



# Business Certification Summit

## Certification: How to Get Certified

February 25, 2021

# MISSION

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Charlotte Combined Statistical Area “CSA”

The Charlotte Business INClusion (CBI) Program seeks to enhance competition and participation of minority, women and small owned firms in City contracting and to promote economic growth and development in the Charlotte region.

# WHAT IS AN MWSBE?

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**MBE:** A business enterprise in which at least 51% is owned, operated, and controlled by one or more members of a minority race.

**WBE:** A business enterprise in which at least 51% is owned, operated, and controlled by one or more women.

**SBE:** A business enterprise in which at least 51% is owned, operated, and controlled by one or more individuals who meet the City of Charlotte's small business eligibility criteria.

# MWSBE CERTIFICATION BENEFITS

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- Certification is **FREE!**
- Certified firms are listed in the City's vendor database
- Increased visibility and notification of City contracting and subcontracting opportunities
- Free workshops, seminars, and networking events
- Access to Financial Resources

# SBE ELIGIBILITY REQUIREMENTS

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- Qualifying person(s) must own 51% of the business
- Personal net worth not to exceed \$750,000 (*Excludes business ownership, retirement accounts, and eligible equity in residential home*)
- Significant business presence in the CSA
- Provide a commercially useful function to the City

# SBE ELIGIBILITY REQUIREMENTS

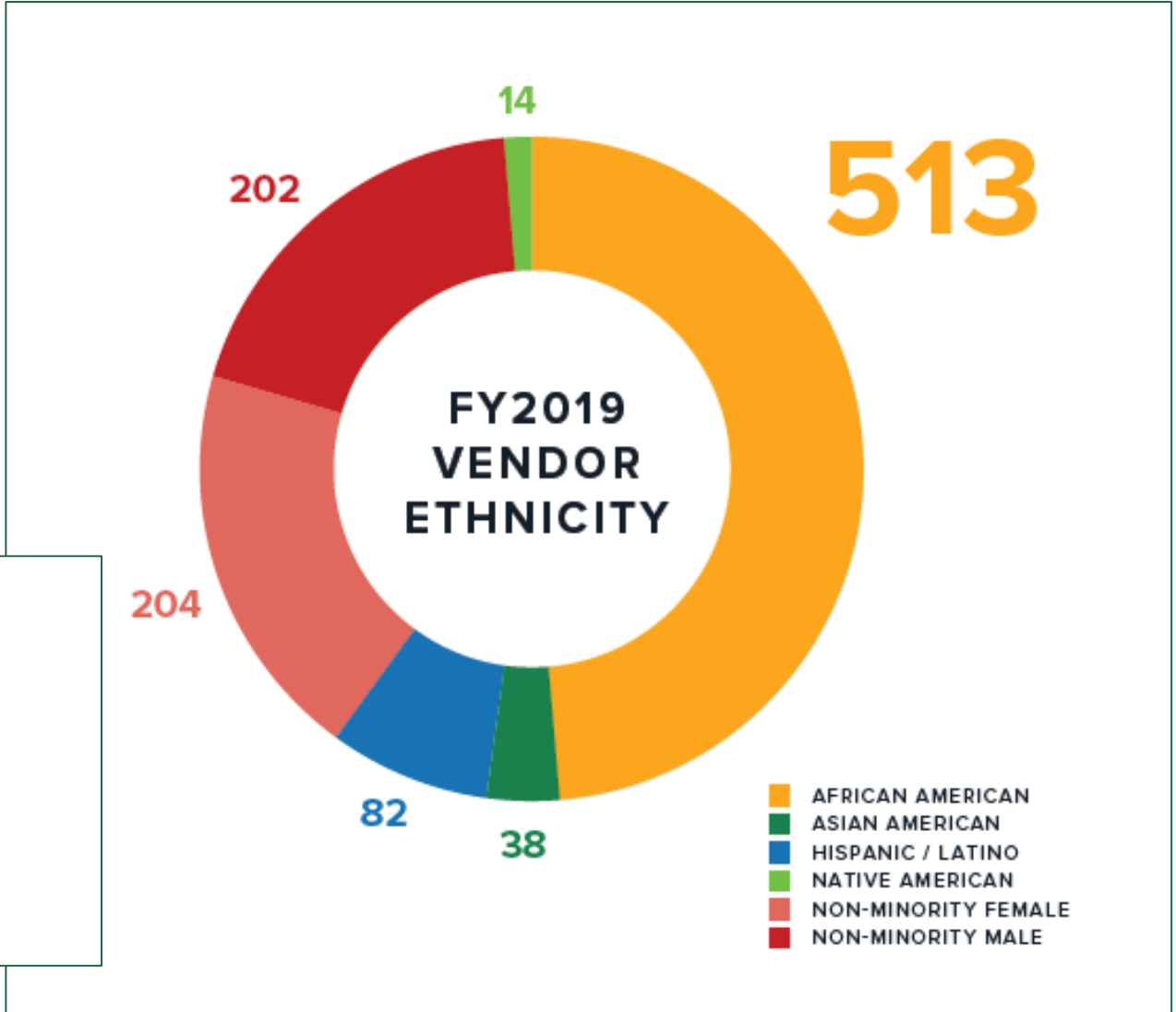
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Certification is an important part of the City's efforts to increase Minority, Women, Small Business Enterprise (MWSBE) utilization on City contracts.

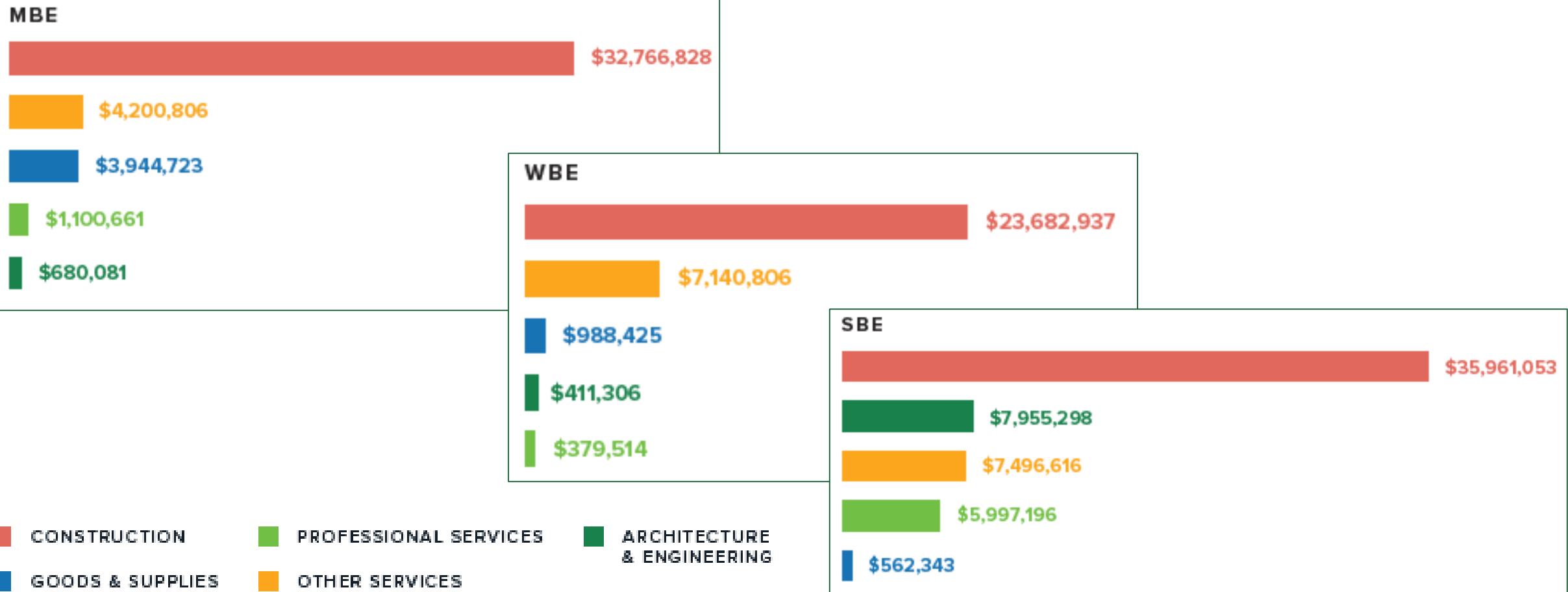
The CBI Office ended FY2019 with a total of 1053 certified MWSBEs in its database. The following reflects key certification highlights achieved by the CBI Office during FY2019:

# REMOVING BARRIERS TO PARTICIPATION

From FY2015 to FY2019 the city added 821 certified vendors



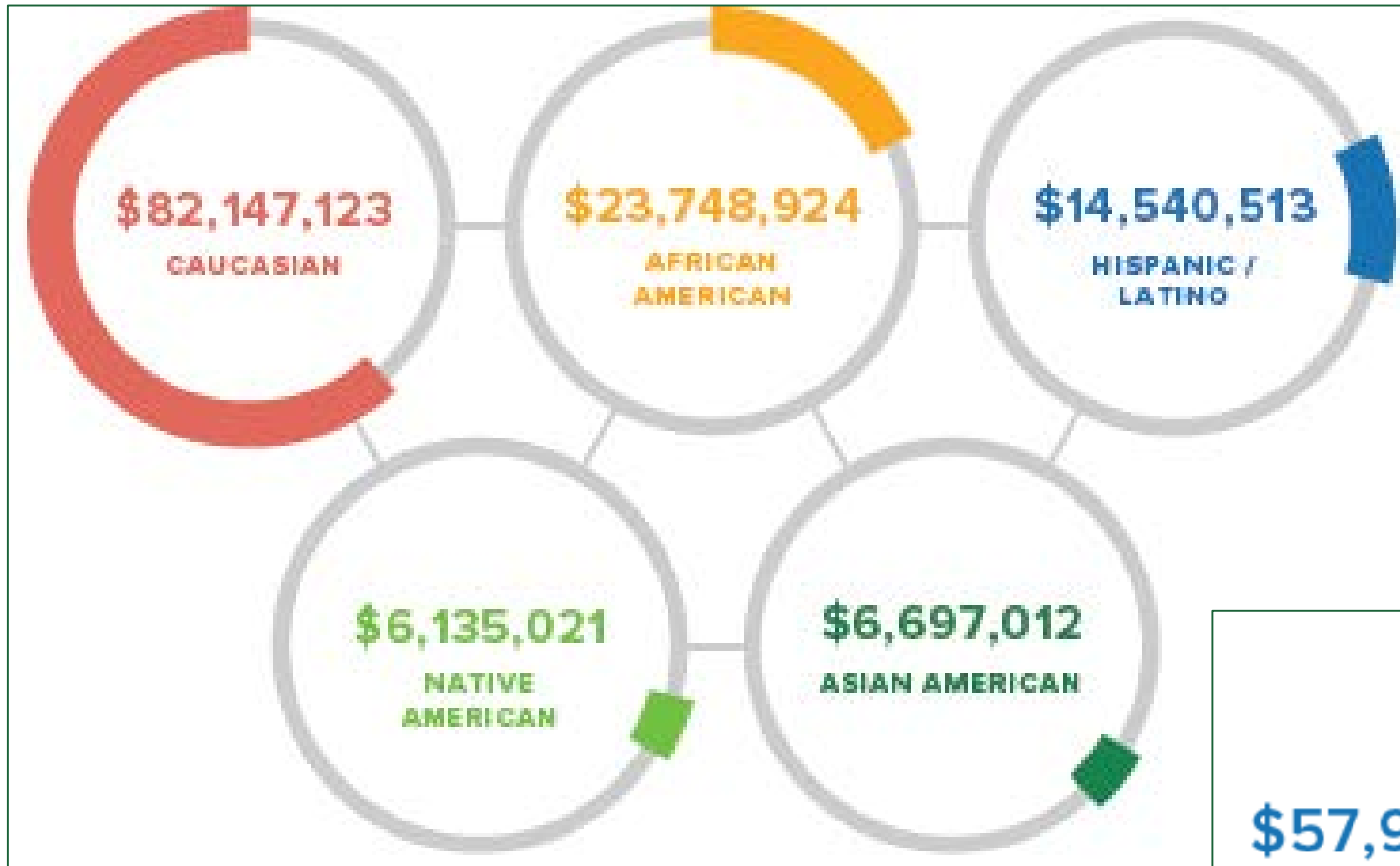
# TOTAL MWSBE SPEND BY CERTIFICATION TYPE & WORK CATEGORY



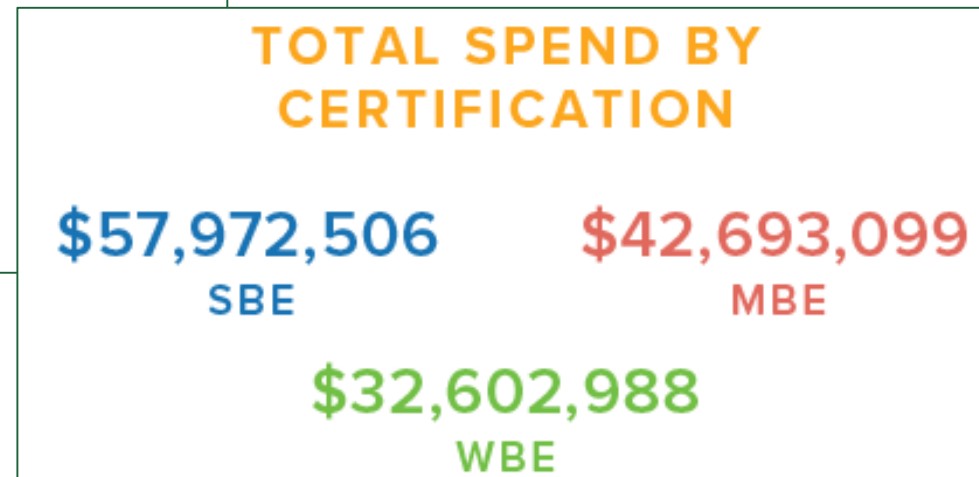
From FY2018 to FY2019 the city's spend with MWSBEs increased by over \$31 million



# TOTAL MWSBE SPEND BY CERTIFICATION TYPE & ETHNICITY



32% of the city's \$133 million spend was with MBEs



# ADVANCE YOUR BUSINESS

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## **Professional Association Sponsorship**

Certified SBE receive \$100 off annual membership fees to following associations:

- CAROLINAS ASSOC. OF GENERAL CONTRACTORS (AGC)
- METROLINA MINORITY CONTRACTORS ASSOCIATION (MMCA)
- NATIONAL ASSOC. OF WOMEN BUSINESS OWNERS (NAWBO)
- CHARLOTTE CHAMBER OF COMMERCE
- LATIN AMERICAN CHAMBER OF COMMERCE
- BLACK CHAMBER OF COMMERCE

## **Central Piedmont Community College (CPCC) Small Business Center**

- TUITION ASSISTANCE FOR CERTIFIED SBES UP TO \$300 EACH FISCAL YEAR

# MWBE ELIGIBILITY REQUIREMENTS

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- Certified with the State of North Carolina's Historically Underutilized Business (HUB) Office

<http://www.doa.state.nc.us/hub/>

- Significant business presence in the CSA
- Relevant Market Area Certificate

# ARE MWSBE FIRMS ASSURED A CONTRACT WITH THE CITY

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- No guarantees
- However, MWSBE certification does provide greater exposure for your firm to the business community.
- It is important to develop a marketing plan and market your business to City departments that buy what you sell.

# HOW DO I FIND OUT ABOUT CITY CONTRACTING OPPORTUNITIES?

Access and search all open City solicitations by Department at:

[www.CharlotteBusinessInclusion.com](http://www.CharlotteBusinessInclusion.com)



The City of Charlotte launched EarlyBird, an application to improve the accessibility of government contracts to business owners in the city and county. The interactive tool features a comprehensive list of active and in-development opportunities for enterprises to find and follow future procurement projects.

{ **230+** **UPCOMING CONTRACTING OPPORTUNITIES** }  
ACROSS ALL CITY DEPARTMENTS

## **Kimberly Tibbs**

CBI Certification Specialist

[ktibbs@charlottenc.gov](mailto:ktibbs@charlottenc.gov)

(704) 336-5066

## **NaTasha Smith**

CBI Certification Specialist

[nsmith@charlottenc.gov](mailto:nsmith@charlottenc.gov)

(704) 432-3304

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Questions?

