

SHOULD I GET CERTIFIED?

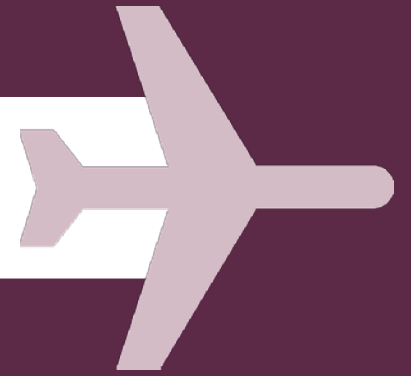
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City of Phoenix
Equal Opportunity Department

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PHX DVT BYR

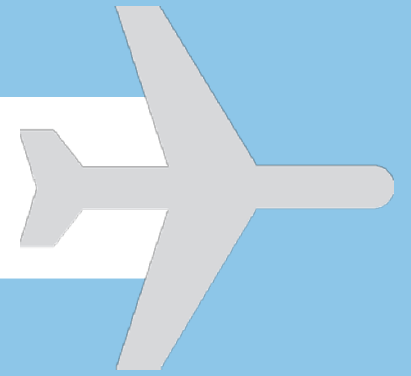
Presentation Overview



- Introductory Information on Certification
- Benefits of Certification
- What is Business Certification?
- Three Certifications offered by the City of Phoenix
- The requirements for Certification
- How to Apply for certification
- Monitoring of ACDBE participation at PHX
- Upcoming Workshops
- Questions and Contact Information



Should I get Certified?



- Existing or Startup Business
- Wants to expand business
- Wants to obtain contracting opportunities
- Wants to know the benefits of certification
- Considering applying for certification



Let's Begin...



Benefits of Certification

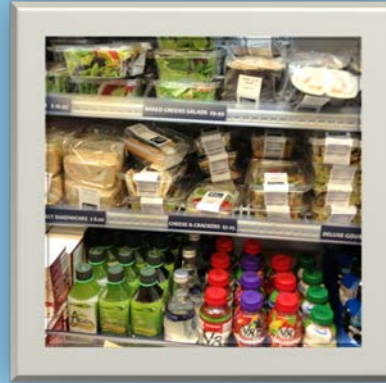
- **Visibility/Exposure**
 - To Prime Contractors
 - To Other “small” business
 - To the Private sector
 - To Other municipalities/government Agencies
- **Increased access to opportunities**
 - Private sector firms, other government agencies offer opportunities to certified firms
- **Potential for Business Growth**
- **Certification does not guarantee success in every bid; however, it may add a competitive edge to your bid.**



Certified Firms

Goods or Services providers

- Retail goods
- Custom art
- Clothing providers
- Gifts/souvenirs



Food and Beverage

- Full-service restaurants
- Grab and go food

Construction Trades

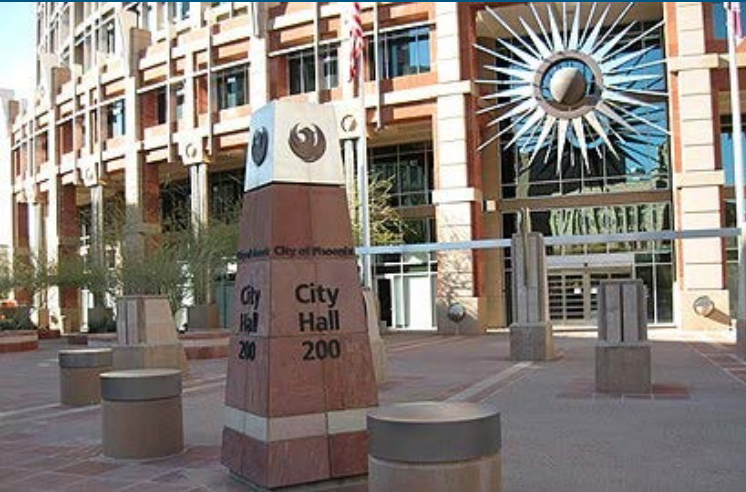
- Landscaping
- Drywall



Professional Services

- Architects
- Engineers

CERTIFICATION STATS



- 702 firms currently certified with the City of Phoenix
- For FFY 2022-2023 PHX generated a total of \$96,710,720 in gross sales to ACDBE certified firms
- There were 77 occurrences where ACDBE certified firms participated in contracts at PHX
- Total of 32.86% of total gross sales going to certified firms



What is Business Certification?

- **Purpose**: “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 Part 26 – DBE
- Certification applies to the owner(s) of the business
- Certification is not transferable
- **Certification is a marketing tool**, used to enhance your
- to do business in public markets.



Three Types of Certification offered by the City of Phoenix

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

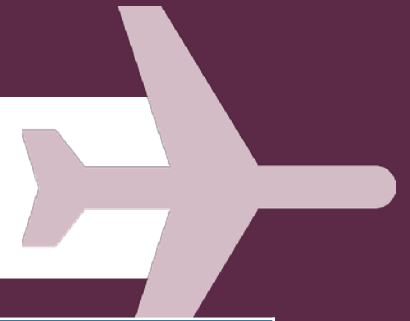
Disadvantaged Business Enterprise Program (DBE) Certification

- **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

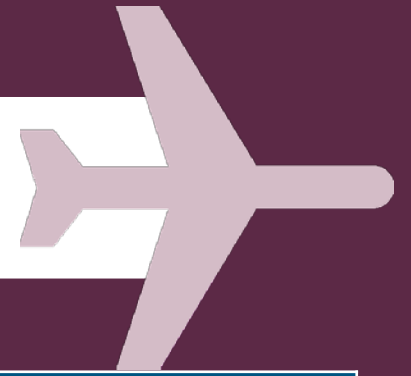
- **Federal Program**
- Applicable to firms owned and operated by disadvantaged individuals in an airport concessions environment on FAA-assisted contracts and procurements
- This program applies to all contracts financed in whole or in part by the Federal Aviation Administration

CERTIFICATION REQUIREMENTS



	SBE	DBE	ACDBE
Ownership	Race and gender neutral anyone can apply.	Qualifying Group requirement-business that is owned and controlled by an economically and socially disadvantaged individual(s): Asian Pacific Americans, Black Americans, Hispanic Americans, Native Americans, Subcontinent Asian Americans or Women	
Personal net worth	1.32 m excluding equity in primary residence and applicant business		
Business Size Standard	*Effective 3-1-23 SBA size standard up to 30.4m average last 3 years gross receipts	*Effective 1-6-22 SBA size standard up to 30.4m average last 5 years gross receipts	56.42m average last 5 years gross receipts
Location	Maricopa County	Nationwide- must be certified in home state	
Operational status	Business must be operational and for profit		
U.S. Citizenship	Must be U.S. citizen or lawful U.S. resident		

CERTIFICATION REQUIREMENTS



	SBE	DBE	ACDBE
Type of Business	Any, (Ex: construction, goods and services, professional services, consultants, etc.)		A business that is located on the airport selling consumer goods or services to the public OR suppliers of goods and services to airport concessionaires (includes management, advertising and web-based contractors)
Experience and Expertise	Owners must have the experience, expertise, and control of the day-to-day operations of the firm		

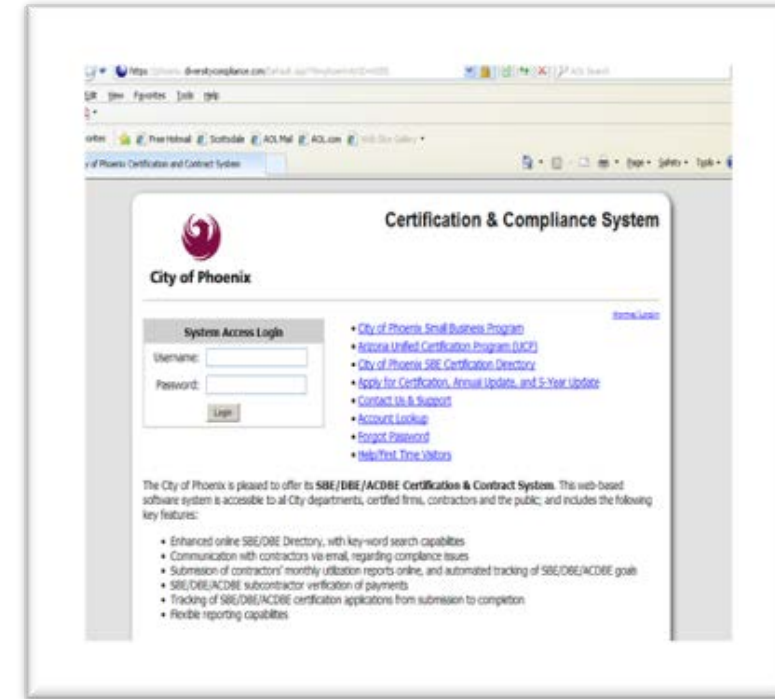
Application Process

➤ 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



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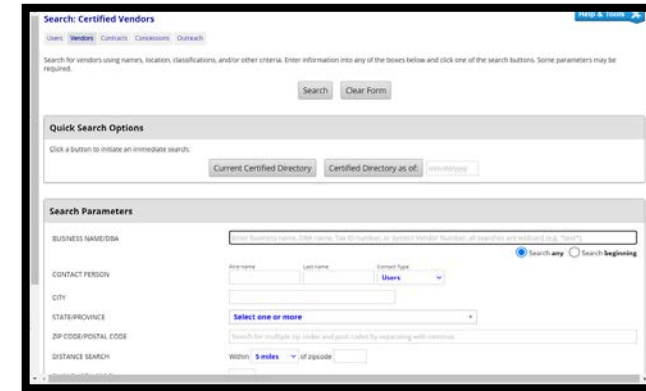
Application Process

➤ The application review

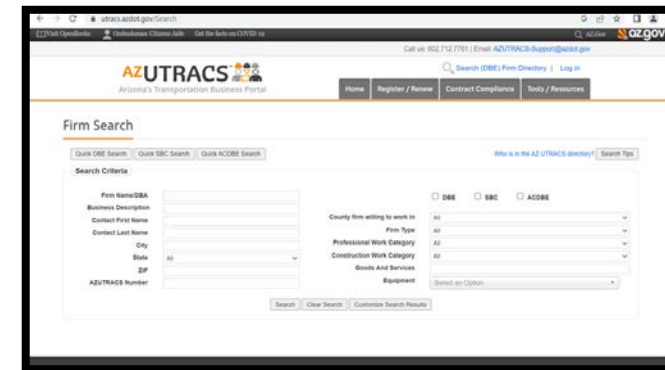
- Takes up to 90 days to complete
- DBE and ACDBE application require onsite visits

➤ Once Certified

- Firm will appear in the certified directory
- Certifications don't expire
- Annual updates must be submitted yearly



This screenshot shows the 'Search: Certified Vendors' web form. It includes a header with navigation links (Users, Vendors, Contracts, Concessions, Outreach) and a search bar. Below the search bar are 'Search' and 'Clear Form' buttons. The 'Quick Search Options' section has a button to 'Click a button to initiate an immediate search:' and a dropdown for 'Current Certified Directory'. The 'Search Parameters' section includes fields for 'BUSINESS NAME/DBA', 'CONTACT PERSON' (with sub-fields for first name, last name, and company type), 'CITY', 'STATE/PROVINCE', 'ZIP CODE/POSTAL CODE', and 'DISTANCE SEARCH' (with a 'Within' dropdown and a 'Miles' input field). There are also radio buttons for 'Search any' and 'Search beginning'.



This screenshot shows the 'Firm Search' web form on the AZUTRACS website. The header includes the AZUTRACS logo and navigation links (Home, Register / Renew, Contract Compliance, Tools / Resources). The 'Firm Search' section has a search bar and a 'Show in the AZUTRACS directory?' checkbox. The 'Search Criteria' section includes fields for 'Firm Name/DBA', 'Business Description', 'Contact First Name', 'Contact Last Name', 'City', 'State', and 'ZIP'. There are also checkboxes for 'DBE', 'SBC', and 'ACDBE'. The 'County firm willing to work in' dropdown is set to 'All'. The 'Professional Work Category' dropdown is set to 'All'. The 'Construction Work Category' dropdown is set to 'All'. The 'Goods And Services' dropdown is set to 'Select an Option'. There are 'Search', 'Clear Search', and 'Customize Search Results' buttons at the bottom.

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Monitoring ACDBE Contracts



Monitoring ACDBE participation



➤ Review small business requirements documentation submitted with RCS

- Work in collaboration with the Airport team to set solicitation outreach requirements
- In accordance with 49 CFR part 23 we review bid submittals to ensure compliance with Small Business Outreach requirements

Monitoring ACDBE participation

➤ Monitor Joint Ventures that have ACDBE firms

- Joint Venture definition
- Review and Approve Joint Ventures with ACDBEs
- Conduct on-site interviews once a year
- Conduct desk reviews on the anniversary of approval of joint ventures
- Review monthly gross sales figures entered by the Prime Concessionaires and ACDBEs
- Resolve discrepancies as they arise



➤ Track and monitor ACDBE participation throughout the year

- Ensure PHX is meeting ACDBE goal proposed to the FAA
- Triennial goal is submitted to the FAA every 3 years
- Submit Uniform Report to the FAA on a yearly basis

UPCOMING WORKSHOPS



- Virtual Workshops offered throughout the year
- 2023 Schedule can be found at:
<http://phoenix.gov/eod/programs>
- Visit virtual exhibitor booth for more information or chat with EOD staff



Contact Us



City of Phoenix

**Equal Opportunity Department
Business Relations Division**

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

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

<https://phoenix.diversitycompliance.com>

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QUESTIONS?

