

MBE/WBE/Section 3 and Small Business Affirmative Marketing and Outreach Plan

The City of Sheboygan shall administer its Community Development Block Grant (CDBG) Program in a manner that will further the purposes of federal, state, and local affirmative marketing and equal opportunity requirements. To the end, the City of Sheboygan will:

1. Conduct its affirmative marketing and outreach to Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) in conformance with 24 CFR Part 85.36(e).
2. Include the United States Department of Housing and Urban Development (HUD) required Section 3 clause in all covered contracts. Section 3 applies to:
 - a. Projects for which HUD's share of the project cost exceeds \$200,000; and
 - b. Contracts and subcontracts awarded on projects for which HUD's share of the project cost exceeds \$200,000; and the contract and subcontract exceeds \$100,000.
3. Compile and utilize a listing of all known MBEs and WBEs, their capabilities, services, supplies, and/or products in the Sheboygan area.
4. Encourage MBEs and WBEs to participate in the City of Sheboygan's CDBG Programs.
5. Require CDBG Program sub-recipients, contractors, and subcontractors to take affirmative steps to use MBEs and/or WBEs in CDBG funded projects. The city will provide guidance and information to assist contractors in complying with the MBE/WBE/Section 3 marketing, outreach, recordkeeping, and reporting requirements.
6. Encourage CDBG Program sub-recipients, contractors, and subcontractors to maintain appropriate records to document the number and types of contracts and subcontracts it awards, the dollar value of each award, and the gender and ethnic/racial status of the management/ownership of the business.
7. Compile an annual record of MBEs and WBEs as part of the yearly submittal to HUD of participating CDBG Programs and conduct an annual review to assess the effectiveness of efforts to encourage participation by minority and women owned businesses.

Outreach and recruitment of MBE/WBE/Section 3 and Small Businesses will be accomplished through implementation of the following steps outlined in this plan:

1. MBE/WBE/Section 3 and Small Business outreach information including an MBE/WBE/Section 3 Business application process information, will be posted on www.sheboyganwi.gov
2. Staff administering the CDBG Programs will periodically check the State of Wisconsin Department of Administration MBE/WBE website for Sheboygan area certified MBEs/WBEs and include them in any solicitation lists and lists to prime contractors bidding on projects.
3. Include Qualified Small Businesses, MBEs, WBEs in any solicitation lists for announcing bidding opportunities, Requests for Proposals, and Requests for Qualifications for federally funded projects.
4. Include the Qualified Small Business, MBE, WBE, and Section 3 Business list in all bid notices for projects utilizing CDBG Program funds including posting the updated list on www.sheboyganwi.gov