# MARKETING AND SELLING Your products or services

Business Development and Procurement Opportunities

66 •	Business Development		
	» Bringing Your Technology to Market	66	
	» Advancing Your Manufacturing	71	
	» Expanding to International Markets	71	
70			
/3•	Government Procurement Opportunities		
	» Federal, State, and Local Government Procurement	73	
	» Certification Programs	75	

While every effort has been made to ensure the reliability of the information presented in this publication, the Arizona Commerce Authority cannot guarantee the accuracy of this information due to the fact that much of the information is created by external sources. Changes/updates brought to the attention of the Arizona Commerce Authority and verified will be corrected in future editions.



# BUSINESS DEVELOPMENT



# BRINGING YOUR TECHNOLOGY TO MARKET

Research is the fertile ground from which most technology ventures spring. Arizona's universities are able to assist you in moving your technology closer to commercialization and provide you with expert advice and qualified assistance.

# **TECHNOLOGY LICENSING**

Technology licensing involves bringing scientific inventions from the universities to the private sector.

ARIZONA TECHNOLOGY ENTERPRISES 480-884-1996 www.azte.com

Arizona Technology Enterprises (*AzTE*) works with university inventors and industry to transform scientific progress into products and services. AzTE transfers technologies invented at ASU to the private sector by mining university research, prosecuting patents, negotiating licenses and marketing inventions.

# NAU VENTURES, LLC 928-523-3711 http://nauventures.net

The purpose of NAU Ventures, LLC is to license or otherwise commercialize the intellectual property owned or controlled by the Arizona Board of Regents, Northern Arizona University (*NAU*) or Northern Arizona University Foundation (*NAUF*), and to perform other technology transfer and intellectual property management services for university.

66









UNIVERSITY OF ARIZONA, OFFICE OF TECHNOLOGY TRANSFER 520-621-5000 www.ott.arizona.edu

The Office of Technology Transfer assists faculty with intellectual property development, facilitates relationships with commercial partners and helps to create strategies to bring inventions and discoveries to market.

The Federal Laboratory Consortium for Technology Transfer (FLC) is a nationwide network of federal laboratories that can assist entrepreneurs in leveraging research and expertise into commercial technology opportunities. These resources are available for technology venture partnering, testing, or enhancing technology portfolios through licensing. More information can be found at www.federallabs.org.

# BUSINESS SERVICES AT ARIZONA'S PUBLIC RESEARCH UNIVERSITIES

Universities are able to offer a variety of resources and assistance to businesses of all sizes:

- Expert advice
- Advanced technologies
- Workforce education
- Research collaborations

# **ARIZONA STATE UNIVERSITY**

ASU Venture Catalyst http://asuventurecatalyst.org

SkySong, the ASU Scottsdale Innovation Center http://skysong.asu.edu

Spirit of Enterprise Center http://wpcarey.asu.edu/spirit/index.cfm

Innovation Advancement Program www.law.asu.edu/Default.aspx?alias=www.law.asu.edu/tvg

### NORTHERN ARIZONA UNIVERSITY

The Office of the Vice President for Research www.research.nau.edu

### UNIVERSITY OF ARIZONA

The Office of the Vice President for Research, Graduate Studies, and Economic Development (OVPR) www.vpr.arizona.edu

The Office of Research and Contract Analysis (ORCA) www.orca.arizona.edu

Sponsored Projects Services www.sps.arizona.edu

## **ARIZONA RESEARCH CENTERS**

Arizona's technology business community may utilize research centers and institutions to determine the viability of their product.

# ACCELERATOR AND INCUBATOR PROGRAMS

Consider the benefits of business accelerators and incubators in developing your business concept and supporting your new business. These services include office and lab space, coaching, consulting and shared support services. For-profit entities often take an equity stake in participating companies. Non-profits are often affiliated with an industry association or public organization and serve as economic development tools for these constituencies.

The Arizona Commerce Authority's entrepreneurial advancement center, Innovation Forward, captures a forward-thinking, technology feel that attracts, assists, and incubates entrepreneurs of every level who are looking to commercialize their products.





# BRINGING YOUR TECHNOLOGY TO MARKET (continued)

In addition, the ACA's Arizona Innovation Challenge advances innovation and technology commercialization opportunities in Arizona by supporting early stage ventures in Arizona's targeted industries. Companies in the following technology sectors may apply: advanced materials, advanced manufacturing, aerospace and defense, bio and life sciences, clean-tech and renewable energy, and information technology. Companies receiving awards will be required to commercialize their technology and generate revenue within one year of the award. For more information, visit http://azinnovationchallenge.com.

The Arizona Innovation Accelerator (AIA) program, housed in Arizona Commerce Authority's Business Development Division, serves as a catalyst to accelerate the growth of emerging technology businesses throughout the state.

ASU Venture Catalyst is a business accelerator for technology entrepreneurs at Arizona State University. The Catalyst Mentoring Program is designed to provide ventures with the counsel they need to accelerate their progress and create success. For more information, visit http://asuventurecatalyst.org/p or call 480-884-1860. Northern Arizona Center for Entrepreneurship and Technology (NACET) fosters business growth and economic vitality, creating high-quality jobs for the region. Partnering with a wide variety of non-retail, service, manufacturing, high technology, science and renewable energy firms, NACET offers a hands-on business incubation engagement program designed to transform innovation into viable companies. For more information, visit www.nacet.org or call 928-213-9234.

The Arizona Center for Innovation (*AZCI*) is a high-tech incubator promoting the development of high-technology companies in Southern Arizona through a disciplined program of business development. The Center focuses on companies in six technology areas: aerospace, advanced composites and materials, information technology, environmental technology, life sciences, and optics/ photonics. For more information, visit <u>www.azinnovation.com</u> or call 520-382-3260.

Many organizations in Arizona are dedicated to supporting the Arizona technology business community. Contemporaries, suppliers and professional organizations can also provide numerous and profitable business leads through networking. See Chapter 8 for the listing and contact information of the many chambers of commerce, associations and organizations in Arizona.

# MARKETING AND SELLING YOUR PRODUCTS OR SERVICES Business Development and Procurement Opportunitie

# **TECHNOLOGY BUSINESS RESOURCES**

Arizona Small Business Development Center (AZSBDC) Network 480-731-8720 www.azsbdc.net select "Second Stage"

Arizona Technology Council 602-343-8324; 520-829-3440 www.aztechcouncil.org

Flinn Foundation 602-744-6802 www.flinn.org

Gangplank Email: info@gangplankhq.com <u>http://gangplankhq.com</u>

Kauffman Foundation 816-932-1000 www.kauffman.org

# INTELLECTUAL PROPERTY AND PRODUCT DEVELOPMENT

Intellectual property is a broad term that may include patents, trademarks, copyrights, trade secrets, know-how and other proprietary concepts.

There are several ways to protect your ideas, such as using a non-disclosure agreement, patenting your idea, copyrighting your creative works, choosing and registering your trademarks, registering complementary domain names, getting your rights in writing, identifying confidential information, using non-compete agreements, and educating your employees and vendors.



The ASU Research Park, a 324-acre business and industrial park, is committed to facilitate technology transfer through university industry research relationships, and serves to further its development as a nationally recognized Carnegie Foundation Research I Institute. Its mission is to enhance Arizona's high value research-based economic development and to build ASU's capacity to educate and advance knowledge. For more information, visit <u>http://asuresearchpark.com/index.html</u> or call 480-752-1000.

The University of Arizona Science and Technology Park, one of the Nation's premier research and development facilities, offers a unique environment dedicated to the transfer of technology from the laboratory to the marketplace. For more information, visit www.uatechpark.org or call 520-382-2480.



# PATENT, TRADEMARK AND COPYRIGHT

A patent is a grant of a property right for an invention that is novel, useful and non-obvious by the U.S. Patent and Trademark Office. The basis for U.S. patent laws is to secure for the inventor the exclusive rights of their discoveries for a limited period of time.

A trademark includes any word, name, symbol or device adopted and used by an individual or a corporation to distinguish its goods or services from the goods or services of others.

A copyright protects the "works" or expressions of an author or artist against copying, performance, display, or use as an underlying work. It protects the form of expression rather than the subject matter or idea of the writing.

To file for a federal patent or trademark, visit the U.S. Patent and Trademark Office at <u>www.uspto.gov</u>. The U.S. Copyright Office registers copyright materials. For more information, visit <u>www.copyright.gov</u>.



# FUNDING FOR RESEARCH-BASED TECHNOLOGY COMPANIES

Small Business Innovation Research (SBIR) and Small Business Technology Transfer Research (STTR) programs provide research funding for startup and early-stage companies or ongoing research at established companies.

To obtain more details and to search for current and past solicitations, visit www.sbir.gov/solicitations.

The Arizona Commerce Authority's AZ FAST Grant Program provides seed money to Arizona-based technology companies to help initiate the commercialization process. A full description of the requirements and grant application is online at <u>www.azcommerce.com</u> select "Incentives."

In addition, the ACA has been awarded a grant from the SBA to prepare Arizona's small, high-tech companies to compete more effectively for federal SBIR/STTR Phase I and II awards and ultimately commercialize their innovations in Phase III. For more details about the SBIR/STTR proposal training program, PIII Playbook, visit the ACA website at <u>www.azcommerce.com</u> select "Incentives."

The main objective of the Small Business Capital Investment Tax Incentive Program (Angel Investment Program) is to expand early stage investments in targeted Arizona small businesses. The program accomplishes this goal by providing tax credits to investors who make capital investment in small businesses certified by the Arizona Commerce Authority (ACA). For details on how to become a "qualified investor" or "qualified small business," visit <u>www.azcommerce.com</u> select "Incentives." Arizona Innovation Connection, a weekly email newsletter, provides state and federal funding opportunities through entities such as the Arizona Commerce Authority, Science Foundation Arizona, the Department of Defense, Department of Homeland Security, National Science Foundation, and many other State, National, non-profit and foundation programs. To receive this weekly newsletter, sign up at www.azcommerce.com.

The Science Foundation Arizona (SFAz) plays a pivotal role in delivering and managing an investment strategy in research and innovation for Arizona's economy to grow and prosper. SFAz lists a variety of programs for technology companies on their website <u>www.sfaz.org</u>. For more information, call 602-682-2800.

# FEDERAL GRANTS INFORMATION Federal Grants www.grants.gov

Small Business Innovation Research (SBIR) www.sbir.gov/about/about-sbir

Small Business Technology Transfer (STTR) www.sbir.gov/about/about-sttr

U.S. Small Business Administration Technology Grants <u>www.sba.gov</u> under "Loans & Grants," select "Research Grants for Small Businesses"

*See Chapter 3 for angel investors, venture capital firms and more.* 

# ADVANCING YOUR MANUFACTURING

# ARIZONA'S MANUFACTURING INDUSTRY

Arizona is host to a diverse and strong manufacturing industry base with more than 450 manufacturing facilities in the aerospace and defense, semiconductor, electronics, and IT industries. The state is also developing strengths in the bioscience, software and green industries.

# ARIZONA COMMERCE AUTHORITY'S MANUFACTURING EXTENSION PARTNERSHIP (MEP)

The Manufacturing Extension Partnership (*MEP*) works with Arizona manufacturers to help them become more profitable and globally competitive by providing technical expertise and hands-on assistance to deliver customized solutions.

MEP focuses its efforts on delivering measurable results to manufacturers in five specific areas:

- Technology Acceleration
- Continuous Improvement
- Sustainability
- Workforce Development
- Supplier Development

MEP is an affiliate of the National Institute of Standards and Technology's Manufacturing Extension Partnership (*NIST MEP*) through the U.S. Department of Commerce. For more information, visit <u>www.azcommerce.com</u> or call 602-845-1200.

As a public/private partnership, the U.S. Department of Commerce, National Institute of Standards and Technology's Manufacturing Extension Partnership (NIST MEP) provides a variety of services, from innovation strategies to process improvements to green manufacturing. For more information, visit www.nist.gov/mep/about.cfm.

MANUFACTURER'S RESOURCES Arizona Manufacturers Council www.azchamber.com/amc

Arizona - Sonora Manufacturing Initiative www.arizonasonoramnfg.com

U.S. Small Business Administration (SBA) www.sba.gov/content/contracting-manufacturing



# EXPANDING TO INTERNATIONAL MARKETS

# INTERNATIONAL SALES

The International Division of the Arizona Commerce Authority helps develop international trade opportunities for Arizona businesses and puts together several international trade missions a year, encouraging the participation of Arizona entrepreneurs.

Companies with a desire to expand international should do their homework before jumping into an unknown business environment. A company must go into international ventures with a long-term financial commitment as well as a sense of its risk-reward factors.

For example, a culturally sensitive business plan provides for an international road map, and entrepreneurs establishing foreign ventures must familiarize themselves with prevailing local laws, industry-specific regulations, and export and import licenses.

Securing state and federal licenses are also important elements for international trade. International currency contracts also must be negotiated to allow for payment at market rates for goods and services provided. Shipping and insurance costs also will figure into the equation.

While the Internet can initially provide assistance in making contact with prospective foreign markets, it's no substitute for the face-to-face contact that should be considered a requirement before conducting any business operations abroad.

To attend an ACA trade mission, participate in an international trade show, or to establish your international business ties and expand your business, visit the ACA website at <u>www.azcommerce.com</u>. Under "Services," select "International Business Services" or call 602-845-1200.

# ARIZONA'S STATE TRADE AND EXPORT PROMOTION (STEP) PROGRAM

The Arizona Commerce Authority's STEP Program offers services, tools, and financial assistance helping your company enter the international marketplace:

- Export readiness assessment of your small business
- Export education and counseling for your company so that you can be informed and equipped for success on the international stage
- Assistance with market selection strategy for your company so that it explores and enters markets that are best suited for your product or service
- Assistance to your company with development of international marketing materials, including >

# EXPANDING TO INTERNATIONAL MARKETS (continued)

brochures and websites (and translation of these materials, if necessary, into the language of the target country/region market)

- Assistance to your company in identifying actual, potential buyers, agents, distributors, end users and other strategic partners in international markets
- Opportunities for your company to participate in sector-specific trade missions/summits (both internationally and in the U.S.) that have been carefully selected, comprehensively prepared, and professionally led by ACA staff to maximize opportunities for success

Companies wishing to participate in the Arizona STEP Program should visit the ACA website at <u>www.azcommerce.com</u>. Select "Incentives" for more details.

The State Trade and Promotion Grant Program is partially funded by the U.S. Small Business Administration (SBA). SBA's funding is not an endorsement of any products, opinions or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.

SBA offers a number of loan programs designed to support small business exports. For more details, visit www.sba.gov/content/export-loan-programs.

SBA's online Export Business Planner offers a readymade, customizable and easily accessible document that may be updated and referenced continuously as your business grows. Download the planner from the SBA website at www.sba.gov/exportbusinessplanner.

# U.S. COMMERCIAL SERVICE'S EXPORT ASSISTANCE CENTER

Arizona's Export Assistance Center (with three offices in Arizona), part of the U.S. Commercial Service of the U.S. Department of Commerce, is a federal government agency dedicated to helping small and medium-sized Arizona companies enter international markets.

Services include:

- World class market research
- Trade events that promote your product or service to qualified buyers
- Introductions to qualified buyers and distributors
- Counseling and advocacy through every step of the export process

To learn more about how the U.S. Commercial Service can help your company export, visit <u>http://export.gov/arizona</u>, or call 602-640-2513 or 520-670-5540.

Arizona Abroad, a newsletter of the U.S. Export Assistance Centers of Arizona, provides information on upcoming trade events and local opportunities in Arizona.

Find out if your company is ready to export by taking the Export Readiness Questionnaire at <u>http://export.gov/begin/assessment.asp</u>.

The Trade Information Center (*TIC*) works in conjunction with your export assistance center. TIC offers a wide range of current industry and trade information to help exporters of U.S. goods and services find the information they need to compete successfully in overseas markets. For more information, visit <u>http://export.gov</u> or call 800-872-8723.

# **ARIZONA-MEXICO COMMISSION**

The Arizona-Mexico Commission's vision is to promote a strong, cooperative relationship with Mexico; facilitate the movement of goods, services, people, and information through Mexico and Latin America; and encourage security and sustainable development within our border communities. For more information, visit <u>www.azmc.org</u> or call 602-542-1345.

**TRADE AND TRANSPORTATION CORRIDOR ALLIANCE** To improve Arizona's competitiveness in a global marketplace, create jobs and maximize economic potential, Governor Brewer formed the Transportation and Trade Corridor Alliance. A strategic partnership between the Arizona Commerce Authority, the Arizona Department of Transportation, the Arizona Mexico Commission, the Alliance joins together the critical public and private sector entities to seize opportunities that position the State a part of a dynamic trade shed. For more information, visit www.azttca.org or contact marisaw@azcommerce.com.



# GOVERNMENT PROCUREMENT OPPORTUNITIES

Federal, state and local governments offer businesses the opportunity to sell billions of dollars worth of products and services.

To succeed in the federal government contracting process, you first need to:

- Obtain a DUNS (Data Universal Numbering System) number,
- 2. Have an Employer Identification Number (EIN),
- 3. Identify your NAICS and SIC codes, and
- Register your business with the System of Award Management.

The System for Award Management (SAM) is a Federal Government owned and operated free website that consolidates the capabilities in CCR/ FedReg, ORCA and EPLS. Future phases of SAM will add the capabilities of other systems used in federal procurement and awards processes.

Creating a profile in SAM and keeping it current ensures your firm has access to federal contracting opportunities. To register, visit <u>https://sam.gov</u> and click "create an account" or call 866-606-8220.

### FEDERAL GOVERNMENT PROCUREMENT

The U.S. Small Business Administration (SBA) website lists the steps to registering as a federal contractor at <u>www.sba.gov</u> under "Contracting." SBA ensures that small businesses have access to long-lasting development opportunities to receive government contracts.

SBA conducts a free workshop, Selling to the Federal Government. For schedules and registration, visit their website at www.sba.gov/az or call 602-745-7208.

# ADDITIONAL FEDERAL RESOURCES

Online Representations and Certifications Application (ORCA) https://orca.bpn.gov

Government Services Administration (GSA) Schedule www.gsa.gov/schedules

FedBizOpps (FBO) www.fbo.gov.

# GOVERNMENT PROCUREMENT OPPORTUNITIES (continued)

## STATE OF ARIZONA PROCUREMENT

To familiarize yourself with the State of Arizona's procurement process, visit the State Procurement Office (SPO) website at <u>http://spo.az.gov</u>, and select "Contractor Resources." Here you will find information on how to do business with the state, bidding opportunities and instructions on how to use ProcureAZ, the state's eProcurement system.

You must register your company in ProcureAZ to freely participate in the State of Arizona's bidding and contracting opportunities. To register online, visit <u>https://procure.az.gov/bso</u>. For further information, contact the ProcureAZ Help Desk at 602-542-7600.

Arizona State University Small Business & Diversity Program 480-965-6778 http://cfo.asu.edu/purchasing-diversity

Northern Arizona University Contracting and Purchasing Services 928-523-4557 http://home.nau.edu/purchasing

University of Arizona Small Business Utilization Program 520-621-2888 www.pacs.arizona.edu/supplier\_diversity

# LOCAL GOVERNMENT PROCUREMENT

The State Purchasing Cooperative is a program of the Arizona Department of Administration and the State Procurement Office, whereby members may participate in cooperative procurement opportunities through the use of designated Arizona State contracts and related services.

Currently, there are more than 545 members of the State Purchasing Cooperative. The program is comprised of many political subdivisions (counties, cities, school districts, etc.). In addition to the State Purchasing Cooperative, there are a number of other purchasing cooperatives active throughout Arizona. For more information, visit the State Procurement Office website at <u>http://spo.az.gov</u> and select "Cooperative Procurement."

In addition, vendors are encouraged to approach the purchasing departments of each county and city/town to present their products and/or services. See Chapter 5 for the listing of county/city/town websites and contact numbers.

# MARICOPA COUNTY

Maricopa County encourages all interested suppliers to register to do business with the county's e-procurement application, Bidsync. To register, visit www.maricopa.gov/materials or call 602-506-3967.

## **PIMA COUNTY**

The Pima County Procurement Department is dedicated to conserving public funds and conducting its procurement process in a fair, open and competitive manner. Visit <u>www.pima.gov/procure/venreg.htm</u> to register your company or contact Vendor Relations at 520-740-3807 or 520-740-8260.

It's Small Business Enterprise (SBE) program offers incentives to small businesses interested in doing business with Pima County. For more information on the SBE program, visit <u>www.pima.gov/procure/sbe</u> or call 520-740-3296.

# **CONTRACTING RESOURCES**

The following organizations provide an understanding of government contracting and the know-how to obtain and successfully perform federal, state and local government contracts.

American Indian Procurement Technical Assistance Centers (AIPTAC) 928-871-7377 www.ncaied.org/mcs/uida-consulting-group

Arizona Diversity Business Development Center 602-300-2682 www.azbizopps.org

Arizona Procurement Technical Assistance Center (*PTAC*) 480-731-8720 www.azsbdc.net/special-programs/procurement

BidSource 602-495-6492 www.bidsource.com

City of Phoenix, Vendor Help Center 602-262-7181 http://phoenix.gov/business/contract/vendor/index.html

Grand Canyon Minority Supplier Development Council (GCMSDC) 602-495-9950 www.gcmsdc.org

ΖΔ

Phoenix MBDA Business Center 602-248-0007; 800-428-7299 http://phoenixmbdacenter.com

Women's Business Enterprise Council West 480-969-9232 www.wbec-west.org

# CERTIFICATION PROGRAMS

Many government agencies require that some percentage of their procurements be set aside for small businesses. Certifying your business will help you successfully compete for government contracts.

## FEDERAL CERTIFICATION

The federal government sets aside certain contract bid opportunities exclusively for small businesses. As part of the registration process, you must register your business with the federal government's SAM, the primary database of vendors doing business with the federal government. In SAM, you may self-certify as a small business, but you must meet the federal government's definition of a small business. For more information, visit <u>www.sba.gov</u>, and under "Contracting," select "Small Business Certifications & Audiences."

SBA conducts a free workshop, Selling to the Federal Government. It includes understanding certification programs such as 8(a) and HUBZone. For schedules and registration, visit <u>www.sba.gov/az</u> or call 602-745-7208.

The 8(a) Program is a business development program created to help small, disadvantaged businesses compete in the marketplace. To apply for 8(a) certification, visit www.sba.gov/8a or call 602-745-7200.

The Historically Underutilized Business Zones (HUBZone) program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities. To apply for the HUBZone Certification, visit www.sba.gov/hubzone.

# ARIZONA DEPARTMENT OF TRANSPORTATION'S DISADVANTAGED BUSINESS ENTERPRISE PROGRAM (DBE)

The Arizona Department of Transportation (ADOT) has established a Disadvantaged Business Enterprise (DBE) program in accordance with the regulations of the U.S. Department of Transportation (USDOT). The DBE program ensures a "level playing field" and fosters equal opportunity in all ADOT assisted contracts that include highway, transit and airport programs.

The ADOT Supportive Services Program is designed to assist qualified small businesses to become certified as DBE firms. Once certified, the program strives to assist those firms to become self-sufficient in their respective industry. Visit ADOT DBE Supportive Services blog at www.adotdbe.com for upcoming events and latest updates.

# Arizona Department of Transportation

Business Engagement and Compliance Office, Supportive Services Program 1135 N. 22nd Avenue, 2nd Floor, Phoenix, AZ 85007 602-712-7761

www.azdot.gov/Inside\_ADOT/CRO/DBEP.asp

# CITY OF PHOENIX'S SMALL BUSINESS ENTERPRISE (SBE) AND DISADVANTAGED BUSINESS ENTERPRISE (DBE) CERTIFICATION PROGRAMS

The city of Phoenix extends an equal economic opportunity to compete for business for all small businesses interested in participating in SBE and federally assisted DBE contracts including airport concessions and airport, highway, and transit-related projects.

The Equal Opportunity Department *(EOD)* Business Relations Division administers the SBE Certification and the DBE Certification Programs. EOD offers certification services at no cost. Workshops are offered monthly and staff is available to assist you in the application process.

# City of Phoenix

Equal Opportunity Department (EOD) 251 W. Washington Street, 7th Floor, Phoenix, AZ 85003 602-262-6790 http://phoenix.gov/eod/programs/index.html



# CITY OF TUCSON'S SMALL BUSINESS ENTERPRISE (SBE) PROGRAM AND DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM

The city of Tucson provides opportunities and incentives to certified firms located in Pima County on projects and contracts administered by the city's procurement department.

The general information and certification applications for SBE and DBE may be obtained from the Office of Equal Opportunity Programs (*OEOP*) website. Many small businesses may also qualify as a DBE. Only one application and one set of supporting documentation is required, even when multiple categories are identified.

# City of Tucson

Office of Equal Opportunity Programs (OEOP) 201 N. Stone, Third Floor, Tucson, AZ 85726 520-791-4593 http://cms3.tucsonaz.gov/oeop

The Arizona UCP has been established to facilitate statewide DBE certification. The UCP eliminates the need for DBE applicant businesses to obtain certification from multiple agencies, and provides reciprocity within Arizona. The Arizona Department of Transportation, City of Phoenix, and the City of Tucson are members of the Arizona UCP. The official UCP DBE database includes DBE firms certified by these three agencies at www.azdbe.com/DBE\_search.aspx.



## THIRD-PARTY CERTIFICATION

Grand Canyon Minority Supplier Development Council http://gcmsdc.org/certification/application

National Women Business Owners Corporation (NWBOC) www.nwboc.org/Basic\_Info

U.S. Women's Chamber of Commerce www.uswcc.org/certification.aspx

Women's Business Enterprise Council-West www.wbec-west.com, and select "Certification"

