

UNDERSTANDING CERTIFICATION

DIVISION OF SMALL BUSINESS OPPORTUNITY (DSBO)



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AGENDA

Agenda & Topics

- **11:30 – 11:40** Welcome & Introductions
- **11:40 – 12:15** Understanding Certification Presentation
 - Types of Certification
 - City Certification
 - Eligibility
 - Documents
 - NAICS Codes
 - Benefits & Engagement
 - Resources
- **12:15 – 12:30** Q&A



MEET THE CERTIFICATION TEAM



Elly Bacon
Assistant Director
of Certification



Anne Parker
Certification
Supervisor



Gay Chulajata
Analyst



**Jeanette Lopez –
Clanton**
Analyst



Josh Ortega
Analyst



Jose Silva
Analyst



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CERTIFICATION

The City's **Certification program** serves as a **vehicle** for small disadvantaged, minority and women-owned businesses to pursue opportunities with the city.

Certification is not required to do business but is **highly encourage** if a small business would like to do business with the city.



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WHY SHOULD MY BUSINESS BECOME CERTIFIED?



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DSBO FOUNDATION / GOVERNANCE

- The City and County of Denver is a recipient of local funding. As a condition of local funding, DSBO is responsible for implementing all aspects of the Professional Service/Construction Ordinance, and the Goods & Services Ordinance. All are re-authorized at five-year intervals. In addition, DSBO's authority is created by Executive Order,
 - The Professional Service/Construction Ordinance is found in D.R.M.C. Chapter 28 Article III; the Goods & Services Ordinance in Article V; and Small Business Enterprise in Article VII.
 - The purpose of D.R.M.C Chapter 28 Article III, V, and VII is to enable the city, through its departments and agencies, to undertake specific activities to promote equity, maximize opportunities and prevent discrimination and its effects against business enterprises that have been certified as M/WBEs AND SBEs.



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DSBO FOUNDATION / GOVERNANCE CONT.

- The City and County of Denver is a direct recipient of federal financial assistance from the U.S. Department of Transportation. As a condition of receiving federal assistance, DSBO is responsible for implementing all aspects of the DBE program in accordance with the 49 CFR Part 26.
- The purpose of the USDOT 49 CFR Part 26 is to enable the city to ensure nondiscrimination, create a level playing field, narrow tailoring, ensure firms meet the eligibility standards, help remove barriers and assist in the development of firms to compete successfully outside the program



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CERTIFICATION TYPES

CITY AND STATE AGENCIES

✓ *Only recognized by the City & County of Denver (CCD)*

City & County of Denver (Local Program)

- ✓ **Emerging Business Enterprise (EBE)**
- ✓ **Minority Women Business Enterprise (MWBE)**
- ✓ **Small Business Enterprise (SBE)**
- ✓ **Small Business Enterprise Concessionaires (SBEC)**

US DOT Federal Program (Certified by CCD)

- ✓ **Airport Concessionaires Disadvantaged Business Enterprise (ACDBE)**
- ✓ **Disadvantaged Business Enterprise (DBE)**
(Can also be certified by CDOT)

Regional Transportation District (RTD)

- Small Business Enterprise (SBE)

Colorado Department of Transportation (CDOT)

- ✓ **Disadvantaged Business Enterprise (DBE)**
- Emerging Small Business (ESB)

FEDERAL CERTIFICATIONS

Not recognized by CCD

- 8A
- HUBZone
- Service-Disabled Veteran (SDVOSB)
- Veteran Owned Small Business (VOSB)
- Woman-Owned Small Business (WOSB)
- Economically Disadvantaged Woman-Owned Small Business (EDWOSB)

PRIVATE SECTOR CERTIFICATION

Not recognized by CCD

- Women's Business Enterprise National Council (WBENC) - WBE
- National Minority Supplier Diversity Council (NMSDC) - MBE
- National Gay & Lesbian Chamber of Commerce – LGBTBE



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DSBO CERTIFICATION TYPES

LOCAL PROGRAM

Based off DSBO Ordinance and Rules and Regulations

- Minority/Women Owned Business (MWBE)
- Small Business Enterprise (SBE)
- Emerging Business Enterprise (EBE)
- Small Business Enterprise Concessionaire (SBEC)

\$200 non-refundable processing fee

US DEPT. OF TRANSPORTATION FEDERAL PROGRAM

Based off Code of Federal Regulation

- Disadvantaged Business Enterprise (DBE)
- Airport Concessionaire Disadvantaged Business Enterprise (ACDBE)
 - For questions on the ACDBE process or application please contact:

DENCommerceHub@flydenver.com

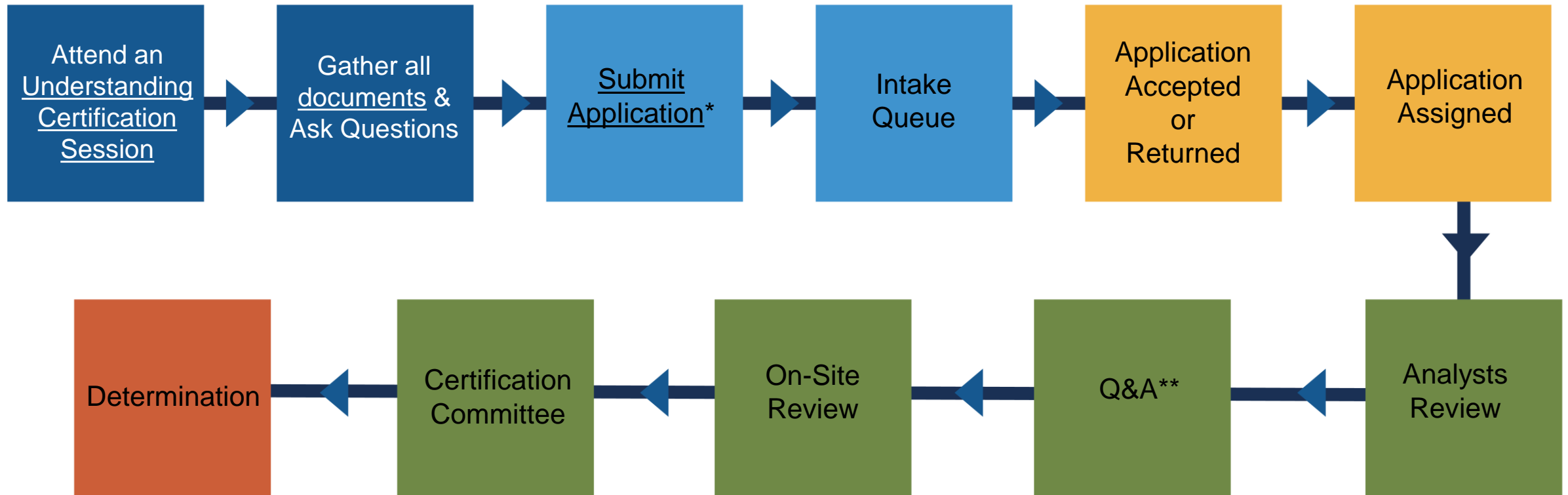
No fee



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CERTIFICATION STEPS

The certification process can take up to 90 days, this can be delayed if the firm is slow in responding to requests from DSBO



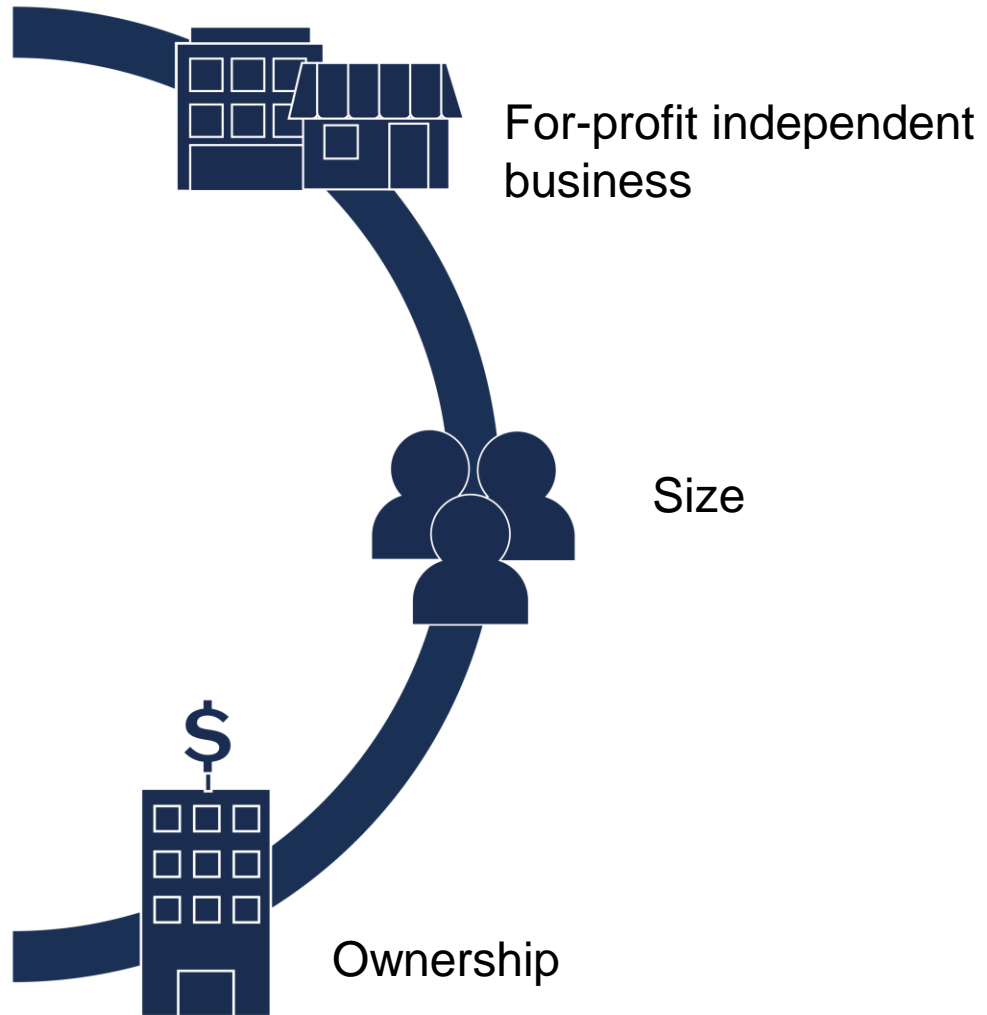
*Applications will not enter the DSBO analyst queue **unless you click “submit”**

**Add Small Business Certification and Contract Management System email address “Denver@mwdbe.com” to your email as a safe sender



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ELIGIBILITY

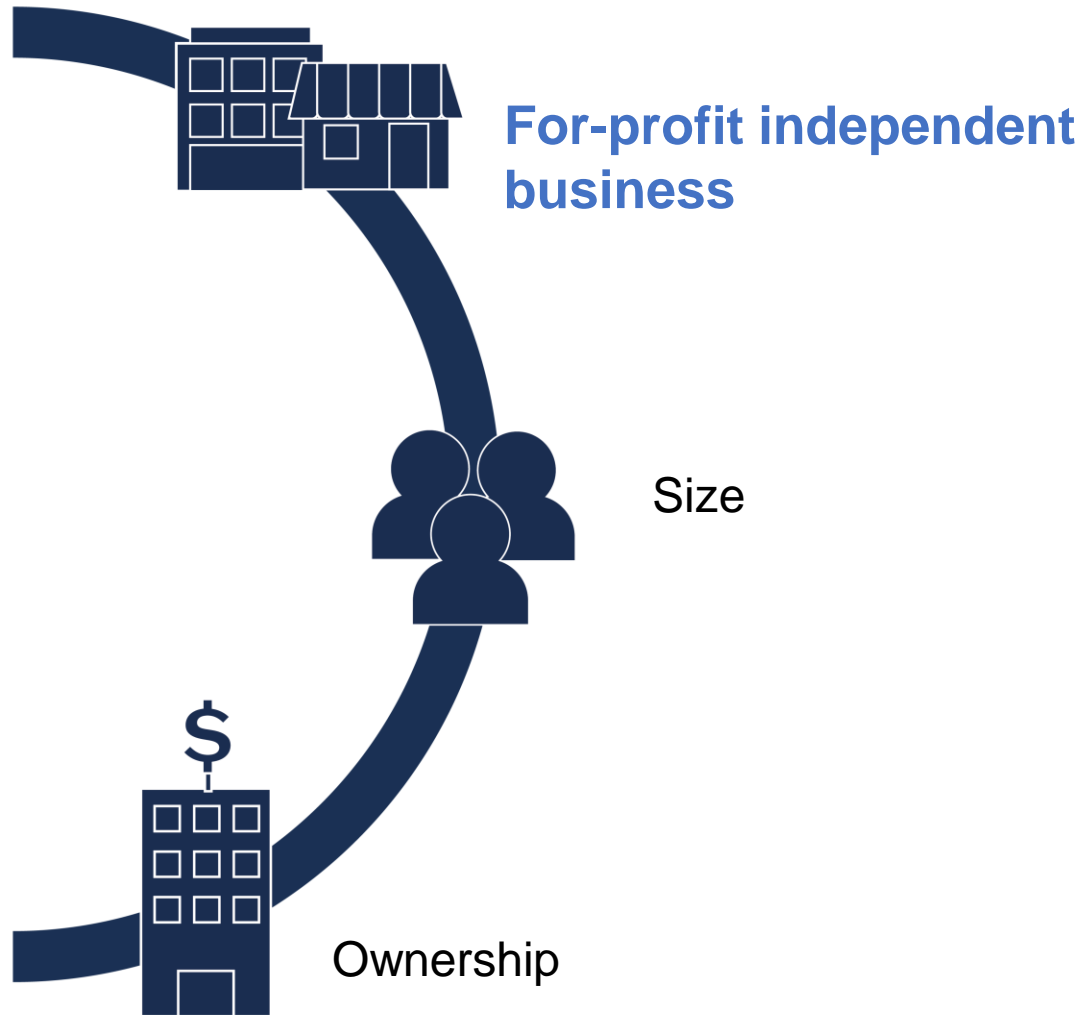


DSBO verifies that a firm meets the **eligibility** to get certified not the quality of work.



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ELIGIBILITY

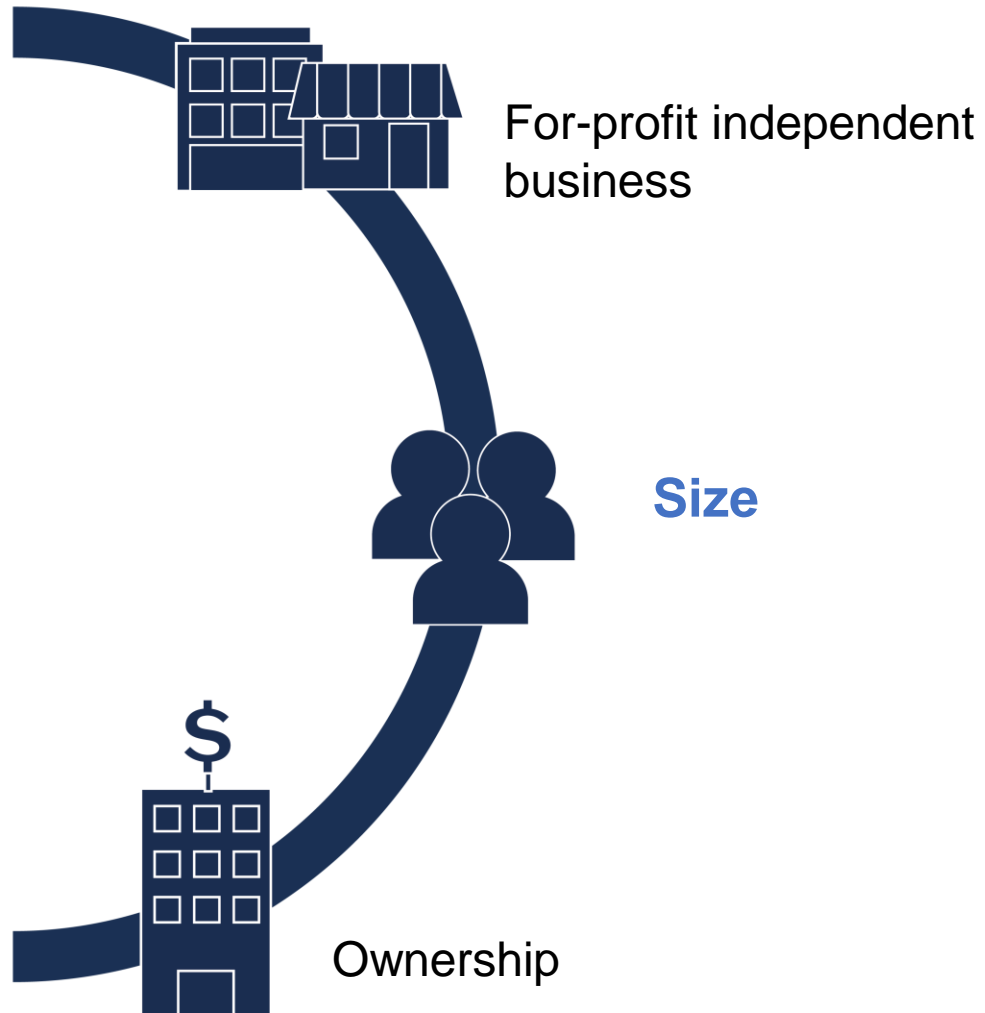


- Sole proprietorship, corporation, limited liability company, partnership, limited partnership, limited liability limited partnership, etc.
- Properly licensed or registered
- Authorized to do business in the State of Colorado



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ELIGIBILITY



Local Size Standards

- Full [SBA Size Standard](#) within the [NAICS Category](#)
- 5 years of averaged annual gross receipts (including affiliates)

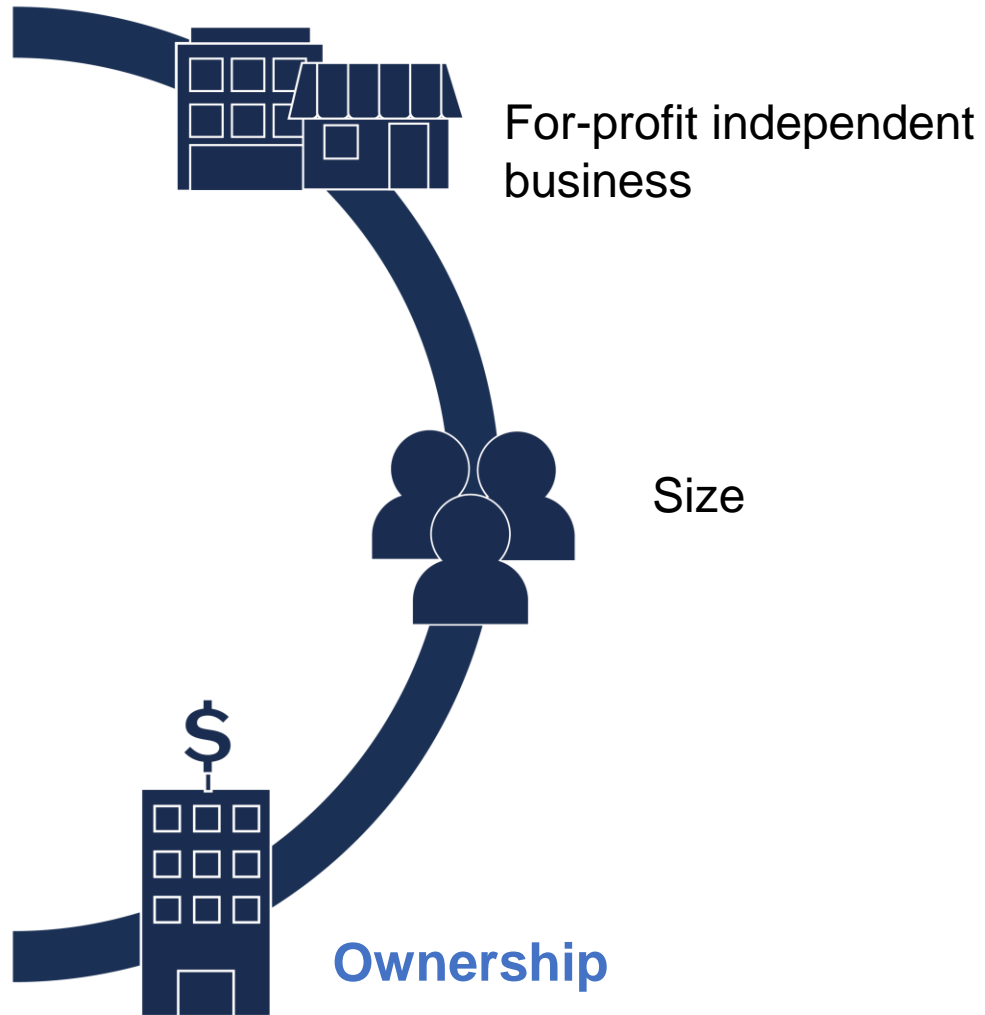
DBE Size Standards

- [SBA Size Standard](#) within the [NAICS Category](#)
- Overall gross receipt cap of \$30.40M
- Utilizes both 3 & 5 years of averaged annual gross



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ELIGIBILITY



All

- Citizen or lawful permanent resident of the United States

MWBE & DBE

- At least 51% owned and controlled by one or more **socially and economically** disadvantaged individuals

EBE & SBE

- At least 51% owned and controlled by one or more **economically** disadvantaged individuals



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ITEMS NEEDED

Documents to be Notarized

- Accept either regularly notarized or e-notarized documents*
- Affidavit of Certification (**MWBE/DBE Only*)
 - New Application Affidavit
 - Personal New Worth Statement (PNW)
 - *You must complete the web-based PNW form in the application before you can print and notarize it.*

Documents *example of documents*

- 5 years of Tax Returns
 - Personal
 - Business Taxes
- Governing documents based on legal structure
- Proof of contribution
- *Full list of documents can be found on the [website](#)*

Personal Net Worth (PNW)

- Net value of the assets of an individual after total liabilities are deducted
- Individual only, not with spouse
- *DSBO utilizes the Federal PNW forms for both the local and federal program*



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LICENSING

Eligibility

- Required by law
- Not required by law
- Education, Experience, Expertise, Technical Competency

Department of Regulatory Agency (DORA)

- States umbrella regulatory agency
 - Regulate 60+ industries & professions that **require a license** in the state of Colorado
- [DORA Website](#)

City Procurement Licensing

Requirements to Perform Work on City Contract

- When looking at opportunities in the City, make sure that you have the correct license
- City & County of Denver Licensing Requirements:
 - [Business Licenses](#)
 - [Contractor Licensing](#)



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NAICS CODES


- What are NAICS Codes?
- Structure
- Purpose



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WHAT | NAICS CODES

- The North American Industry Classification System (NAICS) is a 2 through 6-digit hierarchical classification system that is the official standard for classification of business establishments.
- Originally adopted in 1997 to replace Standard Industrial Classification (SIC) systems and are updated every 5 years
 - Current Version: 2022
- The official U.S. Government website provides the latest information, revisions, and reference tools
 - www.census.gov/naics



North American Industry Classification System

[Main](#)
[History](#)
[Development Partners](#)
[Federal Register Notices](#)
[FAQs](#)
[Reference Files](#)

[NAICS](#)

NAICS Search

Enter keyword or 2-6 digit code

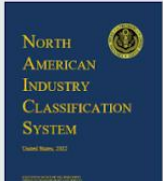
Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statisticians for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed under the auspices of the Office of Management and Budget (OMB), and is part of the [U.S. Economic Classification Policy Committee](#). It was developed jointly by the [U.S. Economic Classification Policy Committee](#), [Instituto Nacional de Estadística y Geografía](#), and [Statistics Canada](#), to allow for a high level of comparability in business statistics across the three countries. This official U.S. Government Web site provides the latest information on plans for NAICS revision and tools. Additional information on the background and development of NAICS is available in the [History of NAICS](#).

2022 NAICS Manual



Reference Files

- [2022 NAICS](#)
- [2017 NAICS](#)
- [2012 NAICS](#)
- [2007 NAICS](#)
- [2002 NAICS](#)



NAICS CODES

WHY

- The Small Business Administration (SBA) uses NAICS codes to determine size standards.
 - If you want to be classified as a small business, your company's NAICS codes must meet the size standards.
- NAICS Code must be on your letter to count towards participation
- Codes can determine how agencies determine participation goals.

WHO

- DSBO certifies firms based on the work that they **self-perform**, this work is identified using the six-digit NAICS code and CIE.
- Firms are requested to pick the corresponding index entry (CIE) most specific to the work that they **self-perform**
 - May select multiple codes
 - Select all corresponding index entries that are applicable.
 - Non-Wish list, firms must be actively performing activity.
- Prime companies & agencies can search for firms by sorting with NAICS.



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CORRESPONDING INDEX ENTRIES (CIE) | NAICS CODES

- Each 6-digit NAICS code represents a number of similar industries, or Corresponding Index Entries (CIEs)
- Within a specific NAICS Code, more industry-specific detail can be determined using CIEs
- DSBO & CDOT certifies firms based on its chosen NAICS & CIE pairings, not "umbrella" codes
- Firms can select multiple CIEs for a given code



2022 NAICS Definition

T = Canadian, Mexican, and United States industries are comparable.

484220 Specialized Freight (except Used Goods) Trucking, Local

This industry comprises establishments primarily engaged in providing local specialized trucking. Local trucking establishments provide services over short distances. Generally the trips are same-day return.

Illustrative Examples:

Local agricultural products trucking
Local dump trucking (e.g., gravel, sand, top-soil)
Local boat hauling
Local livestock trucking
Local bulk liquids trucking

Cross-References. Establishments primarily engaged in--

- Providing long-distance specialized freight (except used goods) trucking including all North American international travel--are classified in Industry 484110, General Freight Trucking, Long-Distance;
- Providing local general freight trucking--are classified in Industry 484110, General Freight Trucking, Local;
- Providing trucking of used household and office goods--are classified in Industry 484210, Used Household and Office Goods Moving;
- Providing waste collection--are classified in Industry Group 5621, Waste Collection;
- Providing independent truck driving services (except owner-operators)--are classified in Industry 488490, Other Support Activities for Road Transportation;
- Providing hot shot oil field services (on- and off-road) on a contract basis--are classified in U.S. Industry 213112, Support Activities for Oil and Gas Extraction.

2012 NAICS	2017 NAICS	2022 NAICS	Corresponding Index Entries
484220	484220	484220	Agricultural products trucking, local
484220	484220	484220	Ash, garbage, recyclable material, refuse, rubbish, trash, or waste hauling (except long-haul)
484220	484220	484220	Automobile carrier trucking, local
484220	484220	484220	Boat hauling, truck, local
484220	484220	484220	Bulk liquids trucking, local
484220	484220	484220	Coal hauling, truck, local

Overarching / Umbrella



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NAICS CODES HELP / *TIPS & TRICKS*

- For certification, a correct code is a 6-digit number AND CIE.
 - Example: 238310 – Drywall contractors
- Attend our NAICS Class, NAICS 101, on June 22nd, 2023!
- Watch [this helpful guide](#) on searching the US Census Bureau NAICS Site
- **DSBO Guide** to all things NAICS
- Additional information on [what NAICS codes are](#).
- [SAM.gov tips on CIE's](#).
- [NAICS > NIGP Crosswalk](#)



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STREAMLINING THE PROCESS

- **Gather** all your documentation
- **Ask questions** before you start the process
- **Go to the** Small Business Certification and Contract Management System to start your application
- **Submit** a complete application
- **Confirm** your contact information is correct
- **Respond** quickly to questions and requests
- **Add** Denver@mwdbecom to your safe sender list
 - *Most of the communication come through the Small Business Certification and Contract Management System*

TECHNICAL ASSISTANCE CONTRACT MANAGEMENT SYSTEM



If you start an application, you have **90 days** to complete and submit that application before the system purges it and you must start over.



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CERTIFICATION BENEFITS



**Business
certification
Management
System**



**Online certified
vendor director**
denver.mwdbe.com



**Bid on city
projects with
DSBO program
requirements**
(SBE Defined Pool
or Goal)



Access to:
Business development
resources
Mentor Protégé program
events
Training & technical
assistance



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CERTIFICATION BENEFITS



Tool



Does not
guarantee award
of contract



Provides
opportunity to bid
on contracts with
the city



There are different
types



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CITY AGENCY | *GENERAL SERVICES*

Sol Ybarra

Business Outreach Coordinator |
Purchasing Division

Sol.Ybarra@denvergov.org

720.913.8156

www.denvergov.org/purchasing



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DOING BUSINESS WITH THE CITY

Sol Ybarra

Business Outreach Coordinator | Purchasing Division

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Sol.Ybarra@denvergov.org

720.913.8156



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FIVE STEPS TO REMEMBER

SOLICITATIONS UPDATES

intergovernmental agreement which, in the opinion of the manager of General Services, is in the best interest of the city. These types of agreements are not subject to the five-year bidding requirement of the city.

News and Events

Newsletter and Notices

How to Do Business with the City and County of Denver 2023

Purchasing Presentations

City Events

To receive information on **upcoming opportunities** and/or add your company to the **vendor list**, please complete the [Purchasing communication form](#).

Purchasing sends out weekly notices and updates on current bids and solicitations, upcoming opportunities, City meetings and events, and will also include community resources for businesses. This list is also being used to compile a vendor list for use by City staff.

Meet the Buyer

September 2023 at 9:00am

BUYERS:TBD

Communications Database:

www.denvergov.org/purchasing

1. Be ready
2. Research
3. Make an action plan
4. Build relationships
5. Bid



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GENERAL SERVICES PURCHASING

Get notified of bid opportunities from City and County of Denver General Services Purchasing

[The Rocky Mountain E-Purchasing System](#) (BidNet®) is an online notification system that is being utilized by multiple governmental entities. Participating entities post their bids, quotes, proposals, addendums, and awards on this one centralized system.

- [Vendor registration](#) is FREE; however, vendors may elect to receive automatic e-mail notification of all open solicitations matching their vendor profile for an annual fee.
- If a vendor does not select the upgraded option, it is the responsibility of the vendor to monitor the website regularly in order to be aware of business opportunities and review changes or addendums to bids, quotes, and proposals.
- Vendors who upgrade to receive email notifications, will receive opportunities matching their business goods/services provided automatically.
- Bidnet: [Vendor Registration Tutorial](#)
- Bidnet: [Electronic Bid Submission User Guide](#)
- Bidnet: [Vendor Tips: Using Filters to Search Bids](#)
- BidNet Master Class: [Learn How To Do Business with Agencies that Utilize BidNet Direct](#)

bidnet direct.
powered by mdf commerce



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HOW TO DO BUSINESS WITH THE CITY

- **Do you offer** a commodity or service, constructions services, or professional services?
- **Are your prices competitive?** Are your services reliable?
- **Attend this free training** to learn the basics of doing business with the City and County of Denver.
- **Gain information** on how to develop an agency-targeted list. Understand the purchasing process.

This event is held monthly next one will be **Aug 3, 2023 at 10:30**. Meetings held monthly the first Thursday unless otherwise noted.

*Delivering opportunities to our community
and value to our city*



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OTHER ITEMS

- [DSBO Events](#)
- [Small Business Resources](#)
- [Certification Links](#)



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DSBO ENGAGEMENT

Weekly event e-blast

- Monthly email blast with upcoming events and opportunities
- To be added to the mailing list [click here](#)

Trainings

- [Understanding Certification](#)
 - DSBO offers free monthly webinars for small businesses interested in learning about obtaining certification with the City and County of Denver. These sessions cover a number of topics including overview of the DSBO program, certification types and benefits, required documentation, the importance of NAICS codes, and how to streamline the process.
- [NAICS Code 101](#)
 - DSBO offers a quarterly interactive session to help you understand the North American Industry Classification System (NAICS) codes, why they are important for certification and your business, and how you can identify the best and most appropriate codes for your operations.
- Workday Training
 - [“Small Biz, Big Wins” self-guided training on contract procurement through DSBO.](#)



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DSBO ENGAGEMENT CONT.

Strategic Development

- [DSBO Equity & Empowerment Council \(DEEC\) meeting](#)
 - The DSBO Equity & Empowerment Council (DEEC) is a group of community-based stakeholders who help DSBO maintain a first-hand, open dialogue with the small businesses and industry associations that it serves. DEEC provides the essential link between the city and its certified firm customers.
- [Bridging the Gap](#)
 - Engage with City agency leadership and their teams to learn about next quarter's spend for procurement opportunities
- [Citywide Mentor Protégé Program](#)
 - City agencies sponsor matched pairs of seasoned contractors and small minority, women-owned businesses to provide educational opportunities and better compete for city contracts.
- [HCC Contractor Academy](#)
 - A partnership between Denver Economic Development & Opportunity and the Hispanic Contractors of Colorado to provide high-quality education to contractors in the Denver Metro area.
- [Leading Edge for Transportation & Construction](#)
 - Interactive business planning course designed specifically for highway design and construction contractors



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ADDITIONAL SMALL BUSINESS RESOURCES

- **Colorado Small Business Development Center (SBDC):** <https://www.coloradosbdc.org/>
 - **Colorado Procurement Technical Assistance Center (PTAC):** <https://www.coloradoptac.org/>
 - **The Commons on Champa:** <https://thecommons.co/>
 - **Mi Casa Resource Center:** <https://micasaresourcecenter.org/>
 - **USDOT West Central Small Business Transportation Resource Center:** <https://www.westcentralsbtrc.com/>
 - **United for Business:** <https://unitedwaydenver.org/community-programs/united-for-business/>
-
- **Small Business Administration (SBA):** <https://www.sba.gov/>
 - **The North American Industry Classification System (NAICS):** <https://www.census.gov/eos/www/naics/>
 - **Colorado Department of Transportation (CDOT):** <https://www.codot.gov/business>
 - **Regional Transportation District (RTD):** http://www.rtd-denver.com/Biz_DBESBE.shtml
 - **Denver International Airport (DEN):** <https://business.flydenver.com/bizops/comHub-certification.asp>



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CERTIFICATION LINKS

- [DSBO Certification Website](#)
- [Certification FAQ's](#)
- [Certification Eligibility Criteria Guide](#)
- [SBA Size Standards](#)
- [Required documentation and application instructions](#)
- [NAICS Code Info](#)
- [Small Business Certification and Contract Management System](#)
- [Denver Revised Municipal Code \(D.R.M.C.\)](#)
- [Rules and Regulations](#)
- [Code of Federal Regulations \(CFR\)](#)



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QUESTIONS?

Division of Small Business
Opportunity – Certification
certificationinfo@denvergov.org
(720) 913-1714
www.denvergov.org/dsbo



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