



# Targeted Business Enterprise Post Certification Toolkit

Congratulations! Your business is now certified in the City of Madison Targeted Business Enterprise (TBE) program.

## Now that you are certified, here are some things you can do to leverage your certification:

### Website

Add the TBE wordmark to your website

- » Wordmarks in both black and white are included in your approval letter
- » Hyperlink the wordmark to the web address below (this will boost your SEO!)
  - [www.cityofmadison.com/civil-rights/contract-compliance/targeted-business-enterprise-programs](http://www.cityofmadison.com/civil-rights/contract-compliance/targeted-business-enterprise-programs)

Please note, the wordmarks are year specific. We will send out updated wordmarks every year upon renewal of your **annual affidavit**.



### Social Media

Brag about your certification on social media!

- » Feel free to tag @CityofMadisonCivilRights on Facebook and @MadisonDCR on Twitter

### City Resources

Check out the other resources the City has for businesses

- » **Office of Business Resources** – sign up for their newsletter to hear about future opportunities for small businesses
- » **Engineering** – sign up for their bidders lists online under the project scopes your business does work in and listen to their **Podcast** to learn about projects the City is working on
- » **Community Development Division** – subscribe to the CDD Funding Opportunities email list to hear about upcoming projects and funding opportunities





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- ☑ **Networking**
  - » Check out Prime Contractors websites to sign up for their email bid lists
  - » Put together a capabilities statement and your differentiators from your competitors to have handy
- ☑ **W-9**

If you haven't already, submit a W-9 with the City of Madison to get a vendor number
- ☑ **Bidding**

Sign up to get direct emails about bidding opportunities with the City

  - » **VendorNet**
  - » **DemandStar**
  - » **Bid Express**
- ☑ **Affirmative Action Plan**

Set up an **Affirmative Action Plan** with the City of Madison (this will be needed once you receive a City contract)
- ☑ **Other Resources**

Check out the resources available for businesses throughout the State of Wisconsin

  - » Sign up with your local Chambers of Commerce
  - » Register as a vendor in the municipalities that you do work in
  - » **Department of Workforce Development**
  - » **Ethnic & Diverse Business Coalition**
  - » **Small Business Association**
  - » **Start In Wisconsin**
  - » **Wisconsin Economic Development Corporation**
  - » **Wisconsin Women's Business Initiative Corporation**
- ☑ **Other Certifications**

Get certified in other municipalities that you do work in!

  - » Google Targeted Business + your area to find the program for you
  - » **City of Milwaukee**
  - » **Dane County**
  - » **Milwaukee County**
  - » **State of Wisconsin Supplier Diversity Program**

