



OFFICE OF ECONOMIC AND  
SMALL BUSINESS DEVELOPMENT

# Annual **REPORT** 2022

(January - December)

A Service of the Broward County Board of County Commissioners





# Testimonial

**Judith Silvera**  
Owner, NAPM Enterprises, Inc.

**Local Certification Program: County Business Enterprise**

*The firm outgrew the Small Business Enterprise program and has been certified as a Disadvantage Business Enterprise and a Airport Concessions Disadvantage Business Enterprise since 2011.*

NAPM Enterprises, Inc. is a 24-year-old company. It was created to provide comprehensive cleaning and building maintenance-related services, Ground Transportation and Bus Washing Services to commercial and institutional facilities. NAPM was the first African-American Female to attain an agreement to provide full car care services at the Fort Lauderdale-Hollywood International Airport.

The Office of Economic and Small Business Development is my 'go-to' whenever I have any concerns or challenges as it relates to contractual obligations. I am a strong proponent for small businesses and therefore I recommend that any firm who has not been certified, get certified.

Certification is pivotal to NAPM's growth in obtaining several subcontract agreements.



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# Lamar P. Fisher

## Broward County Mayor

### November 2022 - November 2023



As the Mayor of Broward County, I am extremely proud of the work that our organization has completed in 2022 to support our local economy and business community. As we continue to strategize future initiatives, let us acknowledge the significant strides we've made with sustainable economic development initiatives while providing small businesses with greater access to resources and contracting opportunities.

During my tenure, we have focused on the Three C's Plan for Teamwork: Communication, Collaboration, and Community. Several of the programs and activities highlighted throughout this Annual Report are in alignment with this plan and contribute to making Broward County an inclusive and resilient community with a thriving quality of life. **Communication:** In 2022, the Office of Economic and Small Business Development (OESBD) hosted two signature events, the Broward & Beyond Business Conference and the Florida International Trade and Cultural Expo (FITCE). Combined, both events attract over 2,000 local and international delegations, businesses, and entrepreneurs as well as federal, state, and local governments, and community partners. Broward County outreach efforts, advertising, and marketing campaigns are designed inclusively to engage our diverse community. **Collaboration:** In Broward County, our goal is to create a supportive environment where small businesses grow and thrive. Our collaborations with municipalities, chambers of commerce, and community partners strengthen our common goals, and ongoing commitment to connect small businesses with resources at the federal, state, and local levels. **Community:** Great communities are built and maintained on the bedrock of equitable access and the cultivation of economic prosperity. As a member of the South Florida Anchor Alliance, we work with other influential and regional institutions including universities, hospitals, schools, and other local governments to provide access to billions in small business contracting opportunities. With your support and that of our community partners, we will continue to build an inclusive, vibrant, safe, and welcoming community.

Our business community is essential to the Broward way of life. Let me encourage you to access OESBD programs and services to aid and grow your business. Sign up for OESBD newsletters - Business Assistance Weekly (BAW) and Events Newsletter. Attend OESBD events to learn more about available opportunities. Utilize OESBD resources to enhance your business acumen. Collaborate with other community partners for greater outcomes.

When your business does better, so does our Broward County community. Thank you for making a difference.



# Monica Cepero

## Broward County Administrator

I am pleased to present to you the Broward County Office of Economic and Small Business Development (OESBD) 2022 Annual Report. The County remains steadfast in our commitment to support small businesses.

We understand that they are the backbone of our community, and we remain dedicated to ensuring economic opportunities and a sustainable economy for all. We continue to build on our successes as we make strides towards sustained achievement of our goals and values.

Our team reviewed over 490 County projects for small business participation and we exceeded our County Business Enterprise (CBE) requirement (of at least 25% CBE participation), with an average of 42% CBE participation goal on County contracts. We paid more than \$68 Million to CBE subcontractors working on the Broward County Convention Center Expansion, a signature County project that will also feature an 800-room hotel. In terms of community outreach, OESBD hosted 64 workshops, webinars, events, and training sessions for approximately 10,000 participants combined to develop and inform business owners about contracting opportunities, especially those that are MAP Broward Surtax funded, entrepreneurship, and OESBD programs and services.

Incorporating the Broward Film Commission into OESBD provided the County with yet another way to demonstrate its commitment to creating economic growth, high wage jobs, and new opportunities for small businesses. This addition will bring significant economic benefits to small businesses in our community for years to come, as we further leverage ingenuity and the opportunity to cultivate a thriving film industry in Broward County.

Our partnership with the Greater Fort Lauderdale Alliance strengthens annually, resulting in a diversity of major capital investments. Broward County remains committed to accountable governing that supports small businesses and promotes economic prosperity for all members of our community.

This report will highlight the purposed teamwork of OESBD. Thank you for your continued support of our mission as we work towards and look forward to another successful year of economic growth, prosperity, and development in Broward County.



## **Sandy-Michael E. McDonald**

### Director, Office of Economic and Small Business Development

What a remarkable year! I am incredibly proud of the progress that we continue to make supporting the growth of small businesses in our community. Collectively, we have and continue to work tirelessly to create an environment to foster opportunities and prosperity for all.

In 2022, we provided invaluable assistance to small businesses, including access to capital, technical assistance, business development workshops, and training. We collaborated with other community partners, like the Alan B. Levan I NSU Broward Center of Innovation (Levan Center) to create an environment that encourages entrepreneurship and innovation. Additionally, the number for certified small businesses on County contracts reflect a favorable story which we shared throughout the year to continue highlighting that real opportunities exist in Broward County for certified firms.

- ✓ \$228M was committed to certified Small Businesses on eligible County projects (County Business Enterprise and Disadvantage Business Enterprise)
- ✓ \$9,564,762 was paid to CBEs on Mobility Advancement Program (MAP Broward) projects
- ✓ 161 new firms were certified in OESBDs local certification programs

Through OESBD programs and services small businesses grow, entrepreneurs graduate from our small business program, organizations create jobs, and contribute to the local economy. Our achievements this year have been made possible by the hard work and dedication of our team, as well as the commitment of our County Commission and Administration, and the support of our community partners.

We are excited about the opportunities that lie ahead. We remain committed to providing high-quality support and essential resources to small businesses, and will continue to explore innovative ways to promote economic growth in our community. I continue to encourage more businesses to get certified in our small business programs and to take advantage of the many opportunities available to certified firms.

Thank you for your support, and we look forward to continuing our work together to create a thriving business environment for all.

# TEAM OESBD



**Sandy-Michael E. McDonald**  
Director



**Maribel Feliciano, AICP**  
Assistant Director



# OESBD at a Glance

## January - December 2022

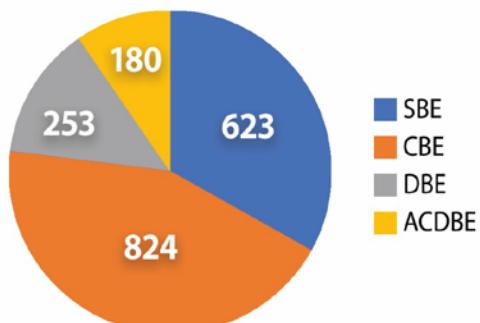
**161**

Total Number of New Firms Certified  
in OESBD Local Certification Programs in 2021

**887**

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

### Number of Certified Firms by Type\*



**3,872**

Number of Compliance Activities

(Includes MUR reviews on awards with small business participation requirements, contract language reviews, addition and substitution requests, enforcement, etc.).

**491**

County projects reviewed  
for small business participation  
(Includes CBE and SBE reviews, bid evaluations,  
CBE compliance for contract close outs,  
amendments/renewals).

Over \$228 Million (40%) Committed to  
Certified Small Businesses out of \$577  
Million on Eligible County Projects  
(CBE & DBE)



**169**

County Business Enterprise (CBE) Projects  
reviewed with a Total Project Value of \$1 Billion

**99**

Small Business Enterprise (SBE) Projects  
with a Total Project Value of \$12.9 Million

\*Small Business Enterprise, County Business Enterprise, Disadvantaged Business Enterprise, and Airport Concessions Disadvantaged Business Enterprise

# OESBD In the Community



# OESBD In the Community

**Pictured (Clockwise from top):** South Florida Anchor Alliance panel featuring OESBD Assistant Director, Maribel Feliciano; OESBD Economic Development Manager Wharton Berger engaging with visitors to the OESBD table at a chamber event; An Industry Meet & Greet for the Convention Center Expansion; OESBD Director Sandy-Michael E. McDonald conducting "Listening to Your Business."





## Broward County's Mobility Advancement Program (MAP Broward)

In 2022, OESBD continued to highlight the ongoing economic benefits created and available to small businesses through MAP Broward. From hosting multiple workshops with agency partners to a wide-reach public advertising campaign, OESBD illustrated the benefits available to CBE firms participating on eligible surtax-funded projects. With millions of dollars in CBE project-opportunities available, businesses in and beyond Broward County remain encouraged to obtain local certification and reap the benefits of participating on eligible surtax projects across Broward County. View upcoming Surtax Transportation funded projects at [mapbroward.broward.org](http://mapbroward.broward.org).

Total Awarded Surtax Dollars to Date:

**\$245.2 Million**

Surtax Projects Reviewed to Date:

**176**

Surtax Projects Assigned CBE Goals to Date:

**117**

Average CBE Goals for All Projects to Date

**32%**

Amount Awarded to Surtax Projects in 2022:

**\$219.7 Million**

Number of Projects Being Monitored in 2022:

**56**

Projected Amount to go to CBEs in 2022:

**\$71 Million**

Number of Completed Projects in 2022:

**4**

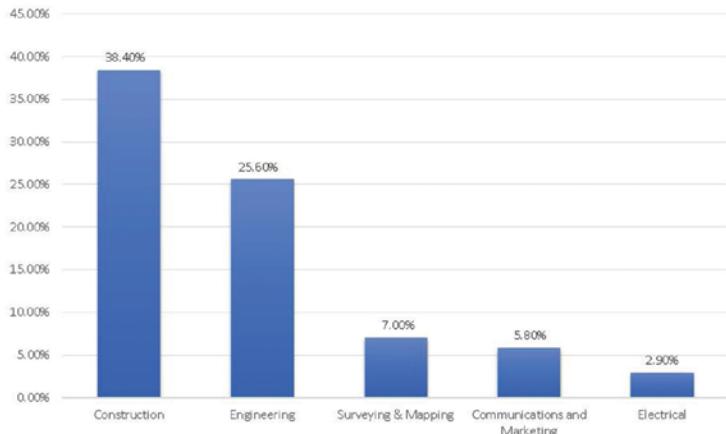
Actual Amount Paid to CBEs in 2022:

**9.5 Million**

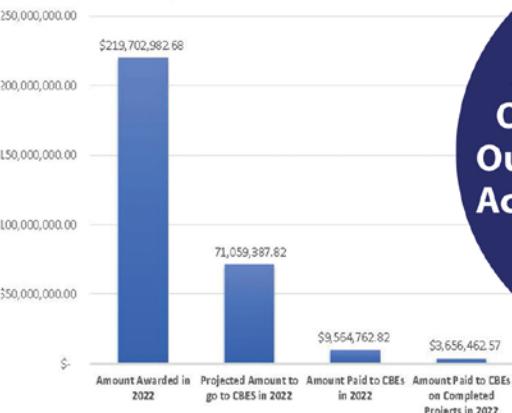
Total Amount Paid to CBEs on Completed Projects:

**3.6 Million**

Top 5 Industries Where Surtax Dollars Are Being Spent



Surtax Projects  
January 2022 – December 2022



**2022  
OESBD  
Outreach  
Activities**

**500+**  
Total Attendees for Training and Business Information Events (combined)

**5**  
Training and Business Information (combined) Sessions hosted by OESBD

# OESBD

## Cultivating Broward's Creative Economy



### Film Lauderdale

The Broward County Film Commission was moved to the Office of Economic and Small Business Development in 2022 to focus on creating economic growth, high wage jobs, and new opportunities for small businesses in Broward County. Previously, the Film commission was located in Visit Lauderdale. The Film and Television Incentive Program was launched in June 2022 and contracted with ten film projects with combined budgets of over \$7.6 million dollars.

#### **Notable projects produced in Broward County in 2022 include, but not limited to:**

**Films:** Just Say Yes, Caged Bird, Let Love Grow, Love on The Line, The Pain Hustlers, Color It Romance, Omni Loop, Don't Let It In, Wish Upon a Wedding, Love Gala, Big Easy Queens

**Television Series:** Her Obsession, Apple TV's Fugue, MTV Cribs, To Catch a Smuggler, La Firma, First Wives Club, La Mujer De Mi Vida, Planet Shark, Indian Matchmaking, Real Housewives of Miami, CNCO 4 Ever, Hot Yachts, Cruising with Susan Calman, American Pickers, Love & Hip Hop Miami, Business Hunters, Puppy People, On the Block with Tamar, Ready to Love, Juego de Mentiras, The Provocateur, Below Deck, I Am Jazz, Real Housewives of Potomac

**Commercials:** Autonation, Diesel Denim, Dick's Sporting Goods, Discover, Doordash, French's Mustard, Geico, Home Depot, Paycom, Pennington Fertilizer, Samsung, Mercedes Maybach, Moochie, Toyota, Husqvarna, Humana, CVS, Jet Blue

**Photoshoots:** Bespoke Post, Five Below, HCA Healthcare, JC Penney, Macy's, McKesson, Timberland, Wayfair, Diesel Denim, Adidas Swimwear

**Documentaries:** Project 237 (David Beckham Documentary), Snow Shadow (Documentary)

**Other:** Travis Pastrana's Gymkhana

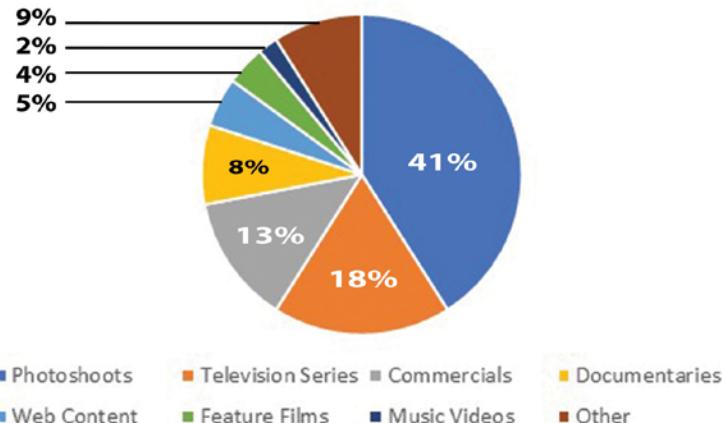
**174** new listings were added to the Broward County Production Directory to include more local crew base, vendors, support services, and small businesses who can participate in film industry business opportunities.

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

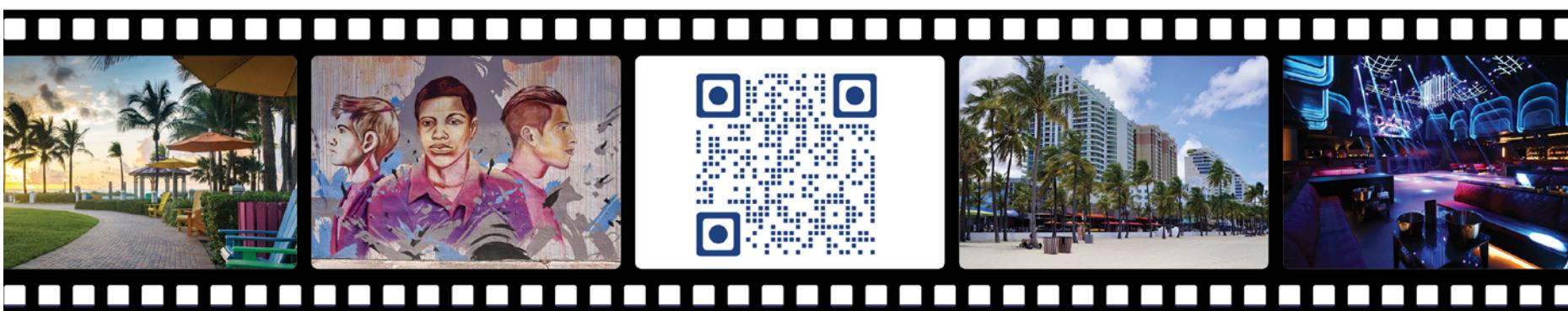
# OESBD

## Cultivating Broward's Cultural Economy

Percentage of Permits Issued by Production Type:



One-Stop Permitting Process Data for Calendar Year 2022:



Created an online presence for Film Lauderdale through a monthly digital newsletter and social media platforms, such as Instagram, Facebook, and Twitter, with more than 4,500 subscribers and followers.

# OESBD

## Investing in Economic Development

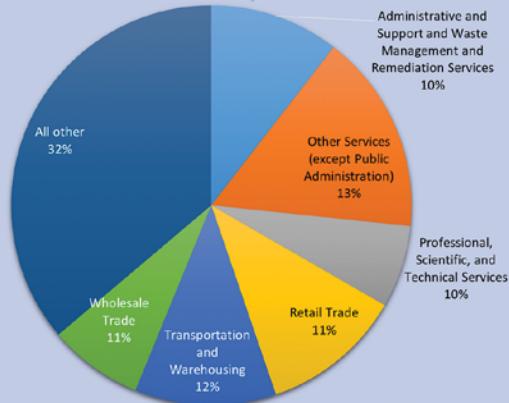
### Broward Municipal Services District (BMSD)

The Office of Economic and Small Business Development worked with Broward County's Highway Construction Engineering Division to roll out the NW 27th Avenue Engineering Inspector Intern/Trainee Pilot Program. This program employs Broward County residents in the County's underserved communities such as the Broward Municipal Services District (BMSD), providing on-the-job training and the opportunity to obtain three Florida Department of Transportation (FDOT) Construction Training Qualification Program certifications in three disciplines with different levels.

Three of the five participants found full time employment: One (1) with the City of Boca Raton and two (2) with Broward County government.



Industry Mix of SOAR Loan Recipients in Broward County



### Southern Opportunity and Resilience Fund (SOAR)

The Southern Opportunity and Resilience Fund (SOAR) Loan Program, a partnership of 12 local and national community finance organizations, was created to address the capital needs of historically disenfranchised communities across the South in the wake of the pandemic. SOAR targeted small businesses and nonprofit organizations with 50 or fewer employees focusing on historically under resourced communities. The Broward County Board of Commissioners approved \$250,000 in funding to provide matching funds to leverage additional funding from the SOAR network for loans to small businesses and non-profits in Broward County. In March 2022, the \$250,000 investment approved by the Board was leveraged to create a \$5M SOAR Fund (1:20 = For every \$1 the County invested, \$20 from other contributing partners was leveraged). Administered by the National Development Council (NDC), SOAR loans were funded between March and November 2022 with investments across 33 zip codes.

# OESBD

## Investing in Residents and Businesses

### Construction Apprenticeship Program

**1**

"A Conversation on Women in Apprenticeship" webinar hosted by OESBD

**3**

Number of building trades meetings participated in hosted by Commissione Steve Geller



**10+**

Number of Virtual Apprenticeship Webinars and Events OESBD Participated In

**20**

Number of partnership events, meetings, career fairs participated in



**40**

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

**98**

Number of construction projects reviewed

### Kauffman Foundation FastTrac® Entrepreneurship Development Program

**10** Week Program

Kauffman NewVenture™

**567**

Entrepreneurs Supported Since 2016

**110**

Kauffman NewVenture™ Graduates

**24**

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

**37**

Intentional Entrepreneur Participants

**36**

Listening to Your Business Participants

### 2022 Pitch Competition Winner



# Broward & Beyond Business Conference

Held annually, #BizBeyond is designed to help entrepreneurs, business owners, and professionals maximize existing assets, discover resources to amplify growth, explore opportunities throughout Broward County and beyond, connect with industry colleagues and peers across multiple disciplines and much more.



**802**  
Attendees

**33**  
Exhibitors

**18**  
Workshops

**12**  
Sponsors

**14**  
Primes Participated in  
Meet the Primes

**9**  
CBE.SBE  
Online Applications  
Submitted in the  
Get Certified Lab

# Florida International Trade & Cultural Expo

The goal of #FITCE is to brand Broward County as the premier importing and exporting trading capital in South Florida, while helping to establish new businesses and encourage existing businesses to experience continued international growth.

*Check out the award-winning webinar  
"11 Steps to Exporting" on YouTube.*



**1,588**  
Attendees

**240**  
Local & International  
Exhibitors

**60**  
Countries  
Represented

**20**  
Educational Panels  
& Sessions

**20**  
Sponsors

# OESBD

## Investing in Economic Development

### International Trade

OESBD Hosted:

- ✓ Two Export Series (Doing Business with the United Arab Emirates and 11 Steps to Exporting – A Roadmap to Your Exporting Success!)
- ✓ Trade Mission to Dubai
- ✓ Inbound Delegation Visits (Canada, United Arab Emirates, Ecuador, India, Qatar, Latin American Mission (Honduras, Panama, Colombia, Dominican Republic, Guatemala, Costa Rica & El Salvador)



### Small Business Development Advisory Board

The County Commission established the Small Business Development Advisory Board in 2001. Its purpose is to provide recommendations to the County Commission and other government officials concerning enhancements to the County's procurement activities and practices in support of small and disadvantaged business enterprises within Broward County. Meetings are open to the public.

2022 Advisory Board Members: Jean McIntyre, Chair - District 4, Shaheewa Jarrett Gelin, Esq., Vice Chair - District 9, Darren Badore, District 1; Dana Pollitt, District 2; Richard Bonchick, District 3; Martin D. Sherwood, District 5; Victor Green, District 6; Charles Michelson, District 7; Chelsa Arscott, District 8; and Dahlia Baker and Robert W. Brannen, Board of County Commissioners At-Large.

# OESBD

## Working with Partners

### Airport Concession Disadvantaged Business Enterprise Program

The Office of Economic and Small Business Development formulated and submitted to the Federal Aviation Administration (FAA) Broward County's Airport Concession Disadvantaged Business Enterprise (ACDBE) goal methodologies for car rental and non-car rental concessions at the Fort Lauderdale-Hollywood International Airport (FLL). These goals were based on information provided by Broward County's Aviation Department regarding existing concession agreements at FLL.

- ✓ Dollars received by ACDBEs under 6 car rental concession agreements at FLL - \$7,424,240
- ✓ Dollars received by ACDBEs under 12 non-car rental concession agreements at FLL - \$60,247,464  
(i.e. food and beverage, news and gifts, self-service baggage carts, advertising, and management agreements)

Currently approved ACDBE program goals for FY 2021-2023 are as follows:

- ✓ Car Rental Concessions - 2%
- ✓ Non-Car Rental Concessions - 23.3%
- ✓ Overall ACDBE participation under Car Rental Concession Agreements in FY 2022 - 3.98%
- ✓ Overall ACDBE participation under Non-Car Rental Concession Agreements in FY 2022 - 25.14%

### 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. In Fiscal Year 2022, the efforts of this partnership resulted in:



## \$54.2 Million

Projected in the attraction of new capital investment in Broward County



## 1,450

Projected new high-skill/high-wage jobs created



## 215

Jobs retained



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SMALL BUSINESS DEVELOPMENT

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**X (formerly Twitter)**



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the Business Assistance Weekly (BAW)**



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