



U.S. Small Business
Administration

HUBZone Certification

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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) (12%)

HUBZone Businesses (3%)

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



Set-asides are reserved for small business between \$10,000 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

Wisconsin FY21 Small Business Contract Numbers



WI Small Businesses received in excess of \$1.1 Billion with the U.S. Government



Certified HUBZone firms received over \$54.5 Million



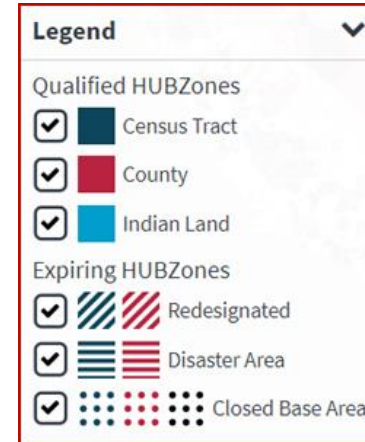
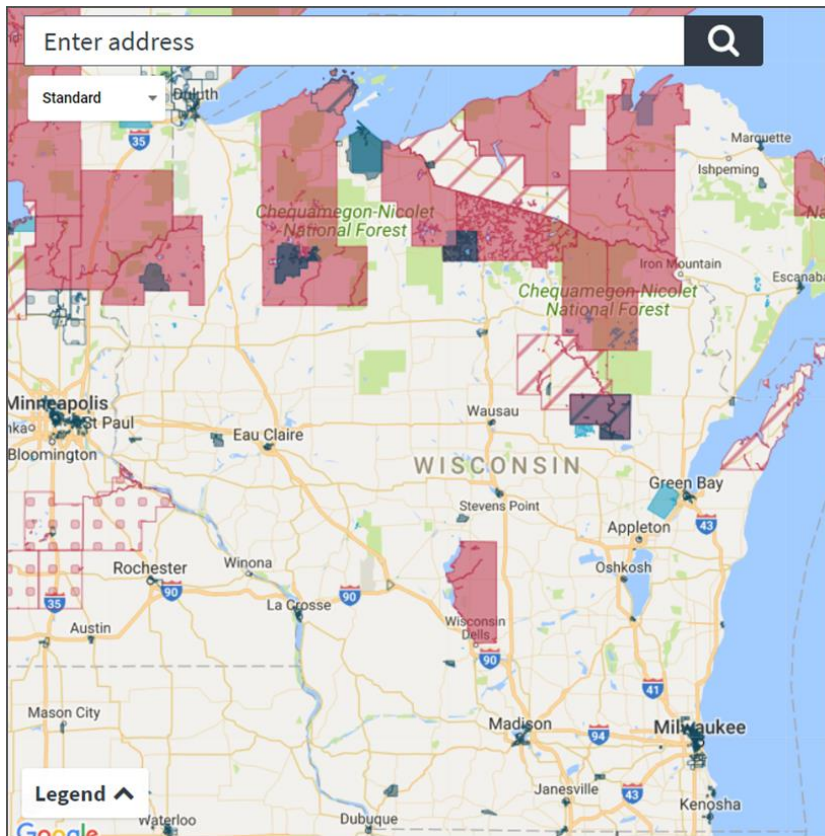
Current total WI certified HUBZone Firms: 56 companies

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

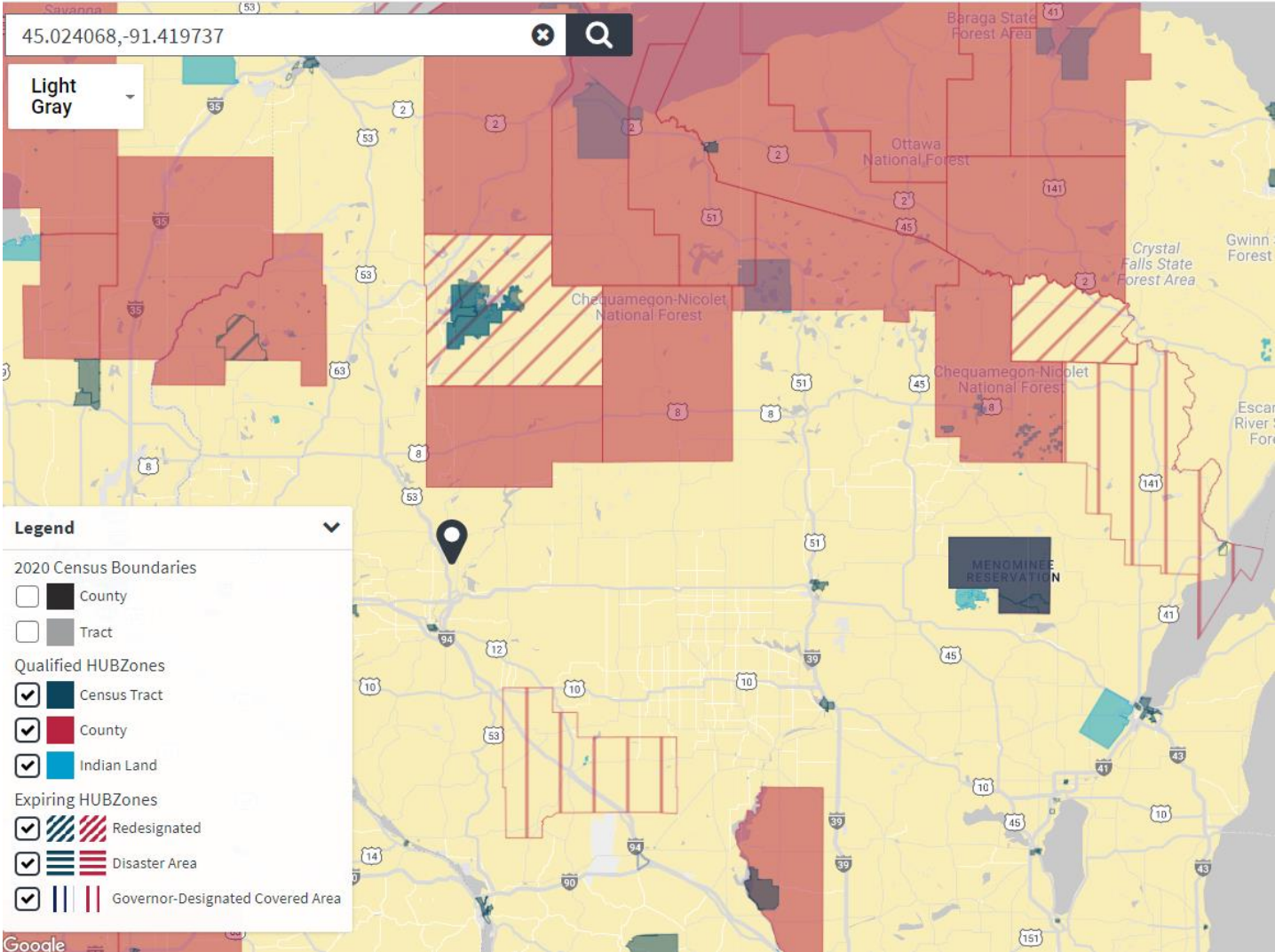


Indian/tribal lands; parts of Milwaukee, Waukesha, Kenosha, Racine, Madison, Green Bay, Stevens Point, other communities throughout the state

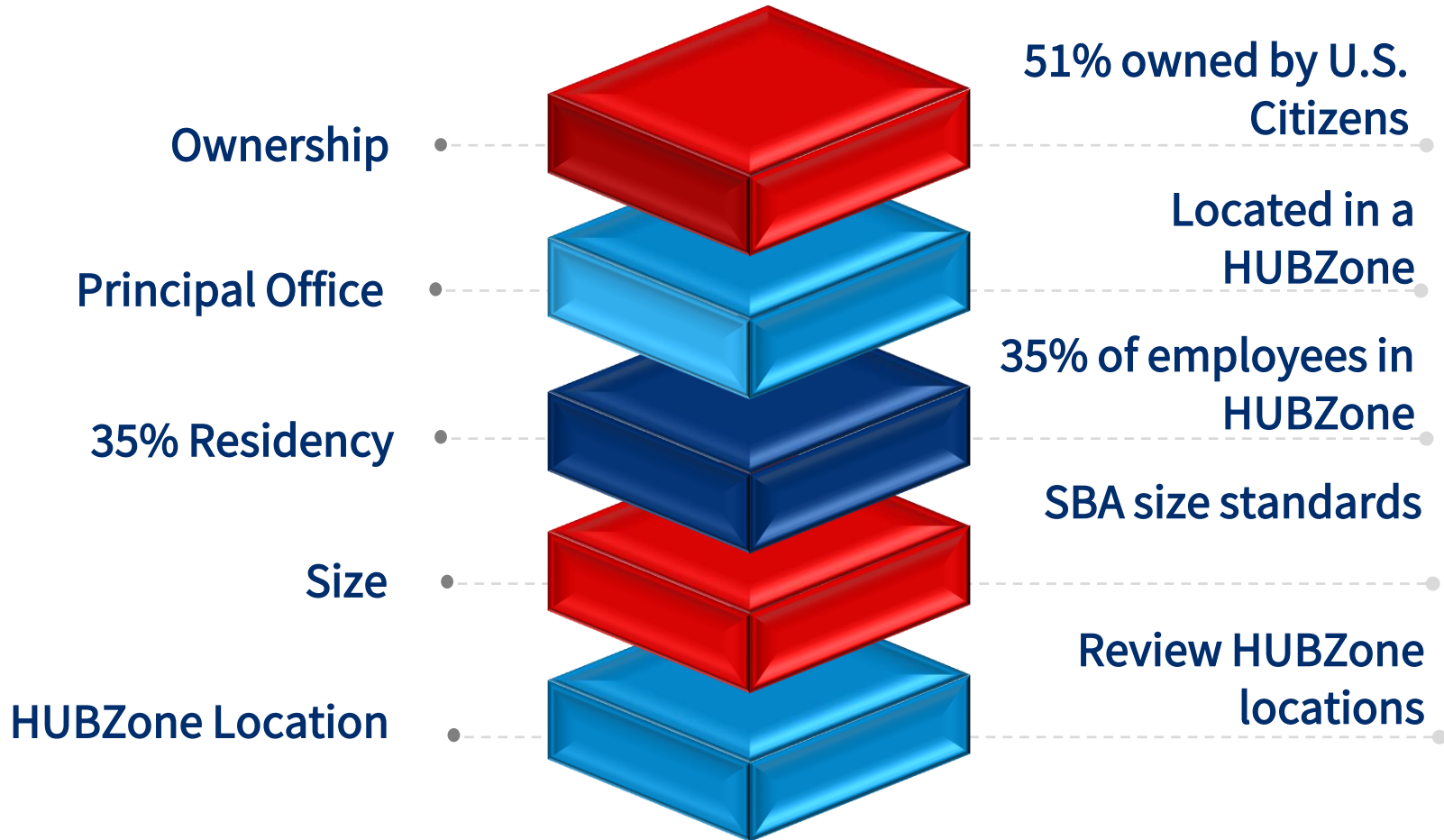
[HUBZone Map](#)

Wisconsin HUBZones

SBA Preview HUBZone Map Effective July 01, 2023



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
- Identify NAICS code(s)
- Register with SAM, receive UEI number



APPLY FOR CERTIFICATION

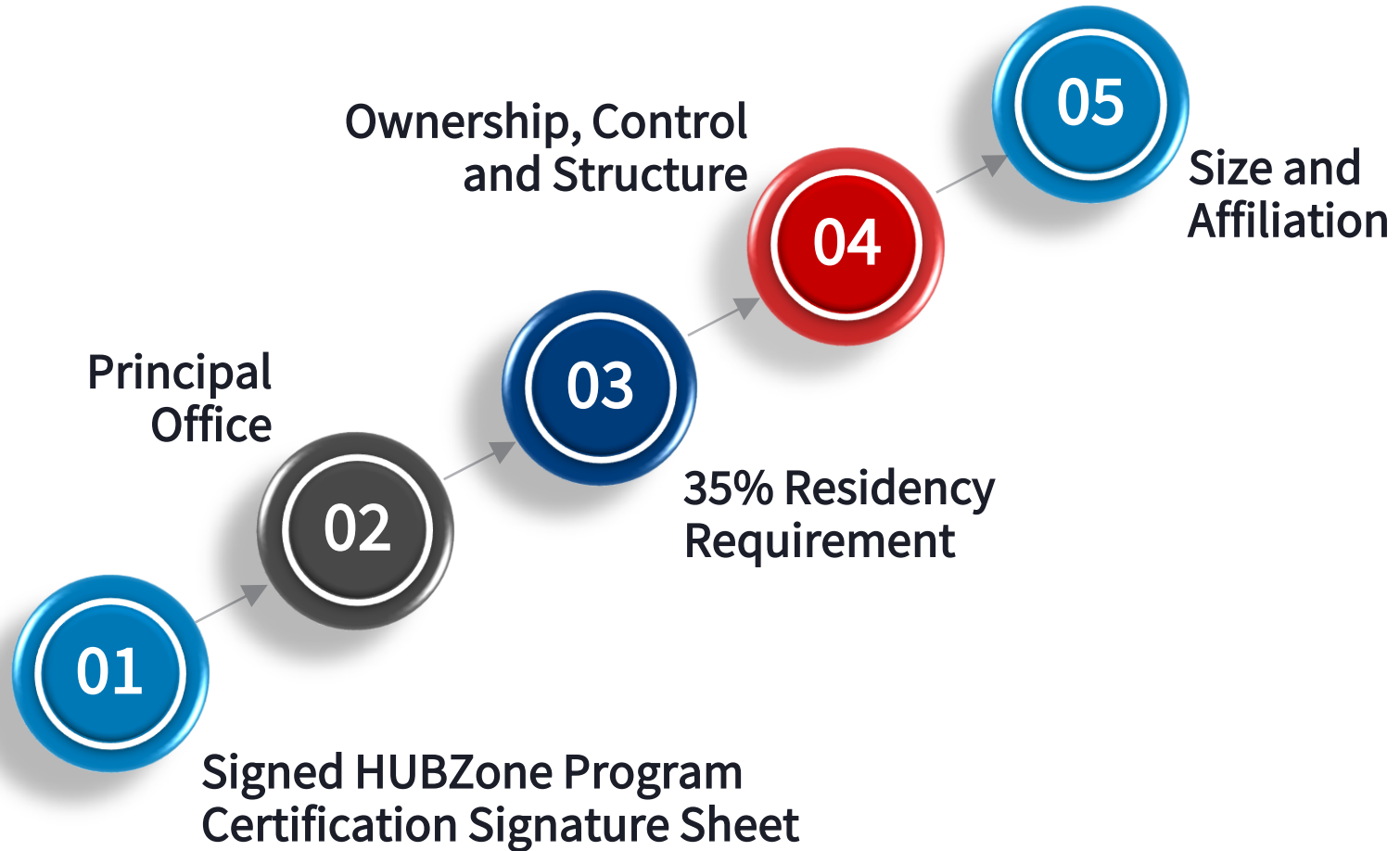
- Review application guide
- Gather supporting documentation
- Apply using the General System



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 Annually

SBA and FAR Regulatory Action

FAR Final Rule: Update of HUBZone Program

[87 FR 58232](#) (Sept. 23, 2022)

- HUBZone firms are certified annually for the entire year, instead of being required to represent for each offer
- Removes requirement for firm to be HUBZone qualified at both offer and award for HUBZone set-asides—instead just offer
- Authorizes HUBZone set-aside and sole source awards under SAT
- HUBZone offerors must attempt to maintain HUBZone residency percentage if performing a HUBZone contract

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



U.S. Small Business
Administration

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