
OESBD

Office of Economic and Small Business Development

A Service of the Broward County Board of County Commissioners

2019 Annual Report
(January – December)



The Office of Economic and Small Business Development (OESBD) supports the Commission's vision of "A vibrant economy with a diverse, skilled workforce, in a County offering unique advantages that attract all types of businesses to create equitable, countywide prosperity" through its economic development, technical assistance, small business development programs, and collaboration with key community partners.



 Broward.org/EconDev
 954-357-6400

Your Business Connection

We promote business growth and job creation

Investing in YOU!

- ✓ Small Business Certification
- ✓ Promotion of County Contract Opportunities
- ✓ International Trade Development / Export Training
- ✓ Foreign Trade Zone
- ✓ Business Incentives
- ✓ Opportunity Zone Initiative
- ✓ Business Development Assistance
- ✓ Business Continuity Planning
- ✓ Kauffman FastTrac® New Ventures™ Entrepreneurship Programs

A Service of the Broward County Board of County Commissioners

Topic Highlights



- ✓ Messages from our Leadership
- ✓ OESBD at a Glance
- ✓ OESBD in the Community
- ✓ Investing in Businesses and Residents
- ✓ Helping Businesses Grow and Succeed
- ✓ Conferences
- ✓ Global Outreach. Local Impact.
- ✓ Investing in Economic Development
- ✓ Helping to Drive Broward's Economy
- ✓ Stay Connected with OESBD
- ✓ Meet Our Team



Dale V.C. Holness

Broward County Mayor

November 2019 - November 2020

My goal as a Broward County elected official, Commissioner, and now your Mayor, is to ensure that we continue to grow our economy and create good paying jobs for our residents. To accomplish this, it requires us to support our small businesses and minority-owned businesses.

This is the reason I brought a proposal before the County Commission to support a 30 percent goal on transportation surtax projects to support our County Business Enterprise (CBE) program. Our CBE program is our local small business program that certifies all our small businesses including those owned by women and minorities and affords them the possibility to take advantage of the 30 percent small business participation goal on eligible County surtax projects.

It is important that we continue to collaborate and work together in assisting our local small businesses to grow and build capacity as we strive towards having Prosperity for All Broward County residents.

In closing, I want to congratulate OESBD on the work they are doing to ensure our contractors and County agencies are in compliance, for being accessible to our small business community, and for the public outreach they do to ensure Broward's small business community is informed and engaged. There are millions of dollars available through County contracting; NOW is the time to Get Certified and do business with Broward County!



A handwritten signature in black ink that reads "Dale V.C. Holness".



Bertha Henry

Broward County Administrator

I am very proud of the investments we continue to make in stimulating overall economic development in Broward County.

Through our Office of Economic and Small Business Development (OESBD), we worked closely with the Broward County Board of County Commissioners and our partners to create opportunities for small businesses and to accelerate economic growth, both of which are a priority for me.

In 2019, Broward County committed over \$96 Million to small businesses on County projects and sheltered 51 projects for small businesses totalling approximately \$4.7 Million. More than 2,000 new high-skill/high-wage jobs were projected to be created and \$290 Million was projected in the attraction of new capital investment in Broward County through our economic development partnership with the Greater Fort Lauderdale Alliance and Broward Municipalities. Additionally, our transportation surtax is providing approximately \$53 Million worth of annual opportunities for certified small businesses.

Our investments in small businesses and economic development are important to our future growth and workforce needs. As County Administrator, I remain committed to fostering opportunities for prosperity for all. Together with our partners, we have built upon our vision of promoting a vibrant economy by attracting and supporting businesses, and creating a sustainable business environment.

I invite more businesses to get certified and to take advantage of the many opportunities.

The following pages will highlight the many initiatives, programs and services OESBD provides to our community and how you can connect with us to stay informed, engaged and grow your business.



Sandy-Michael E. McDonald

Director, Office of Economic and Small Business Development

On behalf of the entire Office of Economic and Small Business Development (OESBD) team, I would like to thank you for choosing to do business with Broward County. I hope after reading this year's Annual Report, you gain a greater understanding of the significant role OESBD plays in building small businesses and helping to drive Broward's economy.

In 2019, OESBD bolstered the County's commitment to certified small businesses by introducing a 30 percent participation goal on eligible projects funded by the Penny for Transportation. This provides unprecedented opportunities for our local small businesses for the next 30 years. We were also the recipient of the President's "E" Award for outstanding contributions to U.S. exports.

I am proud to share our 2019 accomplishments with you, and I look forward to working even closer with our small businesses and economic development community to further strengthen Broward's economy.

Broward County is Open for Business! However, you have to be in it, to win it! Become a Vendor and Get Certified.



A handwritten signature in blue ink, appearing to read "S.M. McDonald".

OESBD at a Glance

January - December 2019



County Projects Reviewed for Small Business Participation:

- ✓ **193** Projects for Goal Assignment (CBE) with a Total Projects Value of \$1.4 Billion
- ✓ **198** Projects for Sheltered Market (SBE) with a Total Projects Value of \$16.6 Million



Over \$101 Million (40%) Committed to Small Businesses on County Projects out of \$254 Million of Eligible Projects (CBE, DBE, and SBE).



Over \$96 Million Committed to Small Businesses out of \$249 Million of Eligible Projects (Projects with CBE/DBE Goals, CBE Reserves and Projects with CBEs serving as Primes)



Over \$4.7 Million Awarded to Small Business Enterprises (SBEs)

- ✓ **56** Projects Under \$250,000 (51 SBE Reserves and 5 Open Market Projects)



1,701

Total Number of Certified Firms in OESBD Certification Programs (Local and Federal)



Number of Firms Certified by Type*

ACDBE - **145**, DBE - **395**, SBE - **501**, CBE - **660**



172

Total Number of New Firms Certified in OESBD Local Certification Programs in 2019

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

OESBD

In the Community



53 OESBD Hosted Events



52 Community / Partner Events for Businesses



13,093 Total Number of Attendees at OESBD Events and Community / Partner Events Combined



4 Chamber of Commerce Visits

Greater Caribbean American Chamber of Commerce, Broward County Chamber of Commerce, Greater Pompano Beach/Margate Chamber of Commerce, and Greater Tamarac/North Lauderdale Chamber of Commerce (Totalling 15 Chamber of Commerce Visits to date by OESBD)



3 Municipal Economic Development Office Visits

Coral Springs, Miramar, and Margate (Totalling 23 Municipal Economic Development Office Visits to date by OESBD)

Testimonial



Emounte Ebanks - Showroom Cleaning Express

Local Certification Program: County Business Enterprise Firm

County Contracts Awarded: 1

County Contract Award Amount: \$120,000

Non-County Contracts Received (as a result of being a CBE): 7 (Super Bowl LIV)

After attending his first OESBD technical assistance workshop in February 2019, Emounte realized he could grow his business by becoming certified as a County Business Enterprise (CBE). Inspired by the possibilities, he contacted the OESBD small business team to learn more about getting certified.

In Emounte's own words, "The process was smooth and easy – I went to the office and met with someone who walked me through the process. I submitted my application, stayed engaged, and attended the workshops, meet & greets, and trainings. I was awarded my first contract with the Transit Division within 45 days of being certified. And while I experienced issues with payment, being certified allowed me to be awarded seven contracts for the Super Bowl LIV. Being a CBE is more than just doing business with the County. There are many more opportunities out there that being a CBE will qualify you for."

OESBD

Investing in Residents and Businesses

Construction Apprenticeship Program

The Apprenticeship Program creates opportunities for training and experience that will assist in ensuring that a trained workforce is available for future County construction projects. It's the intent of the County to increase the number of apprentices hired by contractors in Broward to develop a more skilled labor pool for County construction projects.

The program requires contractors bidding on applicable County construction projects over \$5 million to participate in an apprenticeship program registered with the Florida Department of Education or the United States Department of Labor. On November 5, 2019, the Broward County Board of County Commissioners presented a Proclamation recognizing November 11 – 17, 2019 as National Apprenticeship Week.



TEAM UP Broward Mentor-Protégé Program

The goal of the program is to build overall capacity in Broward County's economy by growing local small businesses through targeted outreach and strategic technical assistance, leading to increased employment and local investment.

- 83 - Mentor-Protégé Meetings
- 52 - Training Sessions Attended
- 15 - Bids Beyond Broward Awarded - \$1.8 Million
- 8 - Broward County Bids Awarded - \$6.3 Million
- 3 - Mentor-Protégé Program Special Events



Testimonial



Cindy W. Baldwin, President, VDCO TECH, INC.

Participated in the TEAM UP Broward Mentor-Protégé Program

County Contracts Awarded: 1

Contract Value: \$350,000

“There are so many challenges that affect small businesses. I found the help I needed at the OESBD! The free opportunities, programs and resources provided by the OESBD contribute greatly to my company’s success.

I had the privilege to participate in the “TEAM UP Mentor-Protégé Program” where I built long-term relationships with County Staff and Prime Contractors. This program served to enhance my business knowledge, performance capacity and competitiveness. My company was partnered with The Weitz Company and R.J Behar & Company who gave guidance to me on internal business management systems, accounting, marketing, and strategic planning. OESBD staff and Weitz assisted with navigating contracts, bidding, and business development opportunities. This program provided the foundation for my company’s growth, and directly contributed to over \$500,000 in increased revenue for my company! Thank you, Broward County and the OESBD for investing and believing in small businesses.”

OESBD

Helping Businesses Grow and Succeed



Kauffman FastTrac® New Venture™ Entrepreneurship Program



10 Week Program



467 Entrepreneurs Supported Since 2016



14 Graduates in 2019



68 Graduates in Total from 2016 to 2019



14 FastTrac® New Venture™ Entrepreneurship Sessions hosted by OESBD in 2019

OESBD

Helping Businesses Grow and Succeed



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Testimonial



Sheldy Casseus, CC&C Consulting Group/ The Scholarship Plug

Participated in the Kauffman FastTrac New Venture Entrepreneurship Program and was the recipient of the program's top award.

Current Vendor with Broward County Libraries Division

"The Broward County Kauffman program has given me the fundamental tools, knowledge and motivation to take my business to the next level. The program and its facilitators have truly allowed me to cultivate and clearly monetize the "WHY" of my business. I was able to successfully fine tune the impact my business has on communities across Broward County and now neighboring counties. I don't think I would have taken my business to where it is today if it wasn't for the Kauffman program, from the intense financial analysis, the extensive research to the expectations/accountability that were imposed; I was able to publish a book, obtain business contracts worth thousands of dollars and create new partnerships that has contributed to the growth of my business. I am grateful for the opportunity and anticipate to pay it forward to a future Kauffman participant, the best way I can."



Broward and 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.

**742
Attendees**

**463
Downloaded
Conference
App**

**50
Speakers**

**45
Exhibitors**

**6
Sponsors**

**160
Tweets**

Florida International Trade & Cultural Expo

Held annually, FITCE's goal 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.



**1869
Attendees**

**1016
Downloaded
Conference
App**

**316
Exhibitors**

**140
Speakers**

**60
Countries
Represented**

**26
Sponsors**

OESBD

Global Outreach. Local Impact.



In May 2019, the Office of Economic and Small Business Development was the recipient of the President's E Award for outstanding contributions to U.S. exports. Over the years, OESBD has been committed to export expansion through its innovative international Trade Initiatives.

OESBD Hosted:

- ✓ 8 Doing Business With The World Events (Costa Rica, India, Bangladesh, Colombia, Poland, Europe, Canada, and Haiti)
- ✓ 4 Export Series
- ✓ 5 Trade Missions (2 Outbounds - Ghana and Israel / 3 Inbounds - Canada, China, and Dominican Republic)

OESBD

Testimonial



**Davis Wolf, Manager, International Business Development,
Core & Main**

Recorded Sales: \$350,000+

“We have been receiving technical export assistance through the 11 Steps to Exporting program offered by OESBD since 2016 and their International Trade Specialist introduced us to contacts in Guyana which resulted in recorded sales of over \$350k. Through meetings organized by OESBD with their partners, we were also able to receive export financing exceeding \$20 million.”



OESBD

Investing in Economic Development

The Greater Fort Lauderdale Alliance

The Greater Fort Lauderdale Alliance is Broward County's private-sector economic development partner. The Alliance works 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 2019, the efforts of this partnership resulted in:

2,000+ Projected new high-skill/high-wage jobs created

1,600+ Jobs retained

\$290 Million Projected in the attraction of new capital investment in Broward County



Economic Development Incentives

Broward County participates in and promotes the State of Florida Qualified Target Industry Tax Refund (QTI), High Impact Performance Incentive Capital Investment Tax Credit and Urban Jobs Tax Credit Programs as well as the County's Direct Cash/Job Creation Incentive Program. Activity under the programs included:

\$1,124,150 - Total Payments Made in Direct Incentives and QTI Local Financial Support

\$123,702 - County's Share of Total Direct and QTI Payments

8 - Number of firms receiving direct incentives and/or QTI Local Financial Support

\$117,447 - Florida Department of Economic Opportunity (FLDEO) Confirmed Average Wage for firms receiving payments (weighted average)

1,158 - Number of FLDEO Confirmed Jobs Created by firms receiving incentive payments

OESBD

Investing in Economic Development

Broward Municipal Services District

The BMSD Economic Development Program continues to make progress with more approved projects and programs as well as interest from business owners and investors. In 2019, the County Commissioners approved an amendment to the Broward County Zoning Code designed to promote economic development as a result of the collaboration between OESBD and the County's Planning and Development Management Division. Additionally, a BMSD Market Study was completed, providing recommendations and market research to aid in further economic development planning in the BMSD. OESBD also collaborated with the County's Highway Construction and Engineering Division on the creation of the NW 27th Avenue Inspector / Trainee Program which will create on-the-job training and Florida Department of Transportation certification opportunities to six residents of underserved communities; the program is anticipated to launch in the Spring of 2021.

The BMSD Economic Development Toolbox Program that offers façade improvement and renovation grants to BMSD businesses received a total of 22 applications. Six façade enhancement projects have been approved and are underway in various phases of development. The BMSD Revolving Loan Program was also approved to launch in January 2021.



Workforce Development

Broward County continues to work with its economic and workforce development partners to deliver the quality workforce and employment opportunities needed to fuel our economy.

- ✓ **\$953,384** generated through Broward County's partnerships with the Greater Fort Lauderdale Alliance and CareerSource Broward in workforce development partnerships with the private sector.
- ✓ **375** projects were reviewed by OESBD for Workforce Investment Program applicability (FY 2017-2019).

OESBD

Helping to Drive Broward's Economy Forward

Transportation SURTAX - \$53 Million Worth of Annual Opportunities for Certified Small Businesses

In 2019, with the support of the Office of Economic and Small Business Development, Broward County's Board of County Commissioners established a 30 percent small business participation goal on all eligible Transportation Surtax Projects for certified small businesses for 30 years. This provides unprecedented opportunities for firms certified as a County Business Enterprise (CBE).

To increase awareness of this opportunity, OESBD launched a 30% for 30 Years public education program in July 2019 to inform the local business community of the 30 percent goal assigned to eligible County and municipality contracts funded by the Penny for Transportation.

- ✓ 7 Surtax Transportation Sessions were hosted by OESBD
- ✓ 15 Surtax Projects were Reviewed by OESBD
- ✓ 11 Surtax Projects Reviewed were Assigned CBE Goals by OESBD
- ✓ **\$163 Million** Awarded to Surtax Projects



**For all eligible subcontractor opportunities*

Driving Broward's Economy Forward >>>>

To view upcoming Surtax Transportation funded projects visit Broward.org/PennyforTransportation. To learn more about OESBD's 30 Percent for 30 Years initiative, visit Broward.org/EconDev and Select 30 for 30.

Testimonial



Terriann McKenzie, CEO/Founder McKenzie's Cleaning, Inc.

Attended the 2019 Broward and Beyond Business Conference

"We offer janitorial services for the County and the Federal Government. I literally started from the bottom cleaning small homes and now I am cleaning a million square feet. I got involved with Broward County Office of Economic and Small Business Development through attending a networking event. There I met people from their offices who were encouraging me to get certified. Through the program, I was able to get certified as a County Business Enterprise (CBE) / Small Business Enterprise (SBE) firm. This allowed me to bid on reserved market contracts and also enabled me to partner with larger firms.

My advice to small businesses is to visit the Office of Economic and Small Business Development. Find out what resources they have to make your business grow. Participate in some of the workshops and events that they host, and don't stop asking them questions. They are there to help your business grow and they are there working for you. Don't be afraid to grow!"

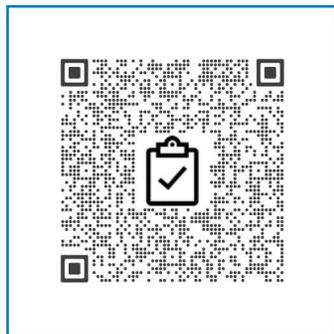
OESBD

Wants You to Stay Connected, Informed and Engaged

Stay connected, informed and engaged with us through social media and our weekly newsletter, the Business Assistance Weekly (BAW), and discover the many resources, programs, services, events, trainings and workshops available to you from Broward County. We also promote several County projects with goal assignments for Certified County Business Enterprises (CBE) - If you are not certified, now is the time to get certified. Visit our website, Broward.org/EconDev, to learn about our certification programs.

We encourage you to also sign up to receive text notification reminders for upcoming OESBD events.

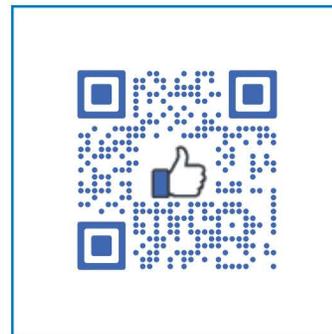
Use your phone's camera to scan the QR code to receive event reminders, subscribe to the BAW and to stay connected with us on Social Media.



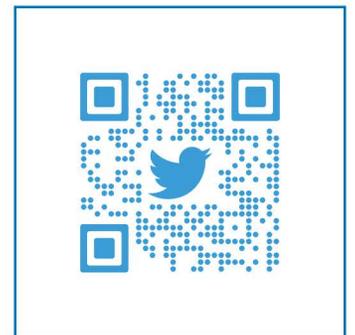
Get Event Reminders



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Follow us on Twitter

OESBD

Meet Our Team



Sandy-Michael E. McDonald
Director



Maribel Feliciano
Assistant Director

Administration

Nadia Hankerson, Business Manager
Ann Aufford
Clare Sheridan
Tabitha Odlum

Apprenticeship Program

Catherine Minnis

Small Business

Cheryl Roberts
Oswaldo Casco
Darnell Kimbrew
Dawn Marshall
Donna-Ann Knapp
James Vose, Jr.
Marcia Young
Nichole Francis
Susan Smith

Economic Development

Steven Tinsley, Manager
Daryl Perez-Rosenbaum
Jeffrey Smith
Paola Isaac
Stephanie Delgado

Community Relations and Outreach

Tatyana McCall, Manager
Deandre Brown
Fahbryss Bonhomme
Pamela Danberg
Savika Junor
Tamika Bell
Vonetta Williams

Convention Center Expansion and Headquarters Hotel Project

- CBE Participation Requirement: 30%
- Local Labor Requirement: 40%

