



# Target Business Enterprise Application

The Targeted Business Enterprise (TBE) programs work to ensure Small, Minority & Women Business Enterprises, maximize their opportunity to compete for City contracting and procurement opportunities. We want the maximum feasible opportunity for historically marginalized groups to do business with the City to ensure equitable stewardship of tax payer dollars.

## Here are the steps to certification



### STEP 1: DETERMINE WHICH APPLICATION IS BEST FOR YOU

- » Are you in the construction industry?
  - No - Use the “Non-Construction” application
  - Yes - Use the “Construction” application
  - Are you also interested in working on Department of Transportation funded projects? If so, consider the DBE application
- » Learn more about the application types [online](#).



### STEP 2: FILL OUT APPLICATION AND SEND IN WITH SUPPORTING DOCUMENTS

- » Applications and guides for applying can be found online at:
  - [Editable PDF](#)
  - Apply [online](#)
- » Submit the application:
  - Physical applications can be mailed or dropped off at the Department of Civil Rights, 210 Martin Luther King, Jr. Blvd., Rm. 523, Madison, WI 53703
  - Digital applications can be emailed to: [TargetedBusinessEnterprise@cityofmadison.com](mailto:TargetedBusinessEnterprise@cityofmadison.com)
  - Online applications will be submitted via the City of Madison’s online platform Citizen Access
- » Contact [TargetedBusinessEnterprise@cityofmadison.com](mailto:TargetedBusinessEnterprise@cityofmadison.com) with any questions or if you need assistance.



### STEP 3: CIVIL RIGHTS WILL REVIEW APPLICATION AND SUPPORTING DOCUMENTS

- » If anything is missing, DCR will reach out.



### STEP 4: ON SITE REVIEW

- » DCR will set up a time to come visit you at your business!
- » We will talk about your journey to ownership and starting your business.



### STEP 5: FINAL REVIEW

- » DCR will review your application, supporting documents, and interview.
- » If DCR has any questions before certification, we will reach out again.



### STEP 6: DECISION

- » DCR will send either certification or denial.
- » If your firm is denied, you have the right to appeal the decision.