterprise that strengthens the decision-making and operations of businesses, governments, and other institutions throughout the Greater Washington region. The Center offers a unique combination of programs, services, and resources specializing in the areas of small business services and government contracting, among others.

<http://www.masonenterprisecenter.org/>

**NAICS Codes:**

The North American Industry Classification System (NAICS) is used by Federal Government Agencies to classify businesses and their primary lines of products and services. Understanding NAICS codes and choosing the appropriate codes for your business will assist greatly in identifying contracting opportunities in your industry.

[www.census.gov/eos/www/naics](http://www.census.gov/eos/www/naics)

**NOVA – Business Opportunity Center (BOC):**

Norther Virginia Community College's Business Opportunity Center develops small businesses in the Northern Virginia area with training programs designed to grow the business or to start a business. The BOC currently offers the SWaM Mentoring Program which is designed to help small, women and minority-owned businesses (SWaMs) expand their market with Federal, State and Local Government procurement opportunities.

<http://www.nvcc.edu/annandale/continuing/wdc/boc/index.htm>

**Procurement Technical Assistance Program (PTAP):**

PTAP is a program available in most states (at no cost) that provides technical assistance to small businesses looking to do business with federal, state and local government agencies, as well as with prime government contractors.

*Virginia:* <http://www.vaptap.org>

*Maryland:* <http://www.mdptap.umd.edu>

**SBA's Small Business Development Centers (SBDCs):**

The Small Business Development Centers (SBDCs) are part of the US Small Business Administration's (SBA) program to provide varied types of management assistance to current and prospective small business owners throughout the nation.

*Virginia:* <http://www.virginiadbdc.org/>

*Maryland:* <http://www.mdsbdc.umd.edu/>

*Washington, DC:* <http://www.dcsbdc.org/>

**SCORE – Counselors to America's Small Business:**

SCORE's network of volunteer counselors has more than 600 specific business and industry skill sets. Volunteers are working or retired business owners, executives and corporate leaders who share their wisdom and lessons learned in business. SCORE is a premier source of free and confidential small business advice for entrepreneurs, dedicated to the formation, growth and success of small businesses nationwide.

[www.scoredc.org](http://www.scoredc.org).

**Virginia Department of Business Assistance (VDBA):**

VDBA is a state economic development agency that helps Virginia businesses prosper. A variety of resources and information is available, including assistance doing business with the Commonwealth.

<http://www.dba.state.va.us>

**Virginia Department of Minority Business Enterprise (DMBE):**

DMBE enhances the participation of small, women and minority-owned businesses in Virginia's procurement process and administers two certification programs: the Small, Women and Minority-owned Businesses ("SWaM") Procurement Initiative, and the U.S. Department of Transportation's Disadvantaged Business Enterprise ("DBE") Program. DMBE also provides management and technical support to certified businesses.

<http://www.dmb.e.virginia.gov>