

STATE, LOCAL AND PRIVATE CERTIFICATIONS FOR WOMEN- OWNED BUSINESSES

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CERTIFICATION OVERVIEW

Organization	Certification	Agency	Website
State Government	• DBE (UCP)	WI Department of Transportation, Milwaukee County, Dane County and City of Madison	http://dot.wi.gov/business/engrserv/dbe-main.htm http://county.milwaukee.gov/cbdp/CertificationServices.htm www.danepurchasing.com/contract_compliance.aspx www.cityofmadison.com/dcr/
	• WBE	WI Department of Administration	www.doa.state.wi.us/Divisions/Enterprise-Operations/Supplier-Diversity-Program
County/Municipal Government, School District, College/University System	• SBE	• City of Milwaukee	http://city.milwaukee.gov/OSBD#.VYnMv6PbLcw
	• DBE • ACDBE • Targeted Business Certification Program (ESB, MBE, WBE, SEC3) and DBE • Targeted Business Certification Program (SBE, MBE, WBE, SEC3) and DBE	• Milwaukee County • Dane County • City of Madison	http://county.milwaukee.gov/cbdp/CertificationServices.htm https://www.danepurchasing.com/contract_compliance.aspx http://www.cityofmadison.com/dcr/aaTBDir.cfm
Large Corporations	Internal Supplier Diversity Initiative	Women's Business Enterprise National Council (WBENC)	www.wbenc.org/certification/

STATE CERTIFICATIONS

CERTIFICATION SNAPSHOT

Disadvantaged Business Enterprise (DBE) aka Unified Certification Program (UCP)

CERTIFICATION BENEFITS:

- Support Services are available to certified firms free of charge including technical, marketing and financial assistance.
- WisDOT offers two programs designed to assist DBEs making connections with Prime contractors: Mentor Connection (6-month) and Mentor Protégé (3-year).
- Mega project goal setting for DBE participation.
- UCP is a cooperative of 24 different Wisconsin cities, counties and airport authorities that benefit from USDOT funding.

ELIGIBILITY REQUIREMENTS:

- a. Disadvantaged Status - Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific or women.
- b. Ownership - Be at least 51% owned, controlled, and actively managed by a socially and economically disadvantaged person(s).
- c. Small Business Status – Must be a small business as defined by SBA size standard. It must not have annual average gross receipts over \$19 million in the three previous years or \$40 million for airport concessionaires.
- d. Independence – The business must not link to another firm that compromises the applicant's independence and the disadvantaged owner's equity.
- e. Personal Net Worth – May not exceed \$1.32 million (excluding primary residence and ownership in the business).

APPLICATION PROCESS:

- Contact one of the four certifying members - Wisconsin Department of Transportation, Milwaukee County – Community Business Development Partners, Dane County Purchasing Division- Contract Compliance or City of Madison Department of Civil Rights – Target Business Enterprise Program

CERTIFICATION SNAPSHOT

Woman-Owned Business Enterprise (WBE)

CERTIFICATION BENEFITS:

- Certified firms are eligible to be listed in the State of Wisconsin's Directory of Minority, Woman, and Disabled Veteran-Owned Businesses which is circulated to corporate buyers and purchasing agents throughout the state.

ELIGIBILITY REQUIREMENTS:

- a. Be at least 51% owned, controlled, and actively managed by women group members.
- b. Proof of gender and citizenship for each owner
- c. Is currently performing a "useful business function" in the State of Wisconsin.
- d. Must be at least one (1) year old under current ownership.
- e. Provide a \$150.00 application fee made payable to the Department of Administration.

APPLICATION PROCESS:

- Review the Pre-Certification Self-Assessment to determine eligibility
<http://doa.wi.gov/Documents/DEO/Supplier%20Diversity/Pre-Certification%20Assessment.pdf>
- Proceed to <https://wisdp.wi.gov/> for online application
- Upload all supporting documents
- Follow annual update process
- Recertification takes place every three years

CERTIFICATION SNAPSHOT

Disabled Veteran-Owned Business Enterprise (DVB)

CERTIFICATION BENEFITS:

- 5% bid preference on state purchases .
- 1% utilization goal was established under 2013 Wisconsin Act 192.
- Certified firms are also eligible to be listed in the State of Wisconsin's Directory of Minority, Woman, and Disabled Veteran-Owned Businesses which is circulated to corporate buyers and purchasing agents throughout the state

ELIGIBILITY REQUIREMENTS:

- a. Be at least 51% owned, controlled, and actively managed by disabled veteran group members.
- b. At least 51% majority owner(s) possess U.S. Department of Defense Form DD214 (Certificate of Release or Discharge from Active Duty) to prove service in the Armed Forces.
- c. Disabled Veteran document from the Department of Veteran Affairs or discharge paper from the branch of armed service, stating service connected disability rating under 38 USC 1114 or 1134 of at least 20%.
- d. At least 51% majority owner(s) are residents of Wisconsin and the business has its principal place of business in Wisconsin.
- e. Is currently performing a "useful business function" in the State of Wisconsin.
- f. Must be at least one (1) year old under current ownership.
- g. Provide a \$150.00 application fee made payable to the Department of Administration.

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**COUNTY / MUNICIPAL
GOVERNMENT
CERTIFICATIONS**

COUNTY / MUNICIPALITY CERTIFICATIONS

Organization Type	Certification	Agency	Benefit
County	<ul style="list-style-type: none"> • ACDBE • DBE • Target Business Certification Program (ESB, MBE, WBE, Sec 3) and DBE 	<p>Milwaukee County</p> <p>Dane County</p>	<ul style="list-style-type: none"> • Utilization goals • RLF
Municipality	<ul style="list-style-type: none"> • SBE • Target Business Certification Program 	<p>City of Milwaukee</p> <p>City of Madison</p>	<ul style="list-style-type: none"> • RLF
Other Entities	<ul style="list-style-type: none"> • HUB • SWMBE • DBE 	<p>Milwaukee Public School</p> <p>Milwaukee Metropolitan Sewage District</p> <p>Milwaukee County Transit System</p>	

PRIVATE CERTIFICATIONS

PRIVATE CERTIFICATION

Organization Type	Certification	Agency	Website
Large Corporations	Company Internal Supplier Diversity Initiative	<ul style="list-style-type: none">• Women's Business Enterprise National Council (WBENC) – Fee \$350 - \$950 based on revenue size• \$350 - \$950 annual renewal fee	www.wbenc.org/certification/

QUESTIONS?