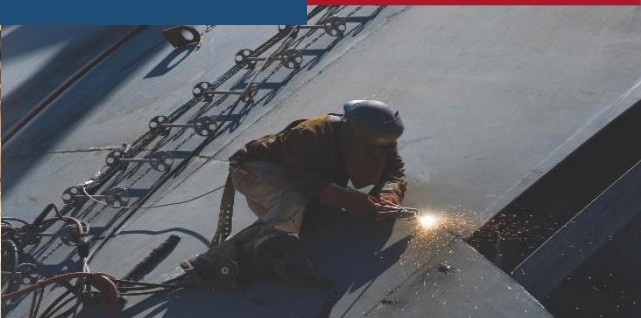




A Procurement Technical
Assistance Center (PTAC)

THE HUBZONE PROGRAM – CERTIFICATION BENEFITS AND REGULATIONS ACQUISITION HOUR WEBINAR October 23, 2018



WEBINAR ETIQUETTE

PLEASE

- Log into the GoToMeeting session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the CHAT option to ask your question(s). We will share the questions with our guest speaker who will respond to the group

THANK YOU!

ABOUT WPI SUPPORTING THE MISSION

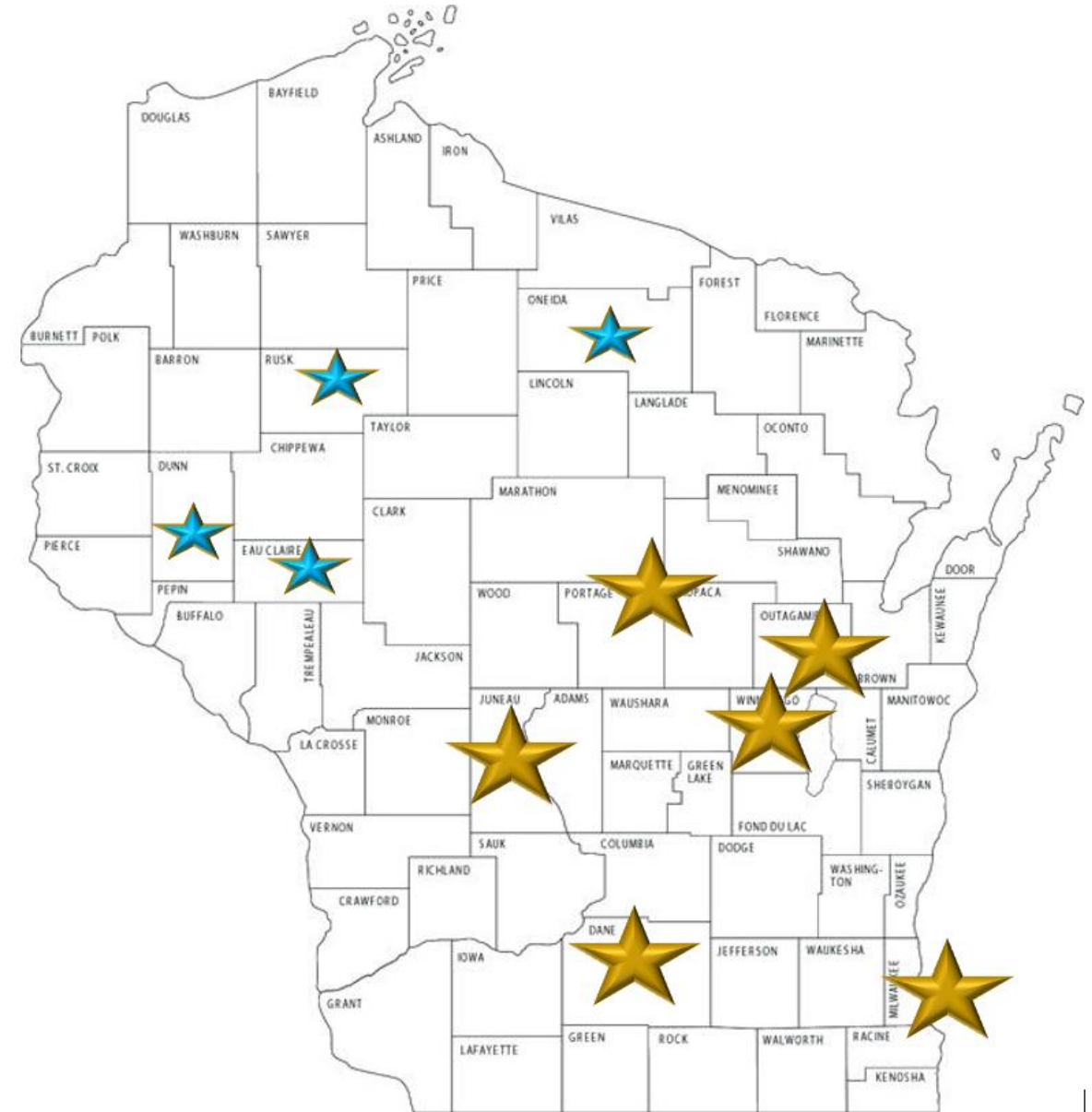
SERVING WISCONSIN
COMPANIES FOR 30 YEARS!

Assist businesses in creating,
development and growing their sales,
revenue and jobs through Federal,
state and local government contracts.

*WPI is a Procurement Technical Assistance Center (PTAC) funded in part by
the Defense Logistics Agency (DLA), WEDC and other funding sources.*

WPI OFFICE LOCATIONS

- MILWAUKEE – *Technology Innovation Center*
- MADISON –
 - *Madison Area Technical College (MATC) – West Campus*
 - *FEED Kitchens*
 - *Dane County Latino Chamber of Commerce*
 - *Wisconsin Manufacturing Extension Partnership (WMEP)*
- CAMP DOUGLAS – *Juneau County Economic Development Corporation (JCEDC)*
- STEVENS POINT – *IDEA Center*
- APPLETON – *Fox Valley Technical College*
- OSHKOSH – *Fox Valley Technical College*
- EAU CLAIRE – *Western Dairyland*
- MENOMONIE – *Dunn County Economic Development Corporation*
- LADYSMITH – *Indianhead Community Action Agency*
- RHINELANDER – *Nicolet Area Technical College*



CURRENT EDITION OF THE WPI NEWSLETTER

www.wispro.org



UPCOMING EVENTS [→](#)

- TUE 23** **Acquisition Hour: The HUBZone Program – Certification Benefits and Regulations**
October 23 @ 1:00 pm - 2:00 pm

- WED 24** **Acquisition Hour: The SBA 8(a) Certification Program**
October 24 @ 12:00 pm - 1:00 pm

- WED 24** **Government Contracting Opportunities – Rhinelander, WI**
October 24 @ 12:30 pm - 4:30 pm
Rhinelander WI

- WED 24** **Acquisition Hour: The NEW WAWF – The Procurement Integrated Enterprise Environment (PIEE)**
October 24 @ 1:30 pm - 2:30 pm

[View More...](#)

CURRENT OPPORTUNITIES (4) [→](#)

SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
 - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
 - State
 - Local
 - DBE
- Bid review and Submission Assistance
- Proposal review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information



U.S. Small Business
Administration

The HubZone Small Business Federal Contracting Program

Shane Mahaffy
Lead Business Opportunity Specialist

What is HubZone?

- Historically Underutilized Business Zone
- Program is designed to help small firms in certain communities gain access to federal contract opportunities

What is HubZone?

- HUBZone areas: typically areas of low median household incomes or high unemployment, or both
- At any given time, there are about 4,500 small firms certified in the HUBZone program

Program Purpose

Provides federal contracting assistance to qualified small firms in designated HUBZones to:

- Increase employment opportunities
- Stimulate capital investment
- Empower communities through economic leveraging

How the Program Works

SBA regulates and implements the HUBZone program

- Determines which businesses are eligible
- Maintains a listing of qualified HUBZone firms to fulfill procurement opportunities ([Dynamic Small Business Search](#))
- Adjudicates protests of eligibility regarding HUBZone contracts

Key Program Benefits

The government has a mandate of awarding 3% of all prime contract dollars to HUBZone firms.

- Contract set-asides and sole source
- 10% price evaluation preference applied to full and open competition

Where are the HubZones?

There are 4 kinds of HUBZone:

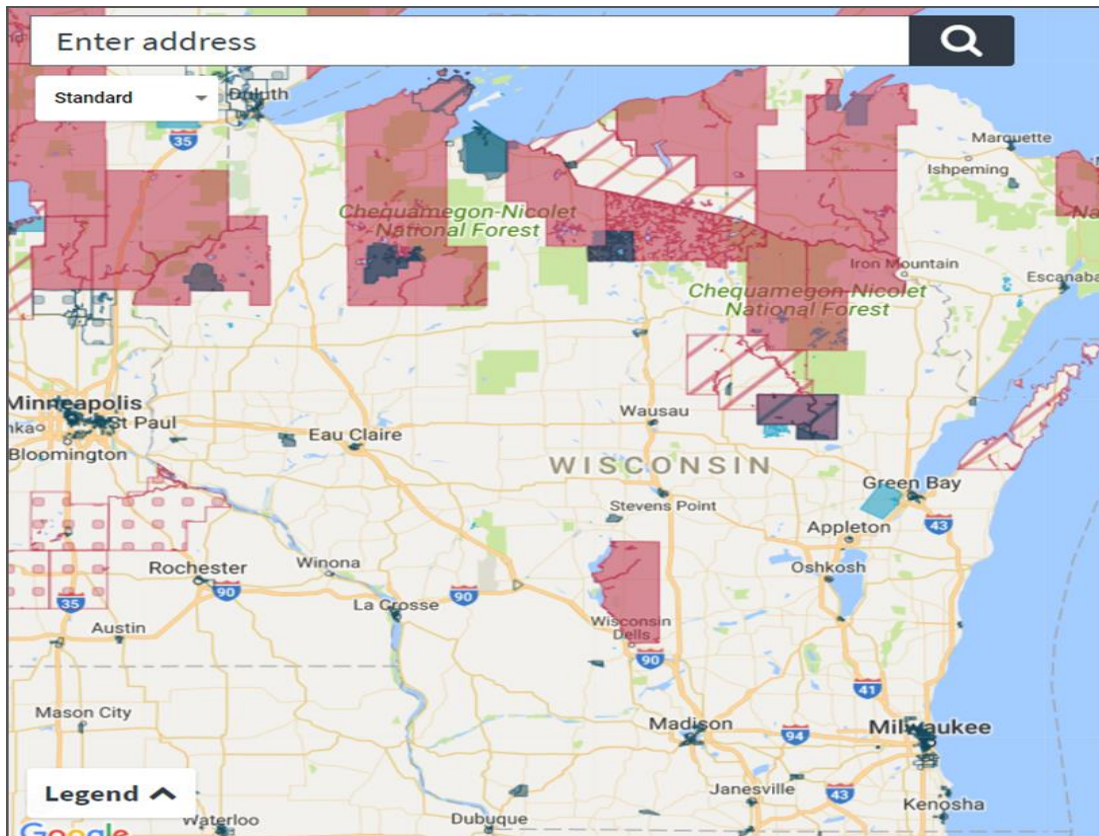
- A Qualified Nonmetropolitan County*
- A Qualified Census Tract*
- An Indian Land
- A Qualified Base Closure Area

*When a county or tract loses its HUBZone qualification, it is redesignated for three years.

The HubZone Maps

Always check the [HUBZone Map](#)
for the latest updates on qualified areas!

Contracting HUBzones throughout Wisconsin



Indian/tribal lands; parts of Milwaukee, Waukesha, Kenosha, Racine, Madison, Green Bay, Stevens Point, other communities throughout the state

Eligibility Requirements

- Small business (by SBA standards)
- Owned and controlled by at least 51% U.S. citizens or a community development corporation, an agricultural cooperative, or an Indian tribe
- Principal office must be located within a designated HUBZone

Eligibility Requirements

- At least 35% of its employees must reside in a HUBZone
- **Note:** Different rules apply for Tribal Governments, Alaska Native Corporations, Community Development Corporations and small agricultural cooperatives. These are delineated in [Title 13 of the Code of Federal Regulations, Part 126](#)

Eligibility Requirements - Size

- At time of application for certification a HUBZone Small Business Concern must meet SBA's size standards for its primary industry classification as defined in 13 CFR --- § 121.201.
- At time of initial contract offer a HUBZone SBC must be small for the size standard corresponding to the NAICS code assigned to the contract. 13 CFR --- 126.601(b)

Eligibility Requirements – Ownership by Individual

Business must be directly and unconditionally owned and controlled by at least 51% U.S. citizens - - - 13 CFR 126.200(b)(1)(i)

- *Citizen* means a person born or naturalized in the United States. SBA does not consider holders of permanent visas and resident aliens to be citizens - - - 13 CFR 126.103

Eligibility Requirements – Principal Office

Principal office must be located within a designated HUBZone

- *Principal office* means the location where the greatest number of the concern's employees at any one location perform their work - - - 13 CFR 126.103
- For concerns whose “primary industry” is service or construction, the determination of principal office excludes the concern's employees who perform the majority of their work at job-site locations to fulfill specific contract obligations - - - 13 CFR 126.103

Eligibility Requirements – 35% Residency

At least 35% of its employees reside in a HUBZone

- Employee means all individuals employed on a full-time, part-time, or other basis, so long as that individual works a minimum of 40 hours per month. This includes employees obtained from a temporary employee agency, leasing concern, or through a union agreement or co-employed pursuant to a professional employer organization agreement --- 13 CFR 126.103
- Volunteers (*i.e.*, individuals who receive deferred compensation or no compensation, including no in-kind compensation, for work performed) are NOT considered employees --- 13 CFR 126.103

Eligibility Requirements – 35% Residency

- When determining the percentage of employees that reside in a HUBZone, if the percentage results in a fraction, round up to the nearest whole number --- 13 CFR 126.200
- SBA defines *reside* means to live in a primary residence at a place for at least 180 days, or as a currently registered voter, and with intent to live there indefinitely --- 13 CFR 126.103

IMPORTANT

85% of firms who are declined for certification are declined because of failing to meet either

- **The 35% requirement**
- **The Principal Office (PO) requirement**
- **Or both**

Principal Office – Example #1

Company, Inc is a small company that makes widgets. Their headquarters is located in an urban area that is not HUBZone, according to the map. The two owners and an administrative support person spend the majority of their work hours there. The company has a manufacturing site across the street from the headquarters located in a qualified census tract. The owners and the admin all live in a HUBZone a few miles away. There are 6 employees at the manufacturing site. One of them is part time and works only 20 hours every week. Only one of the six employees who works at the manufacturing site lives in a HUBZone.

Does this company meet the principal office requirement?

Principal Office – Example #1

Does this firm meet the PO requirement?

- **YES**

When dealing with the evaluation of the principal office, do not consider where employees live.

Residency– Example #2

Company, Inc. is a small company that makes widgets. Their headquarters is located in an urban area that is not HUBZone, according to the map. The two owners and an administrative support person spend the majority of their work hours there. The company has a manufacturing site across the street from the headquarters located in a qualified census tract. The owners and the admin all live in a HUBZone a few miles away. There are 6 employees at the manufacturing site. One of them is part time and works only 20 hours every week. Only one of the six employees who works at the manufacturing site lives in a HUBZone.

Does this company meet the 35% requirement?

Residency– Example #2

Does this firm meet the 35% requirement?

- **YES**

When dealing with the evaluation of the 35% employee residency requirement, do not consider where employees work.

Principal Office – Example #3

Company, Inc is a small IT services company. Their headquarters is located in an urban area that is not HUBZone, according to the map. The two owners and an administrative support person spend the majority of their work hours there. Across the street, in a qualified census tract, is a government facility where 6 engineers perform contract specific work. The owners and the admin all live in a HUBZone a few miles away. There are 6 employees at the government site. One of them is part time and works only 20 hours every week. Only one of the six employees who works at the government site lives in a HUBZone.

Does this company meet the Principal Office requirement?

Principal Office – Example #3

Does this firm meet the PO requirement?

- **NO**

When dealing with the evaluation of the principal office, do not consider where employees live.

Residency- Example #4

Company, Inc is a small IT services company. Their headquarters is located in an urban area that is not HUBZone, according to the map. The two owners and an administrative support person spend the majority of their work hours there. Across the street, in a qualified census tract, is a government facility where 6 engineers perform contract specific work. The owners and the admin all live in a HUBZone a few miles away. There are 6 employees at the government site. One of them is part time and works only 20 hours every week. Only one of the six employees who works at the government site lives in a HUBZone.

Does this company meet the 35% requirement?

Residency- Example #4

Does this firm meet the 35% requirement?

- **YES**

When dealing with the evaluation of the 35% employee residency requirement, do not consider where employees work.

Reflections Before You Apply

Most successful HUBZone firms plan for their success

- Long-term and revolving strategies that define how to be and remain competitive
- Maintain principal office and 35% employee residency requirements.

Reflections Before You Apply

- Review the HUBZone application guide which delineates the entire application process, provides the complete list of required documentation and provides a glossary of definitions [HUBZone Application Guide](#)
- Planning is everything

Avoid Common Mistakes

- SAM and/or DSBS not updated with proper credentials
- Application “times-out.” Each page must be completed within 60 minutes
- Unable to access the GLS system

Avoid Common Mistakes

- 35% of employees are not located within HUBZone areas
- Requested supporting documents do not validate information in the HUBZone application
- HUBZone website is not reviewed

Supporting Documentation

A lack of supporting documentation is the #1 reason for certification delay.

Supporting Documentation

- Few firms return the requested documentation within 14 days of the request– **even though this request is available on the HUBZone [website](#) and on the landing page in the electronic application as well**
- The firm should assemble the documentation **before** submitting the application.

Questions?

SBA - Wisconsin Offices

Wisconsin District Office

310 West Wisconsin Ave.

Suite 580W

Milwaukee, WI

Phone: 414-297-3941

Wisconsin District Office

740 Regent Street

Suite 100

Madison, WI

Phone: 608-441-5261

www.sba.gov/wi

@SBA_Wisconsin

UPCOMING TRAINING - EVENTS

WHAT IS WPI'S CURRENT WEBINAR SCHEDULE?

October 24, 2018 – **The SBA 8(a) Certification Program** – [CLICK HERE](#) for additional information – presented by Shane Mahaffy, U.S. Small Business Administration (SBA) and Benjamin Blanc, Wisconsin Procurement Institute (WPI)

October 24, 2018 – **The NEW WAWF – The Procurement Integrated Enterprise Environment (PIEE)** – [CLICK HERE](#) for additional information – presented by Benjamin Blanc, Wisconsin Procurement Institute (WPI)

November 7, 2018 – **Responding to a Sources Sought Announcement and the Interested Vendor List** – [CLICK HERE](#) – for additional information – presented by Carol Murphy, Wisconsin Procurement Institute (WPI)

December 4, 2018 – **Preparing for a CPSR Audit** – [CLICK HERE](#) – for additional information – presented by Phil Bail, Phil Bail & Associates

<https://www.wispro.org/faqs/what-is-wpis-webinar-schedule/>



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION

Governor's Conference on Minority Business Development
Welcoming minority, woman and veteran-owned businesses
December 12 - 13, 2018

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2018

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[NOMINATE A BUSINESS](#)

DATES ANNOUNCED DECEMBER 12 - 13

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MARKETPLACE WISCONSIN

POTAWATOMI HOTEL & CONFERENCE CENTER
MILWAUKEE, WI

END OF YEAR FEDERAL CONTRACTOR UPDATE – MILWAUKEE, WI

January 24, 2019

Organizer

Cassie Hutzler

Phone:
(414) 270-3600

Email:
cassieh@wispro.org

Additional Information

Presented By

National Contract Management
Association (NCMA) - Wisconsin

Chapter
Wisconsin Procurement Institute (WPI)

SAVE THE DATE!

Join Wisconsin's Federal contractors for a series of briefings focusing on changes and challenges.

<https://www.wispro.org/event/end-of-year-federal-contractor-update-milwaukee-wi/>

Venue

Crowne Plaza – Wauwatosa

10499 W Innovation Dr
Wauwatosa, WI 53226 United States
[+ Google Map](#)





QUESTIONS?

SURVEY



CONTINUING PROFESSIONAL EDUCATION



CPE Certificate available, please contact:

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