Office for Historically Underutilized Businesses
HUB Certification

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Business Development & Marketing

Alphabet Soup

• SWUC – Statewide Uniform Certification
• HUB – Historically Underutilized Businesses
• MBE/WBE – Minority/Women Business Enterprise
• DBE- Disadvantaged Business Enterprise
• SDB – Small Disadvantaged Business
• SDVOSB – Service-Disabled Veteran Owned Small Business
• WOSB – Woman Owned Small Business
• WBENC- Women’s Business Enterprise National Council
• CVMSDC- Carolinas-Virginia Minority Supplier Development Council
The Office for Historically Underutilized Businesses promotes diversity and inclusion in state government procurement and contracting.

- HUB Certification
- Encourages use of Historically Underutilized Businesses
- Business Development with HUB vendors
- Collecting Spending Reports - construction and goods/services purchases

NC Public Entity Goals and Spending

- Goal of 10%, spending reported to the HUB Office
- Quarterly reporting for Goods & Services as well as Construction

**FY 19-20 Construction Spending**
- Total Spending: $784,032,413
- Spending with HUBs: $153,827,176
- % Spending with HUBs: 19.62%

**FY 19-20 Purchases of Goods and Services**
- Total Spending: $8,020,759,684
- Spending with HUBs: $402,565,778
- % Spending with HUBs: 5.02%

Only Certified HUBs count toward HUB $ and HUB %
What does the State of NC buy?

**Examples of Commodities:**
- Personal Protective Equipment
- Medical Supplies
- Cleaners, disinfectant
- Computers
- Vehicles
- Furniture
- Air Purifiers
- Space Heaters
- Cameras
- Refrigerators and Freezers

**Examples of Services:**
- Medical care (contract doctors / nurses)
- Cleaning Services / Janitorial
- Landscaping
- Information technology support

**Definition of Historically Underutilized Business**

Per NC General Statute 143-128.4 to be a HUB requires:
- 51% ownership and daily management / control by individuals in HUB Certification categories
- US Citizen or legal permanent resident
- Certification lasts for 4 years, with option for recertification every 4 years
- Takes about 45-90 days to get certified
- There is no fee to be certified
- Reciprocity options exist, making it easier to get HUB certified if a firm is already certified by certain entities

**HUB Certification Categories**
- Black
- Hispanic
- Asian American
- American Indian
- Female
- Disabled
- Disadvantaged

**Self identified categories (HUB does not certify) — Goods & Services only:**
- Disabled Business Enterprise
- Nonprofit Work Center for the Blind and Severely Disabled
Certification on the HUB Office Website

- HUB Office website: https://ncadmin.nc.gov/businesses/hub

Certification Process

1. Register in eVP (NC electronic Vendor Portal)
   - Need to register for both IPS and HUB
   - E-Procurement is optional
   - https://vendor.ncgov.com/vendor/login

2. Submit completed and signed Statewide Uniform Certification Application
   - HUB Certification Page: https://ncadmin.nc.gov/businesses/hub/hub-certification

3. Submit required documents
Getting Started with EVP

• Before registering, we highly recommend viewing the NC eVP web-based trainings.

• A comprehensive list of trainings is available on the NC E-Procurement website:
  • [http://eprocurement.nc.gov/](http://eprocurement.nc.gov/)

• Once on the website, select the User Training tab, followed by the Vendor Training link located in the left margin.

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eVP Registration

To start the eVP & HUB process you will need:
• Internet access
• Your Federal Tax ID/ Employer Identification Number (EIN)
• A valid email address in order to initiate the eVP and HUB certification process

Link to eVP login page: [https://vendor.ncgov.com/vendor/login](https://vendor.ncgov.com/vendor/login)
• Click “Vendor Not Registered. Register Now”
• Complete the Registration Process
• For help with eVP Registration please contact:
  NC e-Procurement Help Desk 7:30am-5:30pm Monday- Friday
  Phone: 888-211-7440 or Email: vendor@nc.gov
What can you register for in eVP?

• Required:
  a. Interactive Purchasing System (IPS): allows vendors to receive email notifications of procurement and construction opportunities based on designated commodity and construction code.
  b. Historically Underutilized Business (HUB) certification allows vendors to request certification as a Historically Underutilized Business with the state of North Carolina.

• Optional (but encouraged)
  c. NC E-Procurement registration allows vendors to receive purchase orders from state agencies, community colleges, K-12 school systems, and local governments.
    • There is a 1.75% fee on purchase orders PLACED for commodities (but not services).

eVP Screens

HUB Certification

Historically Underutilized Business (HUB)

HUB Certification Status: Not Certified

HUB Main Location: Select

HUB Main Contact: Learn More →
Three applications: (You only fill out ONE, the appropriate one!)

- Statewide Uniform Certification Application (5 pages)
- NC DOT / NC HUB Reciprocity Application (1 Page)
- NC HUB Reciprocity Application (1 Page)
Statewide Uniform Certification Application

Make sure you sign and date your application!

Required Document List

- Based upon your company business structure (i.e. sole proprietorship, corporation, LLC)
- Submit all documentation to the HUB Office within 30 days of your registration in eVP
- Applications and documents are reviewed once you have submitted all of the required documents
- **Failure to submit the required documents in the specified time will result in an administrative withdrawal**
Reciprocity Certification Options

- NC DOT – Disadvantaged Business Enterprise certification
- If based in NC, GA, SC, TN, VA and certified by certain national entities
- 1-page application and limited documentation
- evP Registration still required

US Small Business Administration
- 8(a) Business Development Program
- Woman Owned Small Business

US Dept of Veterans Affairs
- Service-Disabled Veteran-Owned Small Business

National Minority Supplier Development Council

Women Business Enterprise National Council

Reciprocity Applications

DOT DBE / NC HUB Reciprocity Application
How to submit your application and documents:

• Mail
  Office for Historically Underutilized Businesses
  1336 Mail Service Center
  Raleigh 27699-1336

• Hand Deliver to the HUB Office
  116 West Jones Street, Suite 4109
  Raleigh, NC 27603-8002

• Fax: (919) 807-2335

• Email: huboffice.doa@doa.nc.gov

If Eligible...

• You will be e-mailed a letter indicating your company is certified

• Start date of your certification will be the date on the letter

• Your HUB category will be in parentheses after your company name

• Certification lasts 4 years from date on the letter

• Notify the HUB Office in writing within 30 days of changes affecting eligibility

• There is no SWUC / HUB Certification number
Finding HUB Vendor Information

- Statewide Uniform Certification, Search for Vendor Information: [https://www.ips.state.nc.us/vendor/searchvendor.aspx?h](https://www.ips.state.nc.us/vendor/searchvendor.aspx?h)

- All firms in this search are HUB certified firms
  - Count changes frequently

- Can search by company name, City, County, Commodities, Construction specialties

- For company name search type in first 3-4 letters of company name (search is very literal)

- Use "%" in front of your search criteria if the name of the company does not start with your search criteria. Example: %fencing

HUB Firm Responsibilities

- Maintain your eVP log in and password

- Update profile in eVP if there are changes to your business structure, address, email or phone number

- Review and make changes to commodity codes as needed

- Respond to agency procurement or construction staff when you receive communication from them
  - If you are not going to bid, please let them know!
Finding Opportunities and Developing Your Business

• Watch your e-mails for bid opportunities related to commodity codes you selected

• Search the IPS website for bid opportunities: https://www.ips.state.nc.us/IPS/Default.aspx

• Check the HUB Office website for bid opportunities: https://ncadmin.nc.gov/businesses/hub/events

• Consider submitting the HUB Business Development Assessment to determine business needs and useful services for your company: https://files.nc.gov/ncdoa/Business-Assessment-Survey-DOA%20revised.pdf

Networking/Marketing

• Promote Your Business Certification
• Find and Respond to Relevant Bid Opportunities
• Leverage Networking Opportunities
• Attend purchaser / vendor meet and greets, pre-bid meetings, reverse vendor fairs, State Construction Conference, Minority Enterprise Development Week
• Reach out to Capital Project Coordinators, HUB Coordinators, purchasing officers, end users and General Contractors to discuss your offerings
• Market, market, market
NC BIDS: Electronic Bid Submittal

- Part of IPS, not a separate system
- Allows for electronic bid submissions
- Will not send email reminder
- Must be registered with eVP
- Only accepts PDF and image file uploads
- All uploads must individually be less than 12 MB
- Be cautious of file size increase when scanning documents
- Online training on NC BIDS website: [https://ncadmin.nc.gov/nc-bids-vendors](https://ncadmin.nc.gov/nc-bids-vendors)
  - Online training options:
    - NC BIDS for Vendors
    - Converting Excel to PDF

Tips For Submitting A Solicitation Response

- **Read** solicitation very **carefully** and thoroughly
- Ensure you **follow** submission method **instructions** clearly
- Pay attention to the following words: must, shall, required, mandatory, etc.
- Follow directions precisely
- Prepare detailed and organized responses
- Do not assume the state has previous knowledge of your company, products, or services
- Contact the person listed on the cover page with questions
Contact Us

<table>
<thead>
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<th>Mailing Address:</th>
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<tbody>
<tr>
<td>Office for Historically Underutilized Businesses</td>
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<tr>
<td>1336 Mail Service Center</td>
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<tr>
<td>Raleigh, North Carolina 27699-1336</td>
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<tbody>
<tr>
<td>116 W. Jones Street, Suite 4109</td>
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<tr>
<td>Raleigh, North Carolina 27603-8002</td>
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<table>
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<tr>
<td><a href="mailto:HUBOffice.DOA@doa.nc.gov">HUBOffice.DOA@doa.nc.gov</a></td>
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Thank you

eVP Help Desk (888) 211-7440 Option 2

Thank you for your partnership!

Stay Safe, Stay Healthy