



Department of Civil Rights

Norman Davis, Director

Affirmative Action Division
Madison, Wisconsin 53703

Affirmative Action Division Targeted Business Enterprise Online Application Manual

OUR MADISON
INCLUSIVE, INNOVATIVE & THRIVING



Department of Civil Rights

Norman Davis, Director

City-County Building, Room 523

210 Martin Luther King, Jr. Boulevard

Phone: (608) 266-4910

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dcrcityofmadison.com

www.cityofmadison.com/dcr

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Log In or Register for an Account on Licenses & Permits

1. Use an up to date internet browser to navigate to :
<https://elam.cityofmadison.com/citizenaccess/>
2. Log In
 - a. Does your organization or company already have an account? Use that one instead of registering for a new one!
 - b. Can't access your account? Click "Support Center" in the upper right-hand section of your display for assistance.
3. Register for a new account
 - a. Click the "New Users: Register for an Account" button
 - b. Create your login information



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CITY OF MADISON LICENSES & PERMITS

We are pleased to offer our customers access, 24 hours a day, 7 days a week, to the Licenses & Permits portal.

Anyone can use this site to research permit or license records and related activities; however, only registered users can use this site to submit applications.

How to Apply for a Permit or License or Submit a Registration:

1. If you do not have one already, you must create an account by clicking '[Register for an Account](#)' in the upper right-hand corner of this page.
A Valid e-mail address is required to register.
2. Once you 'Login' (upper right-hand corner) to your account go to the Permitting or Licenses/Registrations section, and select the Apply for a Permit or Apply for a License/Registration option.
3. Select the application type.

Login

User Name or E-mail:

Password:

Login »

☐ Remember me on this computer

[I've forgotten my password](#)

[New Users: Register for an Account](#)

Start Your Application

1. To start your TBE Application, go to
 - a. Licenses/Registrations
 - b. Apply for a License/Registration

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Apply for a License/Registration

Search Licenses and Registrations

Renew License/Registration

- c. Targeted Business Enterprise Certification Application
 - i. Then select the "Continue Application" button

☐ Street Vendor Application

☒ Targeted Business Enterprise Certification Application

☐ Taxi Driver License

☐ TOSVOD (Top of State Street Overlay District)

☐ Transient Retail Food License

Continue Application



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Application Type

1. Choose the application(s) you would like to apply for. You can apply for as many as you qualify for at the same time.
 - a. Please note – for the Disadvantaged Business Enterprise (DBE) application, you will still need to fill out the Uniform Certification Application form and submit that:
<https://www.cityofmadison.com/civil-rights/documents/DBECertApp.pdf>
2. Fill out the basic business information
 - a. Business Contact
 - i. This will autofill with the information you entered when you created your account if you click the “Select from Account” button.
 - ii. Make sure that the “Name of Business” section is correct in your account as this will be the name of the business you are applying for certification under.
 - b. Business Information
 - c. Type of Business
 - i. Please enter your six digit NAICS code(s) for the area(s) you do business in. You can enter as many NAICS codes as your business does business in. This will help folks sort and find your business easier in the directory.
 - ii. NAICS Code Lookup: <https://www.naics.com/search/>
 - d. Once you have filled in all of your basic business information click “Continue Application”
 - e. You can always save your application and come back to it later by clicking the “Save and resume later” button

Business Owner Information

Please fill out the demographic information for all business owners.

Additional Application Information

Depending on the certification(s) you are applying for, you will be asked for additional information specific to that application type.

Construction Industry

If your business is in the Construction Industry, you will be asked to provide:

- City of Madison Engineering Pre-Qualification status
 - If you are not Pre-Qualified with our Engineering Department, that is okay. You can still apply!
- Engineering Pre-Qualification Areas of Work
 - Please still fill out your areas of work regardless of if you are currently Pre-Qualified with Engineering or not.



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Small Business Enterprise

If you apply for SBE certification, you will be asked to enter your businesses' gross receipts for the last three years.

- If your business has been in business for less than three years, you can still apply! Please enter zeros for the years that your business was not around for.

Minority Business Enterprise

If you apply for MBE certification, you will be asked to attest to your race/ethnicity.

Women Business Enterprise

If you apply for WBE certification, you will be asked to attest to your gender.

Supporting Documents

Please use the upload feature to upload all necessary supporting documents.

All Businesses will need to upload:

- Last three years of business tax returns (or as many as you've been in business for if under 3 years)
 - o Please redact any social security numbers
- Resume for each owner
- Documentation of start of capital
 - o Documentation of funds used to start your business, or a short explanation detailing how you started your business
- Copies of recent contracts (if you have any)
 - o Please redact any proprietary information

SBE & DBE applicants will need to upload:

- Personal Net Worth Statement: <https://www.cityofmadison.com/civil-rights/documents/PNWStmt.pdf>

DBE applicants will need to upload:

- Uniform Certification Application: <https://www.cityofmadison.com/civil-rights/documents/DBECertApp.pdf>

Construction businesses will need to upload:

- Titles to Business Vehicles
- Copy of latest bond (if you are bonded)
- List of Major Capital Assets
- Proof of Ownership of Major Equipment
- Valid Licenses held (Plumbing, Heating, etc)



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Submitting Your Application

The last step is to virtually sign your application by submitting the attestation.

It will then give you a chance to review your application one last time, and then submit.

Department of Civil Rights Review Process

After you have submitted your application, you are able to check the status of your application at any time under the Licenses/Registration tab. The section under “Status” will tell you where your application is at in the review process by the Department of Civil Rights. In addition, you will get automatic email updates when the various review stages are complete.

<input type="checkbox"/>	Date	Action	License Number	License Type	Address	Status	Expiration Date	Short Notes
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Stages of Review and their meanings:

1. Intake
 - a. This will tell you when your application has been received by the Department of Civil Rights for review
2. Civil Rights Review
 - a. The Department of Civil Rights will review your application
 - b. If any information or supporting documents are missing – an incomplete notice will be sent. Please follow the directions and enter/upload the missing information
 - c. Once all supporting documents and application materials are complete, the review stage will be approved
3. On-Site Review
 - a. The Department of Civil Rights will reach out to schedule an informational interview about your business.
4. Final Review
 - a. After the informational interview, the Department of Civil Rights will conduct a final review of your application.