





**A Service of Broward County
Board of County Commissioners**

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Nan H. Rich, Broward County Mayor

NOVEMBER 2023-NOVEMBER 2024

As Mayor of Broward County, I believe that we must build a thriving economy that benefits all residents across our community. In Broward County, we know that affordable housing is necessary for our future economic development. After all, businesses will not move here if their employees cannot afford to live here. However, Broward County cannot do this alone. We need to bring everyone to the table. We can achieve more by working in collaboration with our 31 municipalities, two hospital districts, the School Board, the Children's Services Council, the nonprofits, faith-based organizations, and of course, the business community. Together, we can work to ensure that businesses flourish and our community prospers through cultivating sustainable development and empowering small businesses.

Broward County's Office of Economic and Small Business Development (OESBD) offers programs, resources, and services that promote economic growth across South Florida while encouraging business to get involved in the government procurement process. OESBD also hosts several annual signature events like the Broward & Beyond Business Conference (BBBC) and Florida International Trade and Cultural Expo (FITCE) which have brought thousands of participants from around the world to Broward County allowing them to network, learn, and cultivate business. Collaborations involving municipalities, chambers, and other key community partners have strengthened our support systems for small businesses connecting them to billions in contracting opportunities. In 2023, Film Lauderdale expanded its incentive offerings, becoming the most robust and diverse slate of local incentives in the United States to attract films, TV series, and high-impact commercials to Broward County through the support of County Administration and the County Commission.

Let's continue to make Broward County an even better place to live, work, and do business.



Monica Cepero

Broward County Administrator

I am proud to present the 2023 Annual Report from the Broward County Office of Economic and Small Business Development (OESBD) highlighting the County's ongoing efforts and continued commitment to support small businesses. Broward County remains dedicated to cultivating a thriving economy for all. That commitment is evidenced by the efforts of OESBD to work collaboratively with our community partners in creating an environment highly favorably to the retention, expansion, and recruitment of established businesses and entrepreneurs to Broward County. Such shared efforts include training and preparing our workforce for the jobs and high-paying positions that stimulate economic development while providing much needed information and assistance to the many businesses that are the backbone of our community. Broward County remains future-oriented and steadfast in the pursuit of our goals and preservation of our values.

In 2023, approximately \$103 Million was committed to Broward County Certified Firms accounting for over 443 projects being monitored. Continuing to extend opportunities to our small businesses, the Broward County Convention Center Expansion including the 801-room Omni Hotel and the additional 1.2 million square feet of conventions space, has paid \$114.3 Million to CBEs, as of December 2023.

Community outreach is essential to ensuring awareness, and OESBD realizes this priority objective through workshops, webinars, events, and training sessions reaching about 17,120 participants countywide. These sessions inform and empower business owners and budding entrepreneurs about OESBD programs and services, and billions in contracting opportunities including those funded by the Mobility Advancement Program (MAP) Broward Surtax.

With the full support of the Broward County Board of County Commissioners and County Administration, Film Lauderdale has expanded its incentive offerings delivering the most robust and diverse slate of local incentives nationwide. Such efforts have attracted a wealth of films, TV series, and high-impact commercial productions to Broward County, and launched an Emerging Filmmakers Grant Program that provides a funding resource for Broward County-based filmmakers interested to produce projects locally and grow as content creators. These inducements have proven to be an economic engine adding millions to our local economy.

Please consider how your business can take advantage of these resources to further bolster economic development across South Florida as we endeavor collectively towards economic growth and prosperity. Thank you for your continued contributions to make Broward County a prime destination to live, work, and thrive.

Sandy-Michael E. McDonald

DIRECTOR, OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

This past year has been truly remarkable for small businesses in our community! I'm incredibly proud of the progress we've made together in fostering their growth and ongoing economic development of the Broward County business community. Through tireless collaboration, we've built an environment brimming with opportunity and prosperity. In 2023, we've used our partners to provided small businesses with access to capital resources to fuel their ventures, technical assistance to address specific challenges, and engaging workshops and training to enhance business skills and network. Partners, like the Alan B. Levan | NSU Broward Center of Innovation (Levan Center), U.S. Small Business Administration (SBA), Small Business Development Center (SBDC), SCORE Broward, JM Family Enterprises, Urban League of Broward County, Hispanic Unity of Florida, and so many more assist us to cultivate a thriving ecosystem while encouraging entrepreneurship, stabilizing existing businesses, and promoting the growth and scaling of other businesses.

Here's a glimpse of the impact we've made together:

- \$180 Million committed to certified Small Businesses on County projects (CBEs & DBEs)
- \$48,337,098 paid to CBEs on Mobility Advancement Program (MAP Broward) projects
- 219 new firms certified through our local programs
- 20 graduates from the Kauffman 2023 program

These achievements wouldn't be possible without the unwavering support from the County Commission and Administration, the invaluable collaboration with our community partners, and the dedication of our team. Looking ahead, we're brimming with excitement! We remain steadfast in our commitment to providing exceptional resources and support to help small businesses flourish. We're constantly exploring innovative strategies to further propel economic growth in our community.

There's still so much potential to unlock! We encourage more businesses to get certified in our programs and leverage the wealth of opportunities available.

Thank you for your support. Together, we'll continue building a thriving business environment where all can prosper!

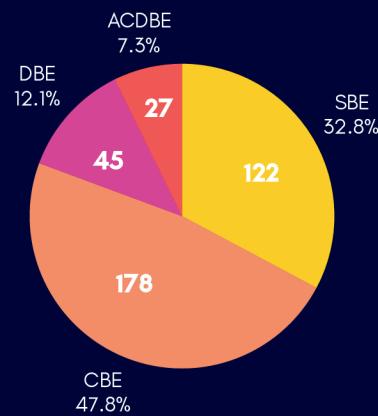


OESBD AT A GLANCE

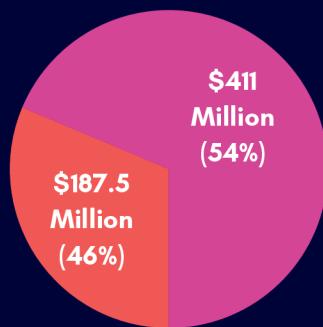
January – December 2023

872

Number of Certification Applications Reviewed (New and Renewals)
(Local and Federal Program)



Over \$187.5 Million (46%) Committed to Certified Small Businesses out of \$411 Million on Eligible County Projects (CBE & DBE)



3,705

Number of Compliance Activities

(Includes Monthly Utilization Report (MUR) Reviews on awards with small business participation, additions, substitutions, Bidders' Evaluations, etc.)

872

Number of Certification Applications Reviewed (New and Renewals)

443

County projects reviewed for small business participation

(Includes CBE and SBE Reviews, Bid Evaluations, CBE Compliance for contract close-outs, amendments/renewals.)

219

Total Number of New Firms Certified in OESBD Local Certification Programs in 2023 ([36% increase over 2022](#))

156

County Business Enterprise (CBE) Projects reviewed
Total Project Value over \$1 Billion

59

Small Business Enterprise (SBE) Projects reviewed
Total Project Value over \$7.8 Million



OESBD IN THE COMMUNITY



Broward Partnership for the Homeless Day of Service



South Florida Space Day Event at NSU



Inspiring Women of Health Foundation of South Florida Event



Broward County Black Chamber of Commerce Bus Expo



Meet & Greet National Jets



Southern Atlantic Path to Prosperity Regional Economic Development series



North Broward County Chapter of The Links, Incorporated's Links in Pink Breast Cancer Awareness event



African-American Research Library and Cultural Center AARLCC-CON 2023 - Shujaa: Heroes, Legends, & Myths



United Nations Sustainable Development Goals Leaders Award for Sustainable Cities & Communities



Slamdance Film Festival in Park City, Utah

OESBD IN THE COMMUNITY

MAP BROWARD

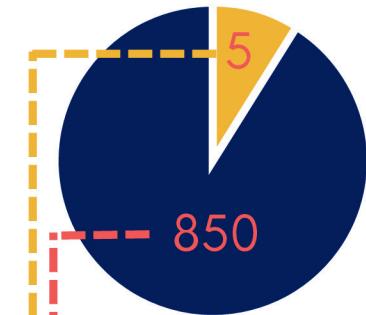
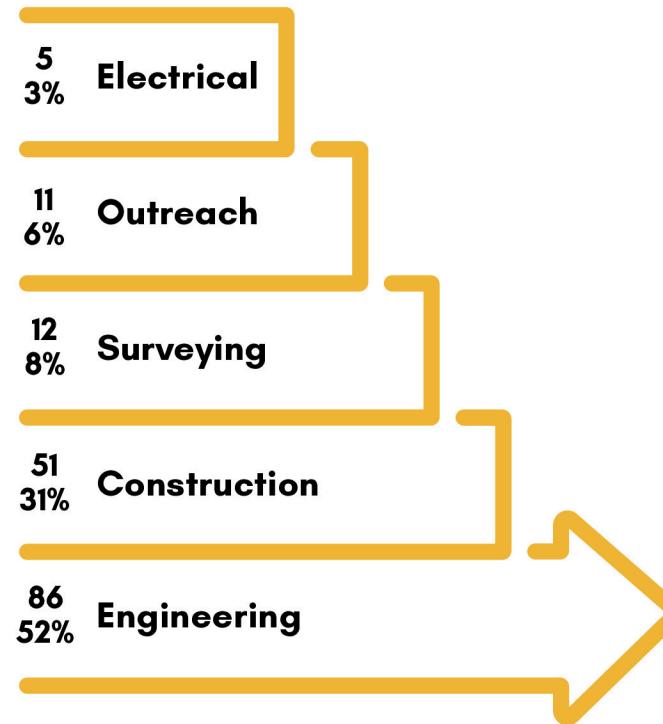
In 2023, OESBD focused on maximizing the opportunities available to small businesses through the Mobility Advancement Program (MAP Broward). We hosted informative workshops alongside our agency partners, reaching a broad audience through a comprehensive public advertising campaign.

These efforts aimed to shine a light on the significant benefits of participating in MAP Broward for certified business enterprises (CBEs).

With millions of dollars allocated for CBE participation on eligible surtax-funded projects, there's immense potential for local businesses to thrive. We encourage businesses within and beyond Broward County to pursue local certification and unlock exciting opportunities across various surtax projects.

Visit mapbroward.broward.org for a listing of upcoming Surtax Transportation funded projects and take the first step towards growth with MAP Broward.

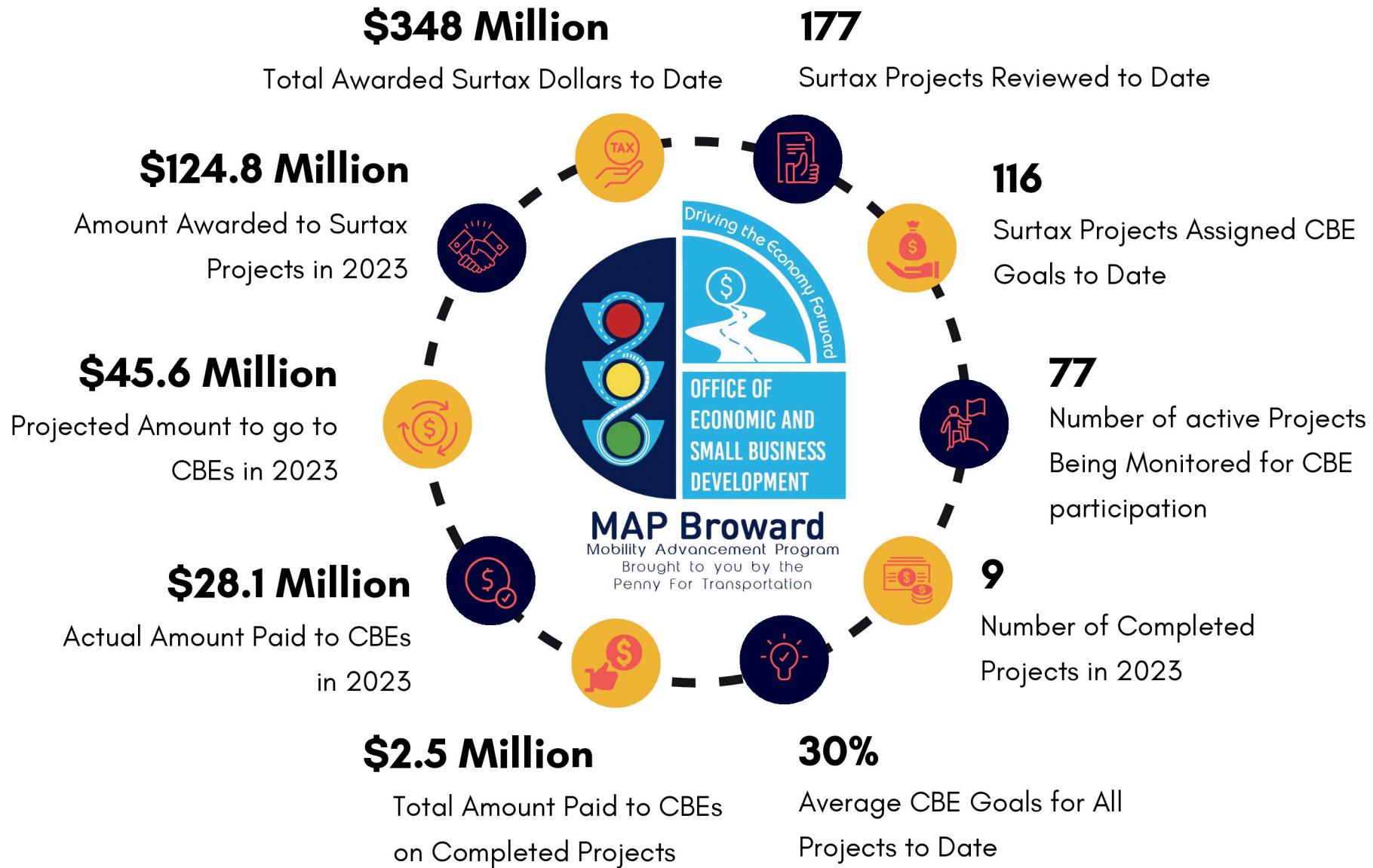
Top 5 Industries of CBEs Participating on MAP Broward Projects with CBE Goals



5 Training and Business Information (combined) Sessions Hosted by OESBD

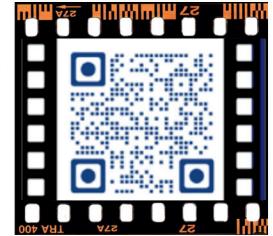
850+ Attendees for Training and Business Information Events (hosted and attended by OESBD's MAP Broward Staff)

MAP BROWARD





Cultivating Broward's Creative Economy



281 new listings in the Broward County Production Directory to include more local crew base, vendors, support services, and small businesses who can participate in film industry business opportunities.

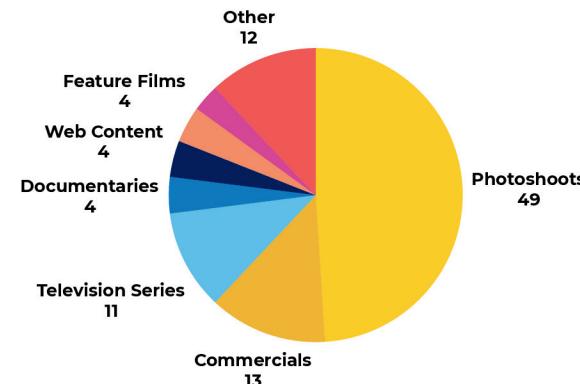
195 new listings in the Film Commission's online location database to update, expand, and diversify production settings and backdrops that are promoted across the County.

5,902 online presence for Film Lauderdale through a monthly digital newsletter and social media platforms (Instagram and Facebook)

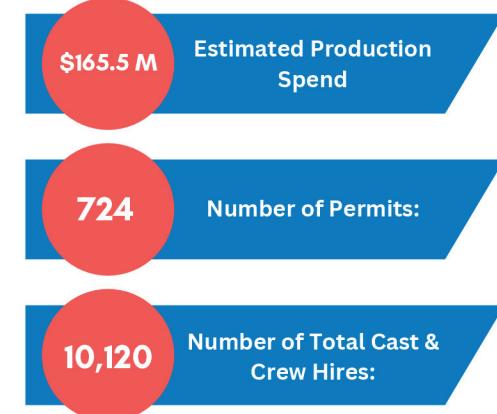


- Launched a transferable skills workforce training program, which aims to train like-industries in Broward County's small business community on how their skillset can transfer into the film industry. The first course took place in September 2023 for Construction skills (set building/prop making).
- Film Commissioner Sandy Lighterman was elected President of Film Florida at their Annual Meeting in June 2023. The role furthers Broward County's position and visibility as the leading region for screen production in the state.
- Launched the Film Commission's new user-friendly, innovative website at filmlauderdale.org in May 2023. Featured on the homepage of the website is a showreel produced by a Broward County-based production company, highlighting some of the most unique location offerings in the region. Industry professionals, municipal partners, and community collaborators can easily navigate the site menu to find information on one-stop film permitting, locations, incentive programs, grants, local film festivals, studios, associations, unions, production directories, news/media, and more.

Percentage of Permits Issued by Production Type in 2023



One-Stop Permitting Process Data for Calendar Year 2023



Cultivating Broward's Creative Economy



the MENU

NOW SERVING
LOCAL INCENTIVES

SPECIAL PROJECTS PROGRAMS

SUN-SCREEN PROGRAM

\$1.5m - \$5m minimum Broward spend,
20% rebate capped at \$800,000

HIGH IMPACT FILM & TV

\$5m minimum Broward spend,
15% rebate capped at \$2m

MULTIPLE PROJECT GUARANTEE

\$4m min spend per project,
30% rebate capped at \$2.5m per project
2 scripted projects produced within 3 year timespan

PARTIAL PROJECT PROGRAM

\$1.5m minimum Broward spend, 20% rebate capped at \$500,000.
Limited to high-profile film or TV projects;
min 5 days in Broward

FILM & TV PROGRAM

\$400,000 minimum Broward spend,
15% rebate capped at \$175,000

TV COMMERCIAL ATTRACTION

\$400,000 minimum Broward spend,
15% rebate capped at \$175,000

EMERGING FILMMAKERS GRANT

\$10,000 grant for Broward County filmmakers
Must have proof of matching funds & 3+ years of original work.
15 grants available per year

learn more at www.filmlauderdale.org

The Film Commission and staff of Film Lauderdale are assigned to grow film production in Broward County. Their goal is to design, create, and administer projects, programs, and initiatives that:

- Increase production.
- Diversify and identify types of productions suited for Broward County.
- Build relationships necessary to make Broward County as film friendly as possible. Introduce opportunities and create a path to all those who would like to participate in the industry.
- Educate others about many aspects of the industry through way of trainings, apprenticeships, and internships.
- This aids in building additional support, participation, and advocacy.
- Utilize incentives and other leveraging resources to attract production in exchange for working with local talent and businesses.

Film Lauderdale is considered a 'new engine' and a path to high wage paying jobs. In all facets and ways, this supports and creates career and workforce opportunities for the underserved populations of the county. Film Lauderdale and the Film Commission work collaboratively to build and brand awareness of Broward County locally to internationally.

Film Lauderdale expanded its incentive offerings, becoming the most robust and diverse slate of local incentives in the United States through the support of County Administration and the County Commission. "The Menu" incentive programs include the Sun-Screen Program, High Impact Film & TV Program, Multiple Project Guarantee, Partial Project Program, and TV Commercial Attraction Program. The Emerging Filmmakers Grant Program was launched to offer a funding resource for Broward County-based filmmakers to produce local projects and serve as a launchpad for their growth as content creators.

- **13** projects had been contracted under the incentive programs with combined budgets of over \$8.5 Million.
- **9** of those projects completed filming and four completed the audit process to receive their rebate payment
- **2** contracts were executed for the Emerging Filmmakers Grant Program



NOTABLE PROJECTS

Films: How to Frame a Family, Steal Your Heart, A Missed Connection, Hot Girl Winter, Learning to Love, A Royal Makeover, The Best Woman, Kiss of Death

Television Series: Vuelve A Mi (Telemundo), Break Point Season 2 (Netflix), Ultimatum: Queer Love S2 (Netflix), Apples Never Fall (Peacock), The Offseason (Women's NWSL - Distribution TBD), Pedro El Escamoso (Netflix), Love & Hip Hop (MTV), Real Housewives of Miami (Bravo), FBI Decades, Hot Yachts (Paramount +), Truck Dynasty (Discovery Channel), Rich & Shameless (TNT), For The Love of DILFs (Roku), Deadliest Families (Discovery +), Billion Dollar Showdown, Job Hoppers, Married to Design (HGTV), MTV Cribs (MTV)

Commercials: Michelob (Superbowl with Lionel Messi), Top Spin, Lay's, Hard Rock Bets, PNC Bank, MLS/Fever, Masters (Golf), Home Depot, Broward Health, Draft Kings MLB, HEB/Houston Astros, Booking.com, Lincoln, Ford, Old El Paso, Rooms To Go, Chishuihe Liquor with Lionel Messi, Men's Warehouse, Norvartis, Verizon, Rocket Mortgage, Bird's Eye, Toyota RAV4, Josh Cellars, Volkswagen, Splenda Peel & Pour Diners Club Card, City Furniture, Carol's Daughter, Hyundai, Tommie Copper, Australian Gold, HGTV & Home Depot, Sunpass

Photoshoots: Humana, Carters Summer, Macy's Father's Day, Engloce Medication, JCPenney, Lowe's, Buick

Documentaries: Marilyn Manson: Behind The Mask, Swamp Beach, Michael Johnson: Superman, Ranger Media / I Am New, Dominic Fike

Music Videos: No Me Quiero Casar (Bad Bunny), I LUV IT (Camila Cabello), Contigo (Karol G), Labios Mordidos (Karol G)



Vuelve A Mi Stunt Scene



OMNI Loop BTS



Hard Rock Commercial BTS

Investing in Economic Development

Broward Municipal Services District (BMSD)

OESBD launched the Broward Municipal Services District (BMSD) Revolving Loan Fund (RLF). RLF is one of five components of the BMSD Economic Development Program, designed to improve the BMSD by removing urban blight, assist existing businesses, and promote future economic development of the area. RLF provides access to low-cost capital for borrowers who might not have other loan resources.

The target audience includes:

- Business owners operating within the BMSD
- Landowners within the BMSD who wish to develop their properties for commercial purposes

2023 Revolving Loan Fund Provided to BMSD Businesses

Company Name	BMSD Address	\$ Requested	\$ Approved	Date Loan Closed	Industry (NAICS)
Concept Colossal, LLC.	681 NW 27th Ave, Unincorporated	\$25,000	\$25,000	March 13, 2023	Automobile and Other Motor Vehicle Merchant Wholesalers (423110)
Hulls Trucking	2875 W Sunrise Blvd, Unincorporated	\$50,000	\$50,000	March 13, 2023	General Freight Trucking (484122)
Fresh and Clean Coin Laundry	2816 W Sunrise Blvd, Unincorporated	\$150,000	\$150,000	April 5, 2023	Coin-Operated Laundries and Drycleaners (812310)
Aruna International	2941 W Sunrise Blvd, Unincorporated	\$135,000	\$135,000	September 27, 2023	Restaurants and Other Eating Places (72251)
Total	BMSD	\$ 360,000	\$360,000	As of September 27, 2023	

Broward County Southern Opportunity and Resilience (SOAR) Fund Loan

- OESBD in partnership with the National Development Council, (NDC) administered the SOAR Loan between March 23, 2022 and March 23, 2023 to provide Broward County and BMSD businesses and non-profits with financing to assist in their recovery from COVID-19.
- From March 23, 2022 - March 23, 2023, \$5.9 Million in loans was disbursed to 86 businesses.
- 106 Broward County businesses received virtual and in-person technical assistance from NDC staff in the form of counseling, assistance in completing applications, and assistance in resolving various issues that impacted eligibility for the program, such as legal status, taxes, etc.

International Trade OESBD Hosted:

- **ONE** Trade Mission to Canada
- **TWO** Export Series: Doing Business with the World (Featured Countries: Belize, Democratic Republic of Congo, Senegal, and Canada) & 11 Steps to Exporting - A Roadmap to Your Exporting Success!
- **SIX** Inbound Delegation Visits (Canada, Belize, Democratic Republic of Congo, Ecuador, Ghana, and Jamaica)



Investing in Businesses and Entrepreneurs

Construction Apprenticeship Program

14

Number of Apprenticeship Webinars & Events Hosted by OESBD

10+

Number of Virtual Apprenticeship Webinars and Events OESBD Participated In

2

Number of building trades meetings participated and hosted by Commissioner Steve Geller

98

Number of construction projects reviewed

36

Number of Registered Apprenticeship Programs Added to the OESBD Website as a Resource

12

Number of partnership events, meetings, career fairs participated in

Kauffman Foundation FastTrac® Entrepreneurship Development Program

584

Entrepreneurs Supported Since 2016

38

Listening to Your Business Participants

118

Kaufman NewVenture™ Graduates

28

FastTrac® Entrepreneurship Half-Day Workshops hosted by OESBD since 2016

39

Intentional Entrepreneur Participants

10 Module Program

Kaufman NewVenture™



INNOVATIVE INITIATIVES

Regional Marketplace

Broward County is pleased to announce that it has joined the South Florida Anchor Alliance (SFAA) partnership as one of 11 influential institutions to participate in a Regional Marketplace. The Regional Marketplace is an innovative, AI-powered tech platform intended to create a free, streamlined "one-stop shop" for Broward County small businesses to scale their operations through easier and greater access to procurement opportunities. Launched in 2023, the SFAA Regional Marketplace is a free, online platform designed for local, small, minority-owned businesses to access contracting and purchasing opportunities from participating Anchor Members.

Strategic Job Creation Incentive Program

The Strategic Job Creation Incentive Program was approved by the Board June 2023. The program focuses on high-wage job creation in targeted industries in Broward County.

- The Board approved 3 Strategic Job Creation Incentives in 2023. Between these 3 projects, the County has committed \$521,250 in job creation incentives to support the creation of 735 jobs with an average wage of \$75,392.
- The total economic impact from the 3 projects is estimated to be over \$732 Million.



Scan the QR Code
for the Regional
Marketplace



Where to go
for more
info?

Broward & Beyond Business Conference

871

Attendees

116

Certification Activity
& Assistance

64

Panelists & Moderators

57

Exhibitors

53

Volunteers & Staff

15

Co-Sponsors/In-Kind

#BizBeyond is an annual event designed as a one-stop-shop to propel entrepreneurs, business owners, and professionals towards success. It equips attendees with the tools and knowledge to maximize their potential, learn how to leverage existing assets and resources to achieve greater results, unlock growth opportunities and discover a wealth of resources to amplify business growth, both within Broward County and beyond. Whether you're a seasoned entrepreneur or an aspiring business owner, this event offers the tools and connections you need to thrive.



Florida International Trade and Cultural Expo

The goal of #FITCE is to brand Broward County as a premier importing and exporting trading capital in South Florida, while helping to establish new businesses and encourage existing businesses to experience continued international growth. In 2023 FITCE won the Excellence NACIO (National Association of Counties of Information Officers) Award and the United Nations Sustainable Development Goals Leaders Award for Sustainable Cities and Communities.



2,012
Attendees

250
Local & International Exhibitors

70
Countries Represented

53
Volunteer & Staff

27
Sponsors

25
Educational Panels & Sessions

PARTNERSHIPS

1

\$169.75 M

Projected in the attraction of new capital investment in Broward County

2

1,059

Projected new high-skill/high-wage jobs created

The Greater Fort Lauderdale Alliance

The Alliance is Broward County's private sector economic development partner. They work collaboratively with the County and its 31 municipalities to focus on creating, attracting, expanding and retaining high-wage jobs and capital investment in high value targeted industries, developing more vibrant communities, and improving [the quality of life for our area's citizens](#).





Testimonials



After over 15 years of experience providing janitorial services, Janitorial 5 Star Services officially launched their family business in 2017. As someone focused on advancement, Co-Owner Mikelange Olbel capitalized on the opportunities provided through Broward County's CBE (County Business Enterprise) Program. After Mikelange attended an event where speakers Sandy-Michael E. McDonald, Director of the Broward County Office of Economic and Small Business Development (OESBD), and Deputy County Administrator Kimm R. Campbell highlighted Broward County's small business programs mission, Janitorial 5 Star Services got certified in 2019. Soon after Janitorial 5 Star Services landed a contract providing janitorial services for the Greater Fort Lauderdale | Broward County Convention Center expansion project.

With a desire to uplift the residents of underserved areas, Janitorial 5 Star Services makes it a priority to hire from these communities. Today, they employ more than 30 people. Mikelange said, "We know when we create jobs, when we empower people, [and] when we make sure people can be their own fishermen and fisherwomen and provide for their children, that's what creates a healthy economic system.

When I look at the leadership of our county...I think we all want the same vision. We all want a better Broward, and a better Broward [is] when we all work together...when people feel like there is an opportunity to stand on their own two feet," said Mikelange. As a certified business (CBE/SBE/ACDBE/DBE), OESBD establishes goals and reserves solicitations creating access to billions of dollars in government procurement.

Mikelange Olbel, Co-Owner of Janitorial 5 Star Services, LLC



Business owner Karla Luna started working on the certification application for her company A&E Construction Solutions, LLC after receiving a tip from a successful client highlighting the advantages of becoming a Broward County CBE or County Business Enterprise. By 2019, the president of A&E Construction Solutions, LLC had succeeded in getting her company certified as a CBE. So when Karla received an email from the Broward County Office of Economic and Small Business Development (OESBD) about construction of the Greater Fort Lauderdale | Broward County Convention Center expansion project, she took notice. Karla attended the Meet and Greet event where she connected with Balfour Beatty, the project's prime contractor. Soon after, Karla was awarded a contract as a subconsultant to provide temporary project laborers.

Karla attributes her involvement in this project to the efforts of OESBD and said, "The CBE Program was the first thing that [drew] us to [Balfour Beatty] because [OESBD] required [Balfour Beatty] to include small businesses like us in government projects to help the local community."

When asked if Karla had any tips for small businesses, she offered the following advice:

- "It's not easy. You have to focus a lot, which is very difficult for some of us, but it has been worth it."
- "Read the emails [from OESBD]!"
- "Save a lot of money. You're gonna need it as your working capital."
- "Stick to quality."

Karla understands that Broward County's CBE Program is here to support local small businesses and to help businesses participate in and gain access to County procurement opportunities. However, it only works when you work it. Use these tips from Karla at A&E Construction Solutions, LLC, and create your own success story.



Karla added, "I believe that [OESBD] has helped tremendously and I know it's not just with me. I heard stories about other companies like me and it does work."

Karla Luna, President of A&E Construction Solutions, LLC

TEAM OESBD



Sandy-Michael E. McDonald
Director

Maribel Feliciano, AICP
Assistant Director



Ann Aufford
Catherine Minnis
Cheryl Roberts
Christy Andreoni
Daniel Louisdor
Darnell Kimbrew
Daryl Perez-Rosenbaum
Donna-Ann Knapp
Geoffrey Simmons
James Vose

Kenneth Lopez
Ketsia Harrigan
Laurina Gause
Mark Cassidy
Monique Headley
Nadia Hankerson
Nichole Francis
Olga Sheyner
Oswaldo Casco
Pamela Danberg

Paola Isaac Baraya
Sandy Lighterman
Sheena James
Tabitha Pope
Trevor Pascasio
Vonetta Williams
Wharton Berger
Yaneek Page
Yulanda Brady

AWARDS & RECOGNITION



Sandy-Michael E. McDonald

- National Minority Enterprise Development Week (MEDWeek)

Maribel Feliciano, AICP

- Greater Fort Lauderdale Alliance Partner Council Leadership Award
- 2023 Empowering the American Dream Award
- Health Foundation of South Florida Inspiring Women of Health

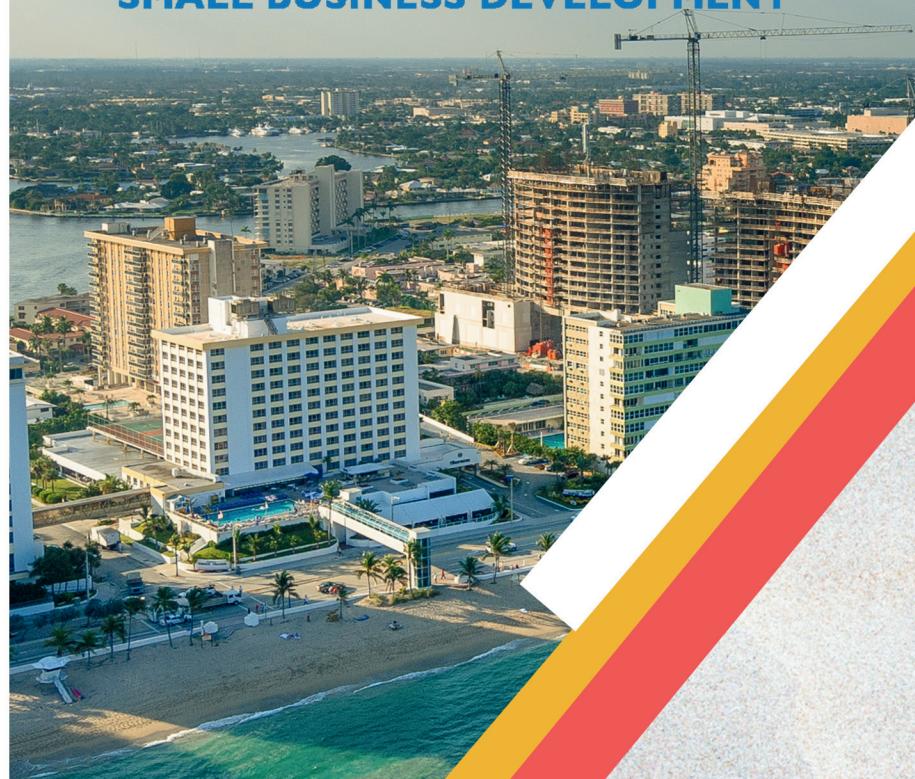
Paola Isaac, MSc

- United Nations Sustainable Development Goals Leaders Award for Sustainable Cities & Communities

OESBD

- National Association of Counties (NACo)
 - A Conversation Series for Women
 - CBE/SBE Stories
- National Association of Counties of Information Officers (NACIO) Award
 - Excellence Award for Florida International Trade and Cultural Expo
 - Meritorious Award for New Venture Kauffman Business Program





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the Business Assistance Weekly (BAW)



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Broward.org/EconDev

954-357-6400

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