

# OESBD

Broward County Office of Economic and Small Business Development

A Service of the Broward County Board of County Commissioners




## 2020 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](http://Broward.org/EconDev)  
 954-357-6400

# Your Business Connection

*We promote business growth and job creation*

## Investing in YOU!

- ✓ Small Business Certifications
- ✓ Promotion of County Contract Opportunities
- ✓ International Trade Development / Export Training
- ✓ Foreign Trade Zone
- ✓ Business Incentives
- ✓ BMSD Economic Development
- ✓ Opportunity Zone Initiative
- ✓ Business Development Assistance
- ✓ Business Continuity Planning
- ✓ Kauffman FastTrac® NewVenture™ Entrepreneurship Programs
- ✓ Construction Apprenticeship

**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 Residents and Businesses
- ✔ Helping Small Businesses Grow with Contracting Opportunities
- ✔ Supporting Businesses During a Pandemic
- ✔ Global Outreach / Local Impact
- ✔ Investing in Economic Development
- ✔ Helping to Drive Broward's Economy
- ✔ Stay Connected with OESBD
- ✔ Meet Our Team



## Steve Geller

### Broward County Mayor

November 2020 - November 2021

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As Mayor of Broward County, I am proud of the important work our Office of Economic and Small Business Development (OESBD) does. Under the leadership of Director Sandy-Michael McDonald, the OESBD has been instrumental in supporting Broward's small businesses and supporting the creation of thousands of new high-skilled/ high-wage jobs. One of my priorities as Mayor has been to attract high quality, high paying jobs to Broward County, and the OESBD has been a driving force towards achieving this goal.

During a year in which our small businesses were hit especially hard due to the Pandemic, OESBD has been on the forefront of assisting our small businesses weather the Pandemic by hosting virtual educational events on numerous business topics, including how small businesses can become certified to do business with the County. Additionally, the OESBD has implemented one of my signature priorities as Mayor, the establishment of the *Broward County Construction Apprenticeship Program*.

Broward County's small business community has a real partner with the Office of Economic and Small Business Development, and I want to thank the Director and staff of OESBD for all that they do for our community every day.



# Bertha Henry

## Broward County Administrator

In 2020, our community faced the largest public health crisis of our lifetime. The COVID-19 pandemic required us to take drastic measures to safeguard our residents, including shutdowns and lockdowns. As the crisis spread throughout the world, our thriving local economy, highly dependent on tourism and hospitality, was dealt a serious blow. Through it all, Broward County's commitment to small businesses and economic growth remained a priority.

Through our Office of Economic and Small Business Development (OESBD), we worked closely with the County Commission and community partners to provide timely and relevant resources to the business community.

- ✔ The County Commission approved \$25 million in CARES Act funds to help small businesses mitigate the impacts of COVID-19, and \$10 million to non-profit organizations.
- ✔ OESBD held more than 50 targeted virtual workshops with industry experts to connect businesses with resources to assist in economic recovery.
- ✔ OESBD maintained a website providing a one-stop shop of links to business assistance resources.
- ✔ We partnered with the Greater Fort Lauderdale Alliance and municipalities to attract \$361 million in new capital investments to our community.

Broward County Government added its resources to the recovery effort as well, committing over \$105 million in County projects to County Business Enterprise (CBE) businesses, and reserving 31 projects exclusively for Small Business Enterprise (SBE) businesses. We also exceeded our CBE requirement, which is 25 percent, achieving an average 44 percent CBE goal in 2020.

I am proud of the resilience of our business community, who demonstrated courage, commitment, foresight and flexibility, pivoting their business models to achieve success in the new normal. I thank you for the role you've played in helping our community recover from the pandemic.

Please read on to learn more about OESBD's activities in 2020. Like you, we've pivoted our operations to continue the fight for full recovery into 2021 and 2022.



## Sandy-Michael E. McDonald

Director, Office of Economic and Small Business Development

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What a year! 2020 is the year that none of us could have predicted. We began with several of Broward's certified small businesses winning contracts with Super Bowl LIV Business Connect and everyone setting ambitious goals. However, the global pandemic arrived and we had to quickly pivot and embrace new norms and ways of delivering our programs and services to meet the evolving needs of businesses.

Since March of 2020, our office has been fully engaged in supporting small businesses as they navigated new waters: closures, changing consumer behaviors, and of course access to grants and loans. Our team developed and delivered targeted workshops to help businesses stay afloat, grow, and thrive. We administered the County's Small Business and Non-Profit CARES Act Grant Program in which more than 3,900 applications were processed as of December 31, 2020. In addition, we reserved projects for small businesses and added small business participation goals to more than 200 projects to help keep the wheels of our economy moving. By no means were we able to help everyone, however, we did everything we could to help as many businesses as possible to manage their response, recovery, and sustainability.

Although 2020 has taught us that no business is 100 percent resilient, when we work together for a common cause, we are more resilient and more capable of transforming when faced with changes like those we experienced.

It is in times like these that our ability to stay true to OESBD's mission and purpose is of the utmost importance. Our mission is enduring. It drives who we are and everything we do. I am proud of the work our team did in 2020; all of which you will read about on the following pages. Stay engaged with us, become a vendor, and get certified!

# OESBD at a Glance

January - December 2020

## ✓ County Projects Reviewed for Small Business Participation

**209** County Business Enterprise (CBE) Projects with a Total Project Value of \$943 Million

**75** Small Business Enterprise (SBE) Projects with a Total Project Value of \$10.8 Million

## ✓ Over \$96 Million (33%) Committed to Small Businesses out of \$294 Million of Eligible Projects (SBE, CBE & DBE)

✓ **874** Number of Certified Firms  
in the Local Programs (SBE and CBE\*)

**406** Number of Certified Firms  
in the Federal Programs (DBE and ACDBE\*)

## ✓ 157 Total Number of New Firms Certified in OESBD Local Certification Programs in 2020

✓ Number of Firms Certified by Type\*  
ACDBE - **160**, DBE - **406**, SBE - **677**, CBE - **872**

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

✓ **3,691** Number of Compliance Activities  
(Includes MUR reviews on awards with small business participation requirements, contract language reviews, addition and substitution requests, enforcement, etc.).

✓ **1,256** Number of Certification Applications Reviewed (New and Renewals)  
(Local and Federal Programs)



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

DON'T LET YOUR GUARD DO

# OESBD In the Community



 STARTING SOON:  
PPP LOAN FORGIVENESS AND  
THE NEW FLEXIBILITY BILL  
VIRTUAL WORKSHOP

@ 10 -11:30 AM



BR  
F  
OFF  
SMALL



**91** Events Hosted by OESBD



**32** Chamber Events  
(Total number of events OESBD participated in)



**19** COVID-19 Business Assistance Workshops Hosted by OESBD



**13** COVID-19 Related Partner Events  
(Total number of events OESBD participated in)



**26** Community / Partner Events for Businesses



**9,287** Total Number of Attendees at OESBD Events and Community / Partner Events Combined

**ACCESSING & UNLOCKING RESOURCES**

Grants | Loans | Social Media Training | Certification  
Government | Community | Business Assistance

**Note:** Due to the pandemic, OESBD cancelled its annual Broward and Beyond Business Conference and Florida International Trade and Cultural Expo. In 2019, both conferences combined attracted more than 2,500 attendees.



# 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. OESBD continues to work with the Florida Department of Education (FLDOE) to increase awareness of *Get There Florida*, a workforce education initiative, which highlights 17 career pathways offered at Florida's 28 state colleges and 48 technical colleges.

OESBD vetted and/or verified all Broward County Apprenticeship Programs registered with the FLDOE and is scheduled to publish an Apprenticeship Resource Guide in 2021. OESBD also participated in **5** partner events/meetings and **8** virtual workforce webinars/forums. In celebration of National Apprenticeship Week, November 9-14, the County Commission presented Proclamations to **32** registered Apprenticeship Programs, including a Virtual Posthumous Proclamation to Allan McKinney's family, the first African-American Journeyman in Broward County. The County's Construction Apprenticeship Program will start on April 5, 2021.

### Kauffman Foundation FastTrac® Entrepreneurship Development Program



**18**

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



**34** - Intentional Entrepreneur Participants  
**33** - Listening to Your Business Participants



**534**

Entrepreneurs Supported Since 2016



**10 Week Program**

Kauffman NewVenture™  
Postponed until August 4, 2021



**77**

Kauffman NewVenture™ Graduates  
2016 to 2019



**\$30,000**

Contribution from the Florida Panthers for  
2019 Graduates

KAUFFMAN  
FASTTRAC®



FLORIDA PANTHERS  
FOUNDATION



# United States Census 2020

Coming April 2020

The decennial census is crucial to our democracy and fair representation in Congress. It helps to determine how more than \$1.5 trillion/year in federal funds are distributed. An undercount in Broward would mean the loss of millions of dollars for schools and nutrition programs, hospitals and nursing homes, roads and highways, emergency preparedness and services, and other vital programs for the next 10 years. Broward Census 2020 Complete Count Committee Chair, Commissioner Nan H. Rich welcomed U.S. Census Bureau Director, Dr. Steven Dillingham, as he made his first official visit to Broward County in January 2020.

The Office of Economic and Small Business Development was the County’s liaison for the Hard to Enumerate Complete Count Subcommittee, which was tasked with raising awareness and improving the Census 2020 count by coordinating with human services and not-for-profit agencies to identify, locate and reach out to hard to enumerate populations to increase their participation in the Census.



**Show Your ❤️ Broward**

**Pledge to Participate @ Work**

**Shape your future**  
START HERE >  
Visit [my2020census.gov](https://my2020census.gov)

United States<sup>®</sup>  
**Census 2020**

Pledge to Complete by August 31<sup>st</sup>

**BROWARD COUNTY**  
FLORIDA  
[Broward.org/Census2020](https://Broward.org/Census2020)

INSERT  
Company LOGO  
HERE

844-330-2020 English | 844-468-2020 Español  
844-477-2020 Kreyòl | 844-474-2020 Português





# Testimonial

## Steven Sarduy, President Indemnity Security Investigations

Local Certification Program: Small Business Enterprise and County Business Enterprise  
Non-County Contracts Received (as a result of being a CBE): 1 (Super Bowl LIV) and was named the *NFL Business Connect Diversity & Inclusion Vendor of the Year*

With over 30+ years of combined experience, Indemnity Security & Investigations (ISI) is dedicated to putting safety and security first. ISI is a licensed and insured Florida-based private agency that provides a wide-range of services in security, consulting and investigations.

Currently, ISI employs over 300 trained officers and specializes in providing armed and unarmed security and patrol services to the community, businesses and special events as well as protection of executive, political leaders, and celebrities. By integrating new technology, physical protection measures, and best-practice procedures, ISI is now safeguarding boats and tailoring security plans for marinas.

Over the years, ISI has been honored with numerous accolades. One of Sarduy's proudest moments happened in 2019. ISI was awarded the *NFL Business Connect Diversity & Inclusion – Vendor of the Year*. According to Sarduy, his agency was able to earn this recognition through establishing good relationships with the Broward County Office of Economic and Small Business Development (OESBD).

Engaging and partnering with a business-focused agency like OESBD has allowed Sarduy to take advantage of the resources made available to small businesses such as ISI. With their support, Sarduy was able to nurture himself through trainings aided at scaling his business. He gained understanding of the importance of becoming a certified Small Business Enterprise (SBE), amongst other certifications and key programs. Moreover, he feels supported and values the mentorship offered to entrepreneurs like him.

Today, ISI can bid for new contracts in Broward County. Sarduy understands that creating a safe environment and providing quality security is a collaborative effort that requires working closely with local partners and building a network. ISI continues to focus on delivering security solutions and is committed to protecting the community.

# 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 7 car rental concession agreements at FLL - \$3,775,042
- ✔ Dollars received by ACDBEs under 12 non-car rental concession agreements at FLL - \$39,776,380  
(i.e. food and beverage, news and gifts, self-service baggage carts, advertising, and management agreements)

With approval expected in early 2021 by FAA, the proposed ACDBE program goals for the next three years (FY 2021-2023) are as follows:

- ✔ Car Rental Concessions - 2%
- ✔ Non-Car Rental Concessions - 23.3%

### **Small Business Development Advisory Board**

The Small Business Development Advisory Board was established by the County Commission 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.

2020 Advisory Board Members: Dana Pollitt, Chair - District 2; Dahlia Baker, Vice Chair; Darren Badore, District 1; Dena Lowell Blauschild, District 3, Jean McIntyre, District 4; Martin D. Sherwood, District 5; Victor Green, District 6; Charles Michelson, District 7, Chelsa Arscott, District 8; Shaheewa Jarrett Esq, District 9 and Robert W. Brannen, Board of County Commissioners At-Large.

# The Convention Center Expansion and Headquarters Hotel Project

When completed, the expanded Convention Center will boast more than 1,200,000 square feet, including a 350,000 square foot contiguous exhibition hall, a new 65,000 square foot waterfront ballroom, the latest in new technology, new dining concepts, enhanced water taxi access, and an iconic waterfront plaza with public access. The Convention Center expansion project will add an additional 525,000+ square feet of meeting space and an upscale 800-room headquarters hotel.

There is a 30 percent County Business Enterprise (CBE) goal on eligible contracts during construction.

**\$1.075 Billion**  
Total Estimated Project Cost

**35.37%**  
CBE Attainment  
as of Dec. 2020

**50%**  
  
**WIP Qualified New Hire Goal**  
(Disadvantage Workers and  
Hard-to-Hire Workers)

**40%**  
  
**Local Labor Requirement**

Get Certified and Get in the Game!  
Visit [Broward.org/EconDev](http://Broward.org/EconDev) and Select "Get Certified"



MSW is the developer for Broward County's Convention Center expansion and new Headquarters Hotel project.

## Balfour Beatty

Balfour Beatty is the design-build lead for the expansion of the Broward County Convention Center and new construction of an 800-room, four-diamond Omni Hotel.

In 2020, Balfour Beatty, in collaboration with OESBD, hosted 4 Meet & Greets and participated in the Primes Workshop hosted by OESBD.



# Novel Coronavirus COVID-19 ASSISTANCE



The COVID-19 pandemic revealed what a truly flexible and unique asset the Office of Economic and Small Business Development is to the County's small business community. Working collaboratively with the County Attorney's Office and the Office of Public Communications, OESBD proved to be an invaluable force multiplier in the COVID-19 response by providing a wealth of business guidance, resources and tools to help businesses navigate this unprecedented time.

Working closely with community partners, such as the National Development Council, OIC of South Florida, Career Source, and the U.S. Small Business Administration, OESBD successfully offered a wide variety of targeted workshops with industry experts and connected small businesses to much needed resources.

Additionally, County projects were escalated, where possible, and OESBD reserved projects or added small business participation goals to more than 200 projects to help keep the wheels of Broward's economy moving.

## **Workshops**

OESBD started to offer all its programming virtually in March 2020. The agency used Zoom and Vimeo to offer more than 50 virtual workshops to provide timely and relevant information.

## **Guidance for Businesses**

A dedicated webpage was created on the County's Coronavirus website for Business Assistance. This included everything from executive orders and grants to workshops, and much more.

## **Technical Assistance**

The outreach team assisted more than 80 small businesses with a variety of business needs such as certification, navigating BidSync (*now known as Periscope S2G*) and business opportunities.

## **Marketing & Communications**

From eBlasts to website updates, to digital and traditional advertising, to social media, OESBD disseminated a wealth of information to keep businesses informed and engaged on contracting opportunities, resources, workshops, and executive orders issued to safeguard our community.

## National Development Council (NDC)

"OESBD played a vital role in NDC's COVID response, being the boots on the ground providing up-to-date and critical information to small businesses in the County. Without the support of OESBD, it would have been simply impossible for NDC to deliver on its mission of increasing the flow of capital for investment in low-income communities."

~ Oseremi J Adekoye, Assistant Director

## Urban League of Broward County

"During the pandemic, OESBD has been a leader in the small business ecosystem by offering high level educational seminars that are highly responsive to the needs of small businesses. OESBD has not only created a pathway to necessary technical support offered by partners like the Urban League but it has also created access to federal and local financial products and services that are critical for small business sustainability."

~ Courtnee M. Biscardi, Executive Vice President



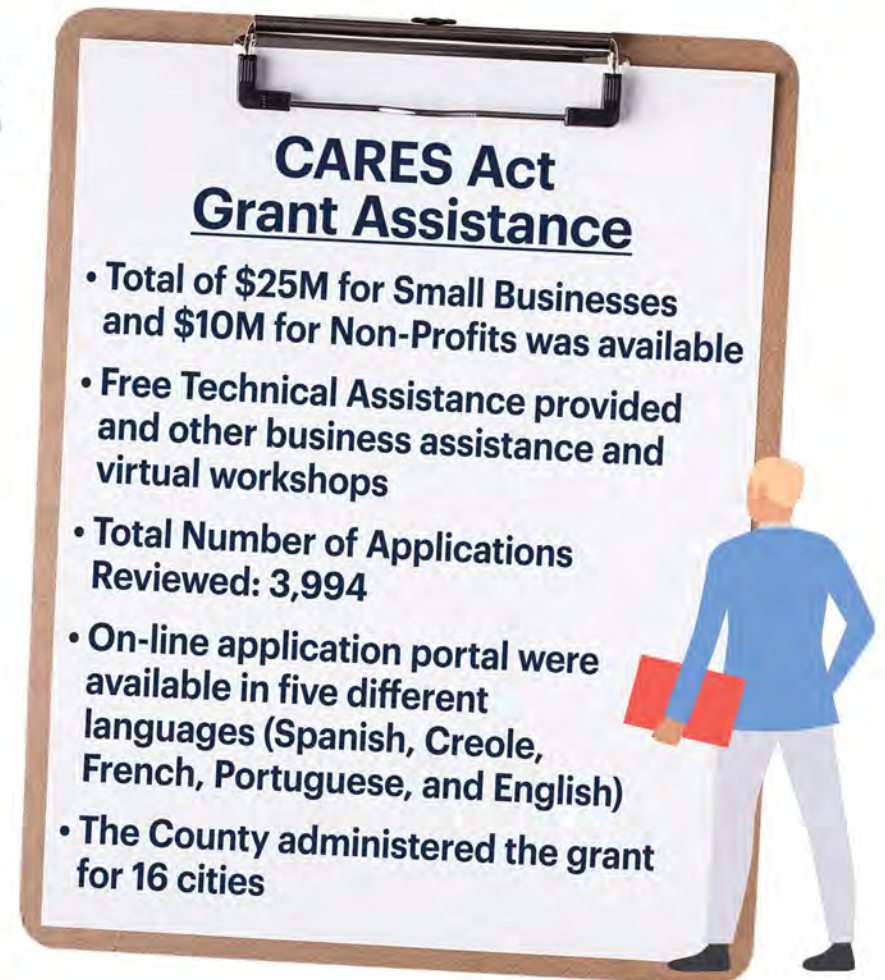
## Supporter of Broward #ProudSOB

To help restart Broward's economy safely, the Greater Fort Lauderdale Alliance launched the *Supporter of Broward (SOB)* campaign. The campaign built on the premise that the same stores, the same restaurants, and the same retail places will all still be around... if we all became SOB's - #SupporterOfBroward.



The Office of Economic and Small Business Development administered the County's Small Business and Non-Profit CARES ACT GRANT program, which was designed to aid small businesses that employed 20 employees or less and non-profits that employed 25 employees or less via a working capital grant in support of their general operations. The program allowed for one-time grants in the amount of \$5,000, \$10,000, and \$15,000 to eligible Broward County small businesses and non-profit organizations who applied through a designated portal.

A dedicated website, accessible in six languages, was established to provide detailed information about the grant program and included an online application portal. Applicants were also able to make an appointment for Technical Assistance directly from the website with contracted Technical Assistance providers (including Broward County Small Business Enterprise and County Business Enterprise Firms).





## Broward Small Business Feedback

"I would like to bring to your attention that all your staff members are exceptionally good with customer service. I got the chance to speak to Jeff Smith & Ann Aufford and they are extremely professional and helpful in answering all my questions related to the BC Cares Grant. Again, thank you and your staff for great help & cooperation."

~ Sameera Noor and Muhammad Hasan

## Broward Small Business Feedback

"Muy AGRADECIDA con Dios, por los dirigentes del condado de Broward y muy en particular por la señora Maribel Feliciano, quien deja muy en alto la institución y el programa de CARES, ya que su Valiosa ayuda y support para los Pequeños negocios de Broward, como el mío en particular (Los Cielos Abiertos Bookstore), al día de hoy estoy funcionando. La ayuda económica, me permitió volver a reabrir las puertas de la librería y pagar gastos de la misma a causa del COVID-19. Nuestro hermoso condado, y su gente, seguirá triunfante gracias a la excelente administración pública que ejercen los empleados de Broward Country. Bendiciones."

~ Martha Elena Gomez

**CARES Act Business Assistance**

**CARES ACT SMALL BUSINESS ASSISTANCE** | **CARES ACT NONPROFIT ASSISTANCE**

Disponível para qualificado Pequenas empresas e organizações sem fins lucrativos

Inscrições sendo aceitas  
9 a 16 de novembro de 2020

O programa de subsídio de assistência a pequenas empresas e organizações sem fins lucrativos do Broward County CARE Act foi projetado para ajudar pequenas empresas com 20 funcionários ou menos e organizações sem fins lucrativos com 25 funcionários ou menos. O programa será administrado por meio do Escritório de Desenvolvimento Econômico e de Pequenas Empresas do Condado. Os parceiros locais fornecerão assistência técnica gratuita aos candidatos.

Os subsídios serão concedidos no valor de \$5,000, \$10,000 ou \$15,000. Somente inscrições online são aceitas.

Visite [Broward.org/Cares](https://www.broward.org/Cares) para requisitos de elegibilidade, para se inscrever e para solicitar assistência técnica.

Trazido a você pelo Conselho de Comissários do Condado de Broward

**BROWARD COUNTY**  
OFFICE OF ECONOMIC DEVELOPMENT  
954-359-6400 | [Broward.org/EconDev](https://www.broward.org/EconDev)  
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**APPLY NOW**

[BROWARD.ORG/CARES](https://www.broward.org/Cares)

**BROWARD COUNTY** | **CARES ACT**

**OLUNTEER**

# OESBD

Global Outreach. Local Impact.



In 2020, the Office of Economic and Small Business Development published the *Broward County Way - A Pocket Guide to International Protocol* for Broward County officials and staff. OESBD hosted the largest international event of the year, *Doing Business with the World* and the World Trade Center Fort Lauderdale Inauguration. This free virtual all-day special event on export and investment opportunities was presented by consuls generals, trade commissioners and bi-national chambers from over 15 countries. The event also featured the future plans to unveil the World Trade Center Fort Lauderdale.

## OESBD Hosted:

- ✓ 11 Doing Business With The World Events (Africa, Asia, Bangladesh, Canada, Caribbean, Europe, Latin America, Mexico, Middle East, Poland, and Saint Lucia)
- ✓ 2 Export Series (Export Readiness Seminar & Navigating International Trade Resources during COVID)
- ✓ 3 Trade Missions (1 Outbound - Ghana, 2 Inbounds - Ecuador and Colombia)

# Testimonial



## Scheril Murray Powell, Founder & President

Green Sustainable Strong LLC and Verde

Recorded Sales: \$500,000

"In February of 2020, we were invited to participate in the Export Sales Mission to Accra, Ghana with the Broward County Office of Economic Development (OESBD) and Enterprise Florida. I did not expect to make a deal on this first visit! The export assistance received from OESBD and the trade mission allowed my companies Green Sustainable Strong LLC and Verde Harvest LLC to expand our business development strategies and enrich our knowledge on international markets.

As a result of this trip and the organized meetings with high-level government officials, we saw an Act of Hemp Legislation move forward successfully within weeks. This change in legislation allowed us to become a first mover in the Ghana Hemp Industry. In addition, Green Sustainable Strong LLC secured a Letter of Intent and Joint Venture Project valued at \$500,000 and the opportunity to create employment and a new stream of revenue for the communities that we made friends with in Ghana. I will be sure not to miss the next trade mission opportunity to open more international markets."

# 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 2020, the efforts of this partnership resulted in:

**1,072** Projected new high-skill/high-wage jobs created

**913** Jobs retained

**\$361 Million** Projected in the attraction of new capital investment in Broward County

For more information, visit [gfalliance.org](http://gfalliance.org).



### 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:

**\$2,023,016** - Total payments made in Direct Incentives and QTI Local Financial Support

**For calendar year 2020:**

**\$197,836** - County's share of Total Direct and QTI Payments

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

**\$118,453** - Florida Department of Economic Opportunity (FLDEO) Confirmed Average Wage for firms receiving payments (weighted average)

**1,247** - Number of FLDEO Confirmed Jobs Created by firms receiving incentive payments

*QTI Program expired on June 30, 2020, but FLDEO, Broward County and cities continue to process payments for projects approved before the program expired.*

# OESBD

## Investing in Economic Development

### Broward Municipal Services District (BMSD)

The BMSD Economic Development Program continued to make progress in 2020. There are currently six projects in various phases of development, with two more scheduled to be added in 2021. In addition, 22 BMSD firms have submitted applications to improve the appearance of their buildings.

The Office of Economic and Small Business Development worked diligently on developing a plan for the launch of the Broward Municipal Services District Revolving Loan Fund (RLF), which launches in early 2021. The goal of the RLF is to enhance not only the potential long-term impact of existing businesses in the BMSD as an important part of business retention and expansion activities, but to potentially create opportunities for new private investment in the area as well. Specifically, enhancements to businesses located on the commercial corridors of the BMSD increases the opportunity for additional customer traffic, further investment, and increased employment where jobs are needed.



### 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.

**\$947,025** generated through Broward County's partnerships with the Greater Fort Lauderdale Alliance and CareerSource Broward in workforce development partnerships with the private sector.

**443** projects were reviewed by OESBD for Workforce Investment Program applicability (FY 2018-2020).

# OESBD

Helping to Drive Broward's  
Economy Forward



## Transportation SURTAX - Creating Opportunities for Certified Small Businesses

The Broward County Board of County Commissioners unanimously passed a 30% Small Business participation goal on eligible Surtax contracts. OESBD has since created a public education program and hosted and partnered on several events (in-person and virtual) to inform and engage Broward's business community and municipal partners. OESBD also created a new Talk Show Series titled, *Talk Surtax with Nikki* to increase awareness of surtax funded projects and small business opportunities.

In 2020, approved Municipal Surtax projects totalled \$150M and is expected to create 1,488 direct jobs and have a direct economic impact of \$174.5M. OESBD continues to engage with and educate the business community to highlight the opportunities generated from the transportation surtax which is projected to generate an average revenue of over \$300 million a year, every year, for the next 28 years!



**68**

Surtax Projects were Reviewed by OESBD



**\$26.7M**

Awarded to Surtax Projects



**27**

Municipality Training Meetings/Events hosted by OESBD



**53**

Surtax Projects were Assigned CBE Goals by OESBD



**3**

Surtax Transportation Sessions were hosted by OESBD



**33%**

Average CBE Goal for all Projects  
(Municipal and County Combined)

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

# Testimonial



## Luis Jurado, P.E., Principal Premiere Design Solutions, Inc.

Local Certification Program: County Business Enterprise

County Contracts Awarded: 13 (11 as a Subcontractor and 2 as a Prime)

County Prime Contract Award Amount: \$2,200,000

Our initial inspiration behind the business, back in 2007, was to provide high-quality civil engineering and construction management services for the private and government sectors throughout the Southeast. As of today, we continue promoting the success of our clients, through innovative engineered solutions, that adapt to our clients changing needs.

From our clients' perspective, the main challenge is finding consultants that can offer: Quality, Innovation and Cost-Efficiency. At Premiere Design Solutions we are able to achieve these goals by relevant economies of scope, by finding and retaining the right local talent empowering local and community successful development, by instilling a high-performance culture, and by guaranteeing the adequate funding towards a sustained double-digit growth.

Along these past 14 years, business opportunities supported by programs from the Broward County's Office of Economic and Small Business Development have been key to our success, from our perspective as a small and county business enterprise. We encourage Broward County's entrepreneurs to get certified and start bidding on Broward County procurement contracts.

# 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). By doing so, you will 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](http://Broward.org/EconDev) to learn about our certification programs.

We encourage you to sign up to receive text notification reminders for upcoming OESBD events. Did you miss one of our virtual workshops? Visit our YouTube channel at Broward County OESBD.

*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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# 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  
Shawn Gannon

### **Economic Development**

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

### **Community Relations and Outreach**

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

# NEW IN 2021

## UPGRADED! Certified Firm Directory

The Certified Firm Directory was upgraded to improve the overall user experience and ease of locating certified firms in Broward County.

## NEW! Online Certification Application

In February, the Office of Economic and Small Business Development officially launched a new online application form for firms applying for certification as a County Business Enterprise and/or Small Business Enterprise. The new and improved application is secure, saves time and is more convenient.

## NEW! Certification Seals

OESBD began issuing certification seals for its local certification program in February. Seals are valid for one year and will be sent electronically.

## BMSD Revolving Loan Fund (RLF)

This small business lending program will provide Broward Municipal Services District (BMSD) businesses and commercial property owners with low-cost working capital and commercial real estate loans, along with small business training and other support services. The RLF is also available to new start-up businesses in the BMSD.

## Kauffman FastTrac® Goes Virtual

In August, OESBD began offering virtual Kauffman Foundation FastTrac Entrepreneurship Development Program sessions for aspiring entrepreneurs and business owners.

## Construction Apprenticeship

The County kicked-off its Construction Apprenticeship Program on April 5, 2021.



Broward County Office of Economic and Small Business Development

115 S. Andrews Ave., Room A-680, Fort Lauderdale, FL 33301

954-357-6400 | [Broward.org/EconDev](http://Broward.org/EconDev)