



TARGETED BUSINESS ENTERPRISE PROGRAM

2022

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PURPOSE

Certify
Businesses at
No Cost

Connect Those
Businesses with
Opportunities



CERTIFY BUSINESSES AT NO COST

DCR CERTIFICATION TYPES

Small Business
Enterprise (SBE)

Minority
Business
Enterprise (MBE)

Women Business
Enterprise (WBE)

Disadvantage
Business
Enterprise (DBE)

BASIC REQUIREMENTS

- ① Existing Business
- ② Independently Owned & Controlled Business
- ③ Owners have expertise
- ④ Insurance Coverage
- ⑤ Bank Account
- ⑥ File Taxes

SMALL BUSINESS ENTERPRISE (SBE)

Annual Gross Receipts
of \$4 million or less
when averaged over
the last three years

Personal Net Worth
of 1.32 million dollars
or less

MINORITY BUSINESS ENTERPRISE (MBE)

51% or more owned and
controlled by
racial/ethnic affirmative
action group members

WOMEN BUSINESS ENTERPRISE (WBE)

51% or more owned and
controlled by women

DISADVANTAGED BUSINESS ENTERPRISE (DBE)

51% or more owned and controlled by individual(s) who are both socially and economically disadvantaged

CERTIFICATION PROCESS



<https://www.cityofmadison.com/civil-rights/contract-compliance/targeted-business-enterprise-programs>



**CONNECT THOSE BUSINESSES WITH
OPPORTUNITIES**

GOAL SETTING

Funding Source = TBE Used



FUNDING SOURCE = TBE USED

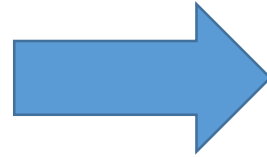
	SBE	MBE	WBE	DBE	Section 3
City of Madison Funds/Loans Only	✓				
WHEDA	✓	✓	✓	✓	✓
US HUD	✓	✓	✓	✓	✓
US DOT				✓	
US EPA				✓	



TBE PROGRAM GROWTH & CHANGES

GROWTH

7.22%



8%



9.45%

In 2019 7.22%, or \$3,282,533.35 of all City of Madison construction dollars were invested in Targeted Businesses

In 2020 8%, or \$1,328,675.50 of all City of Madison construction dollars were invested in Targeted Businesses

In 2021 9.45%, or \$3,797,422.00 of all City of Madison construction dollars were invested in Targeted Businesses

CHANGES

Targeted Business Certified Wordmarks were created to replace certificates

CITY OF MADISON
**MINORITY
OWNED**
Certified 2021

CITY OF MADISON
**SMALL
BUSINESS**
Certified 2021

CITY OF MADISON
**WOMEN
OWNED**
Certified 2021

SECTION 3 BUSINESS CONCERN CHANGES

HUD has released a new rule and changed the certification process

Firms can now self certify on HUD's website

- <https://hudapps.hud.gov/OpportunityPortal/searchBusiness.action>

To qualify as a Section 3 business:

- 51% owned and controlled by low or very low income persons
 - HUD's LOW INCOME LIMIT 2022: My individual annual gross income is less than: Dane County - \$62,600, Rock County - \$40,900, Sauk County - \$45,650, Columbia County - \$51,800, Milwaukee, Waukesha, Ozaukee, Washington Counties - \$52,850.
- Over 75% of the labor hours performed for the business over the last 3 months are performed by Section 3 workers
- 51% owned and controlled by current residents of public housing or section 8 assisted housing

CURRENT FIRMS

188 TOTAL CERTIFIED FIRMS

CERTIFICATION TYPE	SBE	MBE	WBE	DBE
NUMBER OF FIRMS	154	68	65	21

WORK PLAN PROJECTS

IT is working on building out an online application

- Construction Firms
- Non-Construction Firms
- Affidavit Renewals

Updating all firms information via affidavits

- 2 rounds of notice, then notice of removal



QUESTIONS



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