



City of Phoenix

EQUAL OPPORTUNITY DEPARTMENT

Small Business Enterprise (SBE)
Disadvantaged Business Enterprise (DBE) and
Airport Concessions Disadvantaged Business
Enterprise (ACDBE)
Certification Programs



Objectives

In this presentation you will learn:

1. **What is certification**
2. **Three types of Certification offered by the City of Phoenix**
3. **Small Business Enterprise (SBE) Certification Requirements**
4. **Disadvantaged Business Enterprise (DBE) Certification Requirements**
5. **Airport Concession Disadvantaged (ACDBE) Certification Requirements**
6. **Benefits of Certification**
7. **Examples of Businesses we certify**
8. **How to Apply for certification**
9. **The Certification Review Process**
10. **Unified Certification Program**
11. **Contact Information**



What is Certification?

- The purpose of certification is to: “Ensure that only firms that fully meet this part's eligibility standards are permitted to participate as DBEs, SBEs or ACDBEs in the case of concessions”
- The criteria for certification is set forth in:
 - Chapter 18 of the Phoenix City Code Ordinance (SBEs)
 - 49 Code of Federal Regulations (eCFR) Parts 23 – ACDBE and 26 – DBE Regulations
- Certification applies to the owner(s) of the business
- Certification is not transferable
- Certification is a marketing tool, used to enhance your ability to do business in public markets.



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Three Types of Certification

Small Business Enterprise Program (SBE) Certification:

- **Local program**
- Opportunities to do business with the City of Phoenix
- Applicable to procurement and contracting that occurs using City funds
- Only available to firms with a primary or principal location in Maricopa County

Disadvantaged Business Enterprise Program (DBE) Certification – Part 26

- **Federal Program**
- Applicable to USDOT-funded contracts administered by the City or its subrecipients (surrounding 15 cities, Valley Metro and state wide)
- Available to firms located throughout the U.S. and completed the DBE process with the City of Phoenix, ADOT, or City of Tucson

Airport Concessions Disadvantaged Business Enterprise Program (ACDBE) Certification – Part 23

- **Federal Program**
- Applicable to firms owned and operated by disadvantaged individuals in an airport concessions environment on FAA-assisted contracts and procurements



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SBE Certification

REQUIREMENTS FOR SBE CERTIFICATION

Qualifying groups	Gender and race neutral – Anyone can apply
Personal Net Worth (PNW)	Owner's personal net worth cannot exceed \$1,320,000 (excluding ownership interest in the applicant's business and the primary residence)
Local firm	Firm must have a primary or principal location in Maricopa County
Operational and For Profit concern	Copies of 3 completed or in progress jobs, contracts, proposals or bids
Control and Expertise	Owners must have the experience, expertise, and control of the day-to-day operations of the firm
SBA Guidelines Requirement	Business must qualify as a small business under the Small Business Administration guidelines
U.S Citizenship	Owner(s) must be U.S citizens or permanent legal resident(s)





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DBE Certification

REQUIREMENTS FOR DBE CERTIFICATION

Qualifying groups Must hold at least 51% ownership of the firm	African American males & females Native American males & females Pacific Islander males & females Asian males & females Hispanic males & females Anglo females
U.S Citizenship	Owner(s) must be US Citizen or lawfully admitted permanent resident(s)
Personal Net Worth (PNW)	Owner's personal net worth cannot exceed \$1,320,000 (excluding ownership interest in the applicant business and the primary residence)
Location	Can be located anywhere in U.S. but must complete the DBE certification process in Arizona. Home state DBE certification is required.
SBA Guidelines Requirement	Business must qualify as a small business under the Small Business Administration guidelines
Control and Expertise	Owners must have the experience, expertise, and control of the day-to-day operations of the firm
Operational for Profit	Copies of 3 completed or in progress jobs, contracts, proposals or bids





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ACDBE Certification

REQUIREMENTS FOR ACDBE CERTIFICATION

Qualifying groups	Same Qualifying Groups as DBE certification.
Must hold at least 51% ownership of the firm	Airport Concession is a for profit business located on an airport engaged in the sale of consumer goods or services to the public under and agreement with the recipient, another concessionaire, the owner or lessee of a terminal or take place on an airport such as Management contracts.
U.S Citizenship	Owner(s) must be US Citizen or lawfully admitted permanent resident(s)
Personal Net Worth (PNW)	Owner's personal net worth cannot exceed \$1,320,000 (excluding ownership interest in the applicant business and the primary residence)
Location	Can be located anywhere in U.S. but must complete the DBE certification process in Arizona. Home state DBE certification is required.
SBA Guidelines Requirement	Business gross receipts cannot exceed \$56.4 million dollars per year
Control and Expertise	Owners must have the experience, expertise, and control of the day-to-day operations of the firm
Operational for Profit	Copies of 3 completed or in progress jobs, contracts, proposals or bids



Benefits of Certification

- **Visibility/Exposure**

 - Prime Contractors

 - Other “small” business

 - The Private sector

 - Other municipalities/government Agencies



- **Increased access to opportunities**

 - Private sector firms as well as other government agencies offer opportunities to certified firms

- **Potential for Business Growth**

- Certification does not guarantee that you will be successful each and every time you bid; however it may add a competitive edge to your bid.

Examples of Certified Firms

Goods or Services providers

- Retail goods
- Paper products
- Janitorial
- HR/Payroll Firms

Construction Trades

- Landscaping
- Drywall

Professional Services

- Architects
- Engineers

Other Areas

- IT providers





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How to Apply

For SBE and DBE Applicant Firms Located in Maricopa County:

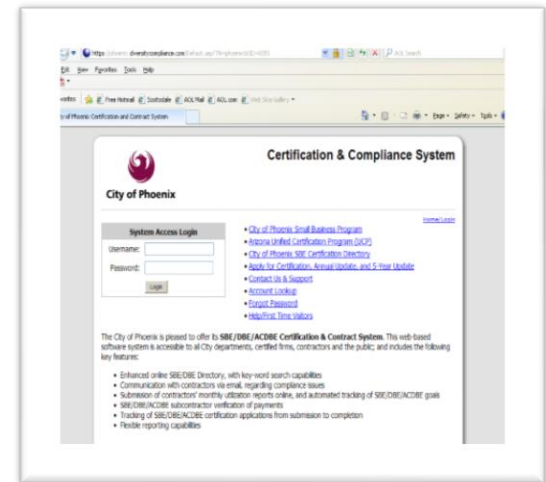
Online Certification application

- Reduces paper
- Increased security
- Work on application and save your progress
- Convenient

The application includes:

- Basic Application for Certification
- Affidavit of Certification
- Supporting Documents Checklist
- Personal Net Worth Statement

www.phoenix.diversitycompliance.com



Certification Review Process

1. Complete the certification application. Please note that incomplete applications are not accepted. If you need assistance, contact the Equal Opportunity Department at 602-262-6790.
2. A Certification Specialist will contact you in the event you need to submit additional information. The certification process usually takes 16 weeks after submitting a completed application.
3. Your certification specialist will contact you to schedule an on-site visit to your principal place of business. In certain technical or highly specialized trade areas, a work site visit also may be necessary to determine the applicant's expertise in the firm's primary field of operation.
4. You will receive a letter and/or a certificate from the Equal Opportunity Department to inform you regarding your certification status. Please review the online Directory of Certified SBE/DBE Firms to ensure the accuracy of your firm's information.
5. Learn more at <https://www.phoenix.gov/eod/programs/sbecertprograms>.



Unified Certification Program

- Phoenix is one of 3 DBE certifying agencies in Arizona as part of the Arizona Unified Certification Program (AZUCP). The AZUCP allows applicants for the DBE program to apply only once for a DBE certification that will be honored by all recipients in the state. The AZUCP is comprised of three certifying agencies: The City of Phoenix, Arizona Department of Transportation (ADOT), and City of Tucson.



Applying by Agency

- AZUCP Partners are assigned statewide geographical areas for DBE certification application processing as follows:
- Firms located in Maricopa County, and all ACDBE's, must submit their DBE certification application to the City of Phoenix.
- Firms located in Pima County must submit their DBE certification application to the City of Tucson.
- Firms located outside of Maricopa and Pima counties, including out-of-state DBE's, must submit their DBE certification to the Arizona Department of Transportation - ADOT. <http://www.adotdoors.dbesystem.com>



CONTACT ADOT OR CITY OF TUCSON

Arizona Department of Transportation (DBE Certification for other cities outside of Maricopa County)

DBE Certification: (602) 712-7761

azutracs.com (DBE search directory)

<http://www.adotdoors.dbesystem.com> (apply for DBE
Certification)

City of Tucson (DBE Certification for Pinal County)

DBE Certification: (520) 837-4000

<http://www.tucsonaz.diversitycompliance.com> (apply for DBE
Certification)



Contact Us



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Equal Opportunity Department

Business Relations Division

SBE/DBE & ACDBE Certification: 602-262-6790

<http://phoenix.gov/eod/programs>

<https://phoenix.diversitycompliance.com>