

TARGETED SMALL BUSINESS PROGRAM



The Targeted Small Business (TSB) program is designed to help women, minorities, individuals with disabilities or service-disabled veterans overcome some of the hurdles in starting and growing a small business in Iowa. The TSB program supports businesses through third-party certification as a TSB.

CERTIFICATION CRITERIA

To be eligible for TSB certification, businesses must be:

- Located in the state of Iowa
- Operating for a profit
- Making less than \$4 million in gross income, computed as an average of the preceding three fiscal years
- Majority owned (51% or more), operated and managed by a female, individual with minority status, service-disabled veteran or individual with a disability

Certification is reserved for businesses in operation.



BENEFITS OF CERTIFICATION

- Listing in the online Targeted Small Business Directory (iowaeda.com/tsb), which is used by public and private buyers across the state
- Invitation to TSB networking and TSB-exclusive events to meet with other business owners, public purchasing managers and private buyers
- Introduction to partners who aid with state purchasing, growing a business or connections to other business networks through workshops, webinars and other events
- Business promotion as a certified TSB utilizing the TSB badge on social media, website and marketing channels, as well as with the TSB window cling received upon certification

All Iowa executive branch agencies are required to establish annual TSB spending projections and report quarterly TSB performance goals. By becoming a certified TSB and selling products and services to the state, TSBs help the agencies meet TSB procurement goals.

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STATE PROCUREMENT BENEFITS

- Access to a bid notification site to view state procurement opportunities 48 hours in advance of posting to the state's public site; businesses receive a link and password for the 48-hour website upon certification
- Ability to access non-competitive bid opportunities for purchases less than \$25,000
- Bond waivers up to \$50,000 for state projects, if unable to secure a bond because of the lack of experience, net worth or capital

State agencies have different levels of procurement authority with unique needs; TSBs are encouraged to be proactive in marketing to them. For a list of what the state purchases, agent contact information or to learn how to become a registered vendor with the state, visit das.iowa.gov/how-do-business-state-iowa/procurement

“I would not be able to start a business without the help of the Targeted Small Business program. I am grateful for this opportunity, and I am excited to build a successful Iowa business that is proudly woman-owned.”

- LaTasha Reese
Owner
Styles By Tasha
Des Moines, IA

TSB CERTIFICATION

TSB Certification Technical Assistance
iowaeda.com/tsb
tsbcert@iowaeda.com
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For more information on this or other programs available, contact the Iowa Economic Development Authority (IEDA)
1.800.245.IOWA | +1.515.348.6200 | iowaeda.com

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