

***City of Kenosha  
MBE/WBE/Section 3 and Small Business  
Affirmative Marketing and Outreach Plan***

The City of Kenosha shall administer its HOME, CDBG, and Neighborhood Stabilization (NSP) Programs in a manner that will further the purposes of federal, state, and local affirmative marketing and equal opportunity requirements. To that end, the City of Kenosha will:

1. Conduct its affirmative marketing and outreach to Minority Business Enterprise (MBE) and Woman Business Enterprise (WBE) in conformance with 24 CFR Part 85.36(e). (See attachment A.)
2. Include the 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 MBE's and WBE's, their capabilities, services, supplies and/or products in the Kenosha area.
4. Encourage MBE's and WBE's to participate in the City of Kenosha's HOME, CDBG, and NSP Programs.
5. Require HOME, CDBG, and NSP Program sub-recipients, contractors and subcontractors to take affirmative steps to use MBE's and/or WBE's in HOME, CDBG, and NSP funded projects. The City will provide training, guidance and information to assist contractors in complying with the MBE, WBE and Section 3 marketing and outreach, recordkeeping and reporting requirements.
6. Require HOME, CDBG, and NSP 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 MBE's and WBE's participating in the HOME, CDBG, and NSP 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 brochure and application process information, will be posted on the City of Kenosha website at [www.kenosha.org/departments/development/index.html](http://www.kenosha.org/departments/development/index.html).
2. The attached MBE/WBE/Section 3, and Small Business brochure has been developed for interested MBEs, WBEs, Section 3 Business Concerns, and Small Businesses who inquire about being listed on the City's solicitation lists for bidding opportunities, Requests for Proposals, or when the City may seek quotes for construction type work or professional services. (See Attachment B.)
3. Staff administering the CDBG and HOME Programs will periodically check the State of Wisconsin Department of Commerce MBE/WBE website for Kenosha area certified MBEs/WBEs and include them in any solicitation lists and lists to prime contractors bidding on projects. (See Attachment C.)

4. A web link to the State of Wisconsin Department of Commerce MBE/WBE website (<http://wisdp.wi.gov/search.aspx>) to be included on the City of Kenosha, Department of City Development website at [www.kenosha.org/departments/development/MBE.html](http://www.kenosha.org/departments/development/MBE.html) .
5. Compile and maintain a listing of small businesses, MBEs, WBEs, and Section 3 Businesses including their capabilities, services and/or supplies or products in the Kenosha area.
6. 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.
7. Include the Qualified Small Business, MBE, WBE, and Section 3 Business list in all bid notices for projects utilizing HOME Program, CDBG Program and Neighborhood Stabilization Program (NSP) funds including posting the updated list on the City of Kenosha website at [www.kenosha.org/departments/development/MBE.html](http://www.kenosha.org/departments/development/MBE.html) .

If prime contractors bidding on federally funded projects solicit bids from subcontractors, they must also solicit subcontractor bids from the applicable MBE/WBE, Section 3 and Small Business businesses on the City of Kenosha's MBE, WBE, Section 3 and Small Business list.

8. Mail or email recruitment and outreach notices and information for MBE, WBE and Section 3 Businesses to the following organizations on an **annual basis**:

### ***MBE/WBE/Section 3 Business Resources***

Wisconsin Department of Administration  
 Woman's Business Ombudsman  
 101 E. Wilson St.  
 Madison, WI 53598  
 Telephone: 608.267.0297  
 Email: [DOABDWBO@wisconsin.gov](mailto:DOABDWBO@wisconsin.gov)  
 Website: <http://doa.wi.gov/section.asp?linkid=217&locid=172>

Wisconsin Women's Business Initiative Corp.  
 Kenosha Office  
 Kenosha Area Chamber of Commerce  
 600 52<sup>nd</sup> Street, Suite 130  
 Kenosha, WI 53140  
 Telephone: 262.945-2840  
 Fax: 262.945-2855  
 Email: [info@wwbic.com](mailto:info@wwbic.com)  
 Website: [www.wwbic.com](http://www.wwbic.com)

Community Economic Development Corp.  
 718 N. Memorial Drive  
 Racine, WI 53404  
 Telephone: 262.653.8908  
 Fax: 262.653.8910  
 Email: [info@cedcoracine.org](mailto:info@cedcoracine.org)  
 Website: [www.cedcoracine.com](http://www.cedcoracine.com)

Gateway Technical College  
 Laurie Howard, Director  
 Workforce and Economic Development Division  
 3520 30<sup>th</sup> Avenue  
 Kenosha, WI 53144  
 Telephone: 262.564.2990  
 Fax: 262.564.2989  
 Email: [howardl@gtc.edu](mailto:howardl@gtc.edu)  
 Website: [www.gtc.edu/wedd](http://www.gtc.edu/wedd)

Kenosha Area Business Alliance  
 5500 Sixth Avenue #200  
 Kenosha, WI 53140  
 Telephone: 262.605.1100  
 Fax: 262.605.1111  
 Email: [info@kaba.com](mailto:info@kaba.com)  
 Website: [www.kaba.org](http://www.kaba.org)

Urban League of Kenosha  
 1418 68<sup>th</sup> Street  
 Kenosha, WI 53143  
 Telephone: 262.652.2111  
 Fax: 262.652.7044  
 Email: [info@ulrk.org](mailto:info@ulrk.org)  
 Website: [www.ulrk.org](http://www.ulrk.org)

### ***Section 3 Employment Resources***

<p>Gateway Technical College Laurie Howard, Director Workforce and Economic Development Division 3520 30<sup>th</sup> Avenue Kenosha, WI 53144 Telephone: 262.564.2990 Fax: 262.564.2989 Email: <a href="mailto:howardl@gtc.edu">howardl@gtc.edu</a> Website: <a href="http://www.gtc.edu/wedd">www.gtc.edu/wedd</a></p>	<p>Kenosha County JOBS Center 8600 Sheridan Road, Suite 122 Kenosha, WI 53143 Telephone: 262.697.4500 Fax: 262.697.4717 Email: Website: <a href="http://www.kenoshacounty.org/index.aspx?NID=278">www.kenoshacounty.org/index.aspx?NID=278</a></p>
<p>Shalom Center 1713 62<sup>nd</sup> Street Kenosha, WI 53143 Telephone: 262.658.1713 Fax: 262.657.6914 Email: <a href="mailto:info@shalomcenter.org">info@shalomcenter.org</a> Website: <a href="http://www.shalomcenter.org">www.shalomcenter.org</a></p>	<p>Urban League of Kenosha 1418 68<sup>th</sup> Street Kenosha, WI 53143 Telephone: 262.652.2111 Fax: 262.652.7044 Email: <a href="mailto:info@ulrk.org">info@ulrk.org</a> Website: <a href="http://www.ulrk.org">www.ulrk.org</a></p>

### ***MBE, WBE and Section 3 Requirement for Contractors and Subcontractors***

Contractors bidding and working on projects covered by HUD's MBE, WBE and Section 3 rules must meet the following requirements:

1. Attend a Contractor Pre-Qualification Meeting conducted by the Department of Community Development & Inspections staff who will explain the MBE, WBE, and Section 3 requirements and other requirements as well as contract provisions for federally funded projects, including but not limited to:
  - a. Non-Discrimination in Employment (Contracts above \$10,000).
  - b. Contractor or Subcontractor Debarment (Contracts above \$10,000).
  - c. Outreach in contracting with MBEs and WBEs.
  - d. Section 3 compliance in the provision of training, employment, and business opportunities.
2. Prior to bidding, pre-qualified contractors ***must attend*** a Pre-Bid Meeting where all the project requirements including MBE, WBE and Section 3 requirements will be explained again by Community Development staff.
3. Contractors ***must*** submit the following two (2) ***signed*** documents with their bid:
  - a. Section 3 Plan (See Attachment D.) and
  - b. Assurances for Compliance with Federal Laws and Regulations (See Attachment E.)
4. Contractors must maintain records regarding outreach and recruitment efforts for MBE, WBE and Section 3 Businesses (***Numerical Goal: At least 10% of the Section 3 covered contract amount to be awarded to Section 3 Business Concerns by the General Contractor.***)
5. Contractors must maintain records regarding outreach and recruitment for new employees hired by the ***General Contractor or Subcontractors*** in regard to Section 3 requirements. (***Numerical Goal: One (1) out of every three (3) newly hired employees to be a Section 3 qualified employee.***)
6. Contractors must submit the ***Section 3 Summary Report*** (Economic Opportunities for Low and Very Low

Income Persons – Form HUD 60002) to the City of Kenosha Department of Community Development & Inspections on a quarterly basis. (See Attachment F.)

7. Contractors must also submit the ***MBE/WBE Report*** to the City of Kenosha Department of Community Development & Inspections on a quarterly basis. (See Attachment G.)

*Attachment A*

**24 CFR 85.36 (e)**

- (e) Contracting with small and minority firms, women's business enterprise and labor surplus area firms.
- (1) The grantee and sub grantee will take all necessary affirmative steps to assure that minority firms, women's business enterprises, and labor surplus area firms are used when possible.
  - (2) Affirmative steps shall include:
    - (i) Placing qualified small and minority businesses and women's business enterprises on solicitation lists;
    - (ii) Assuring that small and minority businesses and women's business enterprises are solicited whenever they are potential sources;
    - (iii) Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority business and women's business enterprises;
    - (iv) Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority business and women's business enterprises;
    - (v) Using the services and assistance of the Small Business Administration and the Minority Business Development Agency of the Department of Administration; and
    - (vi) Requiring the prime contractor, if subcontractors are to be let, to take the affirmative steps listed in paragraphs (e)(2) (i) through (v) of this section.