



U.S. Small Business
Administration

HUBZone Certification

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Lead Business Opportunity
Specialist

HUBZone Program Purpose



Set-Aside for Certification Programs and Socio-Economic Categories

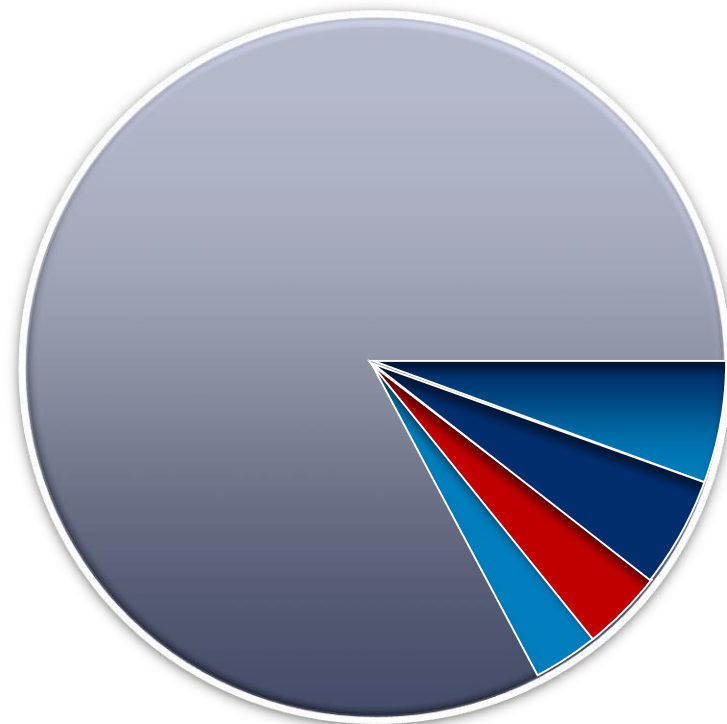
Targeted set-asides and acquisition goals:

Women-Owned Small Businesses (5%)

Small Disadvantaged Businesses (including 8(a) certified) (5%)

HUBZone Businesses (3%)

Service-Disabled Veteran-Owned Small Businesses (3%)



Set-asides are reserved for small business between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

FY18 Current Total of Wisconsin HubZone Firms

Total WI certified HubZone Firms: 56 companies

Federal Contracts Actions Awarded to 19 companies

Contract Actions: 237

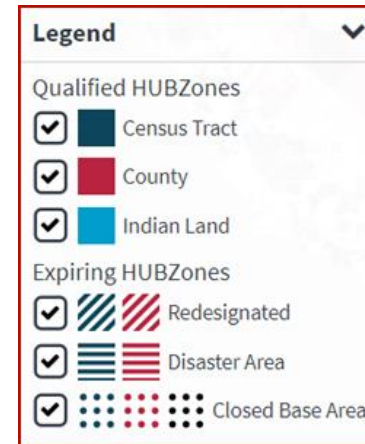
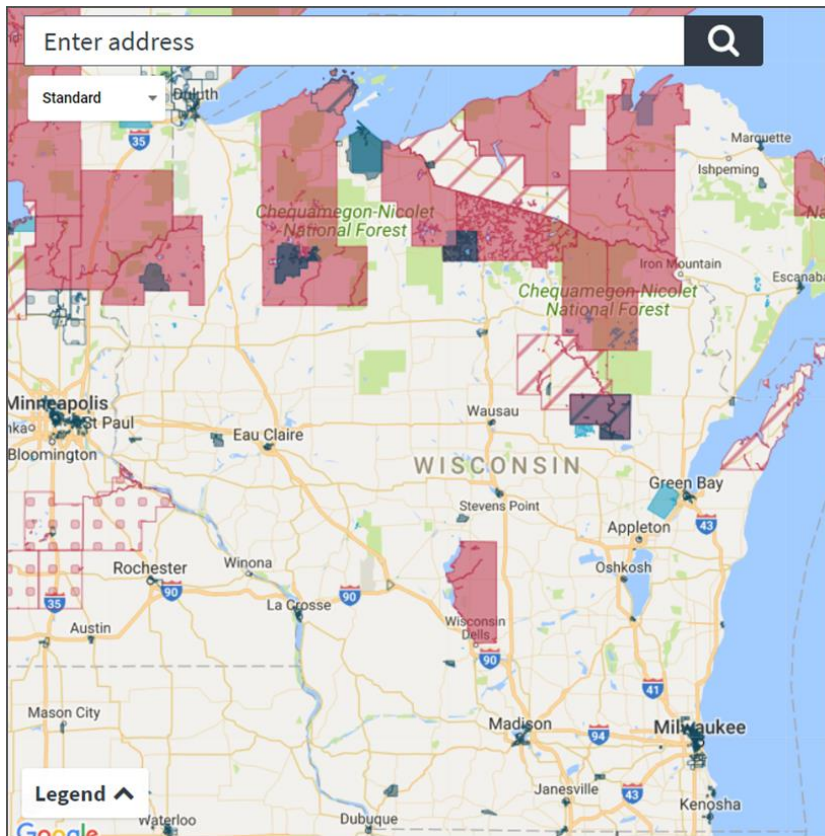
Amount: \$44.39 Million

HUBZone Federal Contracting Mechanism

Contracts for goods and services are targeted by Agencies to HUBZone CERTIFIED small businesses via:

- Set-asides (including Multiple Award Contracts—MACs)
- Sole-source awards
- Price Evaluation Preference: Application of a 10% price evaluation preference applied in full and open competition (only applies if initial low offer is from a large business, not if low bidder is a small business)

Wisconsin HUBZones



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

[HUBZone Map](#)

Wisconsin HUBZones



Wisconsin HUBZones

Washburn, WI, USA

Light Gray

Legend

- Qualified HUBZones
 - Census Tract
 - County
 - Indian Land
- Expiring HUBZones
 - Redesignated
 - Disaster Area
 - Closed Base Area

Washburn, WI, USA
46.673272°, -90.894908°

Qualified HUBZone

Designations [Show Details](#)

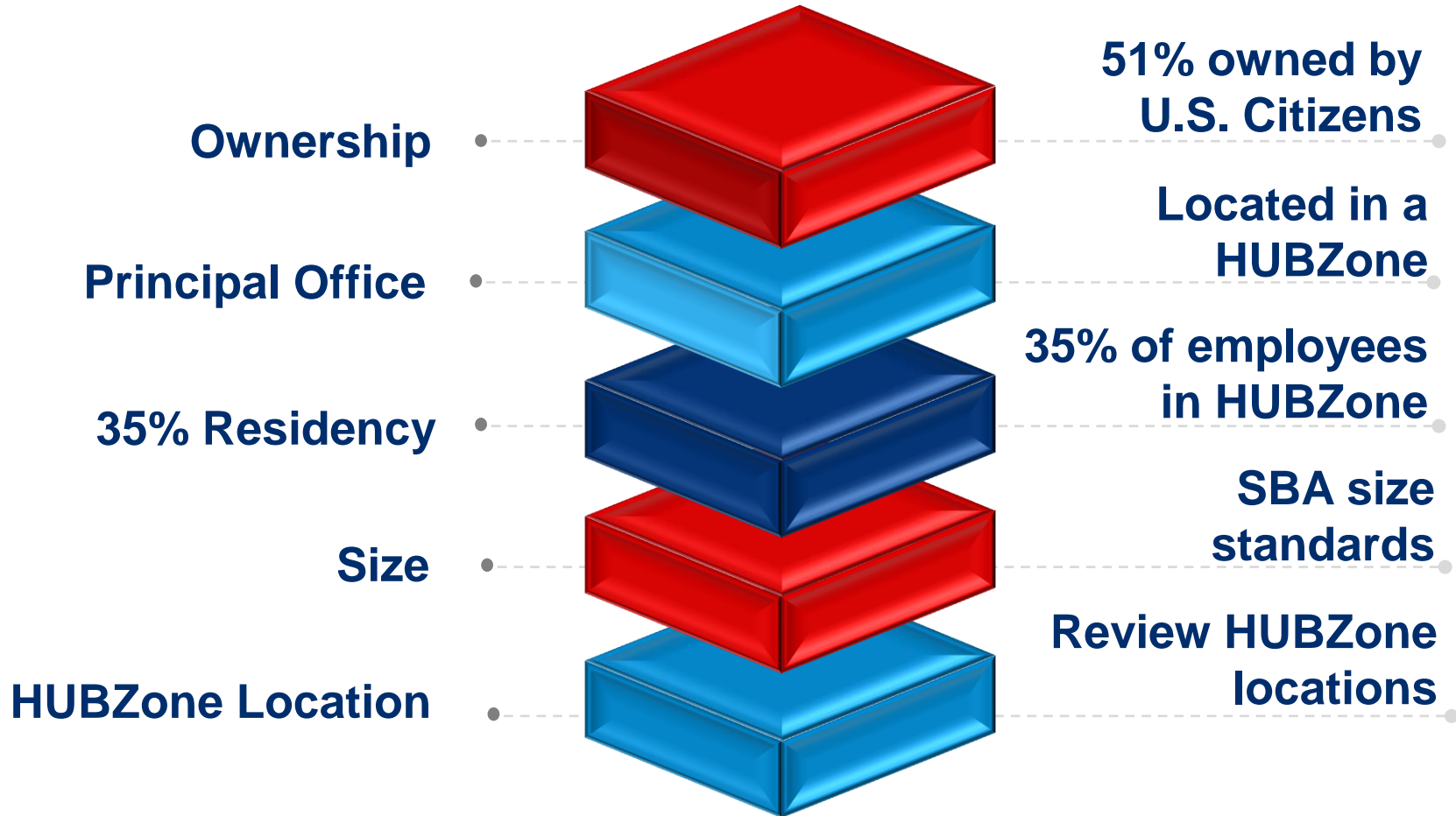
- County

Local Information [Show Details](#)

Printable Version [Share Map](#)

Qualification is valid for today: Apr 10, 2020

HUBZone Eligibility and Requirements



SBA HUBZone Responsibilities

**Implements and
Regulates
Program**



**Streamlines
Certification
Process**



**Determines and
Adjudicates
Eligibility**



**Maintains
Certification
Listing**

HUBZone Application Process



BEFORE APPLICATION

- View the HUBZone Primer
- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

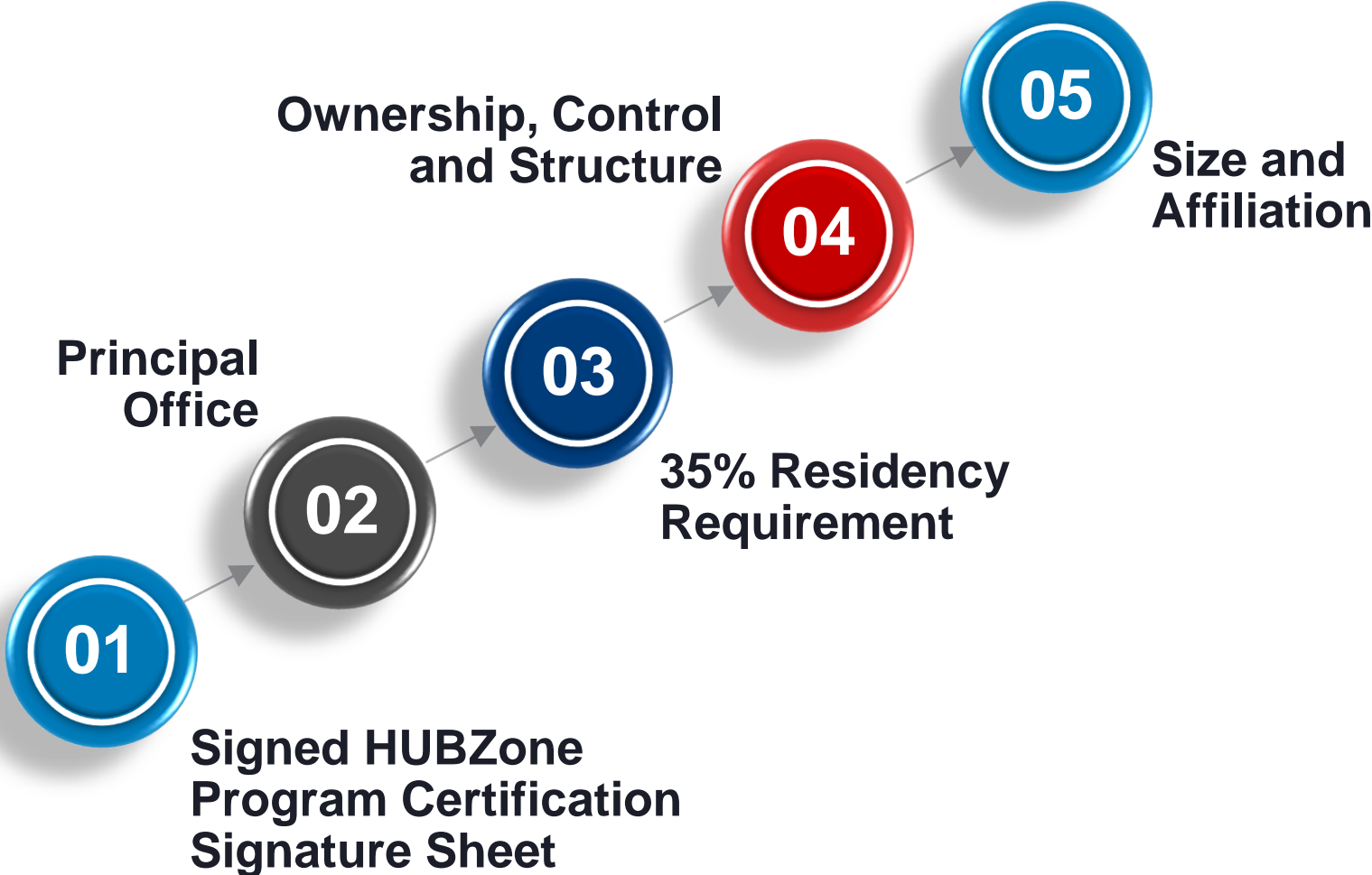
- Review application guide
- Gather supporting documentation
- Apply using the General System



DOCUMENTATION

- Verify requested information
- Submit supporting documentation
- Update SAM profile once approved

Supporting Documentation Requirements



HUBZone Site Visits and Re-certification



- Participate in site visits
- Meet HUBZone criteria
- Maintain SBA standards
- Recertify every 3 years

Getting the Most Out of Your HUBZone Certification



Qualify for set-aside or sole source contract awards – increasing prime and subcontracting opportunities



Opportunity to build capacity and grow by establishing Joint Ventures and participating in the All Small Mentor-Protégé Program



Access to training, management and technical assistance programs, guaranteed loans and bonding assistance

Recent SBA and FAR Regulatory Action

Final Rule: HUBZone Comprehensive Review

84 FR 65222

- HUBZone maps, currently frozen through 2021, will be updated every five years
- Moves to annual recertification (from three-year), effective for all HUBZone contracts for the one-year period
- Requires HUBZone status in DSBS at time of *offer* (not time of award)
- For non-HUBZone multiple-award contract (other than FSS contract), firm must be certified as a HUBZone at time of offer on a HUBZone set-aside order

Final Rule: HUBZone Comprehensive Review

(cont.)
84 FR 65222

- Requires 35% employee HUBZone residency at time of certification and recertification; “attempt to maintain” during contract performance
- Defines “attempt to maintain” HUBZone status during HUBZone contract performance as having at least 20% HUBZone employees (must be 35% at application and recertification) and recruiting HUBZone employees
- An employee who resides in a HUBZone for at least 6 months before and after time of certification continues to count as HUBZone employee as long as an employee of the firm—even if employee moves or residence no longer qualifies
- Employees temporarily living overseas in connection with performance of a contract will be considered to reside at their U.S. residence

Final Rule: HUBZone Comprehensive Review

84 FR (65222)

- Firms that invest in HUBZones by purchasing building or entering into long-term lease are deemed to meet principal office requirement for 10 years—even if office location no longer qualifies as a HUBZone
- Includes affiliate employees in 35% and principal office calculations if no clear line of fracture between firms
- Starting January 1, applications for HUBZone certification will be processed within 60 days of a complete submission

Direct Final Rule: HUBZone Program Provisions for Governor-Designated Covered Areas

84 FR 62447

- Starting 2020, Governors may petition SBA to designate covered areas as HUBZones.
- “Covered area” means—
 - located outside of an urbanized area;
 - population of 50,000 or less; and
 - average unemployment rate is at least 120% of the average unemployment rate for US/state.
- The Governor shall, at least annually, submit data to the Administrator certifying that each Governor-designated covered area continues to meet the definition of a covered area.

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