

OESBD

Broward County Office of Economic and Small Business Development

A Service of the Broward County Board of County Commissioners



2021 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 Certifications
- ✓ Promotion of County Contract Opportunities
- ✓ International Trade Development / Export Training
- ✓ Foreign Trade Zones
- ✓ Business Incentives
- ✓ BMSD Economic Development
- ✓ Opportunity Zone Initiative
- ✓ Business Development Assistance
- ✓ Business Continuity Planning
- ✓ Kauffman FastTrac® NewVenture™ Entrepreneurship Programs
- ✓ Construction Apprenticeship
- ✓ Broward Film Commission

A Service of the Broward County Board of County Commissioners

TABLE OF

CONTENTS



3-5

Messages from our Leadership

6

OESBD at a Glance

7-8

OESBD in the Community and Awards

9-10

Investing in Residents and Businesses

11

Working with Partners

12-14

Investing in Economic Development

15-16

Helping to Drive Broward's Economy Forward

17-18

Stay Connected with OESBD and Meet Our Team



Michael Udine

Broward County Mayor

November 2021 - November 2022

We are very proud of our investments in small businesses and economic development in Broward County! The County Commission has a clear vision that encourages and supports creating opportunities for our residents, businesses, and the community at large.

We have many accomplishments to celebrate. Broward County's Construction Apprenticeship Program became effective in April 2021, requiring the use of apprentices in eligible County construction projects. We opened the Alan B. Levan I NSU Broward Center of Innovation (Levan Center), a public-private partnership with the County and Nova Southeastern University. The goal is to develop, nurture, and attract talent and innovation that will propel the region into the foremost hub of the country's global tech and innovation ecosystem.

It was my honor, as Broward County Mayor, to celebrate the graduation of the 7th Kauffman New Venture Class Cohort of Broward Entrepreneurs at the Levan Center recognizing the work completed during this 10-week program. In November 2021, we hosted the annual Florida International Trade & Cultural Expo (FITCE) where more than 1,000 professionals and 60 countries throughout the global trade ecosystem connected to strengthen relationships with global stakeholders, engage local and international dignitaries, collaborate, and learn about importing and exporting opportunities around the world.

There are several contracting opportunities on the horizon. If you are not certified as a County Business Enterprise (CBE) / Small Business Enterprise (SBE), now is the time to Get Certified and get your **Piece of the PIE!** The Office of Economic and Small Business Development (OESBD) also administers the Federal Certification Program. Consider getting certified as a Disadvantaged Business Enterprise (DBE) or Airport Concessions Disadvantaged Business Enterprise (ACDBE) to participate in projects funded by the US Department of Transportation.

There is no question that ***Broward is on the Move!***

I encourage you to learn more in the following pages and see how OESBD programs and services create real opportunities for small businesses and economic development.



Bertha Henry

Broward County Administrator

Thank You. Thank you to our valued business and economic community, thank you to our OESBD team, and thank you to our County Commissioners. Every success we achieved in 2021 is just a reflection of the trust hundreds of businesses, our Commissioners, and our team has in us. Their trust led to real opportunities for a community that helps keep the wheels of our economy turning. In Fiscal Year 2021:

- ✔ Broward County committed over \$245 Million to small businesses on County projects.
- ✔ We exceeded our County Business Enterprise (CBE) requirement of at least 25 percent, achieving an average of 55 percent CBE participation on County contracts.
- ✔ We partnered with the Greater Fort Lauderdale Alliance and municipalities to attract \$239 Million in new capital investments to our community.
- ✔ OESBD held more than 120 targeted virtual workshops with industry experts to connect businesses with resources and small business opportunities.
- ✔ County projects were escalated to help keep the wheels of our economy moving.

As of December 2021, more than \$61 Million has been paid to CBE subcontractors working on the Broward County Convention Center Expansion.

2021 remained a challenging year for our business community and the County as we spent the last two years learning to adapt. I am honored to have served as Broward County Administrator for the past 14 years, and I am proud of the resilience of our business community, the dedication of our employees, and the commitment of the County Commission and community partners.

Our purpose remains steady. Broward County is committed to creating a better life every day for everyone. I wish each of you continued success and thank you for your unwavering support during my tenure as County Administrator.

Please read on to learn more about the accomplishments and the tremendous work of the OESBD team in 2021.



Sandy-Michael E. McDonald

Director, Office of Economic and Small Business Development

Our mission and purpose, underscored by our values, remains steadfast. We continue to execute our shared value approach where our business decisions reflect the goals of the County Commission and align with fostering opportunities and prosperity for all. **The County continues to provide real opportunities to certified Broward County small businesses:**

- ✔ The Mobility Advancement Program (MAP Broward) continues to provide economic development benefits for eligible certified small businesses. As of December 2021, OESBD assigned CBE goals to 99 of 148 surtax-funded projects reviewed for goal assignment. 58 CBEs have been awarded surtax projects (County and Municipal projects combined) averaging a 32% CBE participation goal. When all of these projects are under construction, our small business community will be well represented. It should also be noted that several CBEs are also participating in transportation-surtax projects as Prime contractors. This opportunity will continue to grow and prepare our small businesses to be seen as far more than subcontractors.
- ✔ As of December 2021, 49 CBE firms secured contracts on the Broward County Convention Center Expansion. 32% of the total dollars paid have gone to CBEs. Thanks to our CBEs, Phase 1 of the project was completed on time for the Fort Lauderdale International Boat Show to use.
- ✔ Through our Kauffman Foundation FastTrac® Entrepreneurship Development Program, we helped 16 entrepreneurs in 2021 to refine their business concept, identify the components of a strong business plan, and access the appropriate resources for launch. Three businesses competed in the Pitch Competition and received seed money; the winner, Marva Williams, will launch her product in 2022.

The Broward Film Commission is now a part of OESBD. As a result, we will look at ways to create even more opportunities for small businesses.

I am thankful for our business and economic community, which is at the center of everything we do in OESBD. I am especially grateful for our 29 talented team members, who work hard every day to ensure we realize our vision. I am honored to lead them. As always, stay engaged with us, become a vendor, and get certified! Real opportunities are here! I encourage you to keep reading and learn more about our work.

OESBD at a Glance

January - December 2021

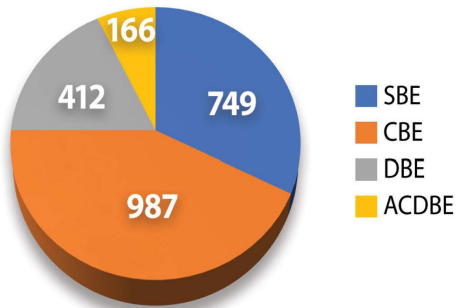
165

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

1237

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

Number of Certified Firms by Type*



3,872

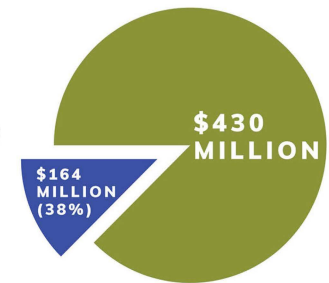
Number of Compliance Activities

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

546

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

Over \$164 Million (38%) Committed to Certified Small Businesses out of \$430 Million on Eligible County Projects (CBE & DBE)



229

County Business Enterprise (CBE) Projects reviewed with a Total Project Value of \$1.5 Billion

117

Small Business Enterprise (SBE) Projects with a Total Project Value of \$14.9 Million

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

OESBD

In the Community



= 10,241

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

OESBD

Recognized for Excellence

National Association of Counties (NACo) Award

Award of Excellence for The Broward County Way (A Reference Guide to International Protocol for Broward County)

City-County Communications & Marketing Association (3CMA)

Awards for Excellence in the Marketing and Tools category for Best Use of a Promotional Item and Government Service for innovative programs that meet residents' needs.

To secure the win under the category Best Use of a Promotional Item, OESBD partnered with FPL at the height of the COVID-19 pandemic to create a "Powering Up your Business" package filled with face masks, a power-charging bank, window stickers, notepad, pen and a relaxation eye mask for local certified businesses to show them what they mean to the local economy. The packages also included a folder with resources and information to help them keep their businesses running.

The second award was snagged for a creative e-mail campaign to help increase the Census 2020 response rate with a focus on hard-to-reach communities. With response rates impacted by COVID-19, OESBD asked business owners and employers to "Show Your Love for Broward" and allow their employees 15 minutes of paid time to complete their census at work.



OESBD

Investing in Residents and Businesses

Construction Apprenticeship Program

The Construction Apprenticeship Program was unanimously approved by the County Commission and became effective on April 5, 2021. The Program helps to promote 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.



10+

Number of Virtual Apprenticeship Webinars and Events OESBD Participated In



40

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

Kauffman Foundation FastTrac® Entrepreneurship Development Program

10 Week Program

Kauffman NewVenture™

20

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

550

Entrepreneurs Supported Since 2016

35

Intentional Entrepreneur Participants

93

Kauffman NewVenture™ Graduates

34

Listening to Your Business Participants

2021 Pitch Competition Winners



OESBD

Investing in Residents and Businesses

The 2021 Kauffman Foundation FastTrac® Entrepreneurship Development Program participants graduated on December 1st at the Alan B. Levan I NSU Broward Center of Innovation. Here's what some of the graduates had to say:



**2021 Pitch Competition
First Place Winner**

"The Kaufman program has been very instrumental in helping me analyze and develop my business plan. One of the greatest benefits were the local business speakers who are able to do deep dives into program topics and lend their expertise to answer questions from the class."

~ Marva Williams



**2021 Pitch Competition
Second Place Winner**

"I would recommend the Kaufmann FastTrac experience to anyone seeking to launch a new business. Particularly important were the insights coming directly from experts in a variety of fields on experiences and approaches, successes and failures which helped me gain a broader understanding of what it means to be an entrepreneur."

~ Djenaba Gregory-Faal



**Kauffman FastTrac Entrepreneurship
Development Program
2021 Class Graduate**

"I achieved my goal of writing a business plan for my children's chapter book series called Mr. Grumbles which is about an abandoned kitten who has to find his way."

@MrGrumblesChapterBook
@grumbles_mr."

~ Marjory E. Leposky



**2021 Pitch Competition
Third Place Winner**

"The Kauffman NewVenture program was instrumental in helping me turn my vision into a professional business plan. The team who mentored the course were outstanding to work with."

~ Laszlo Thomas Nador

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 - \$5,067,303
- ✓ Dollars received by ACDBEs under 12 non-car rental concession agreements at FLL - \$39,285,011
(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 2021: 2.73%
- ✓ Overall ACDBE participation under Non-Car Rental Concession Agreements in FY 2021: 24.02%

The Greater Fort Lauderdale Alliance

The Alliance is Broward County's private-sector economic development partner. They work 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 2021, the efforts of this partnership resulted in:



2,482

Projected new high-skill/high-wage jobs created



706

Jobs retained



\$239 Million

Projected in the attraction of new capital investment in Broward County

OESBD

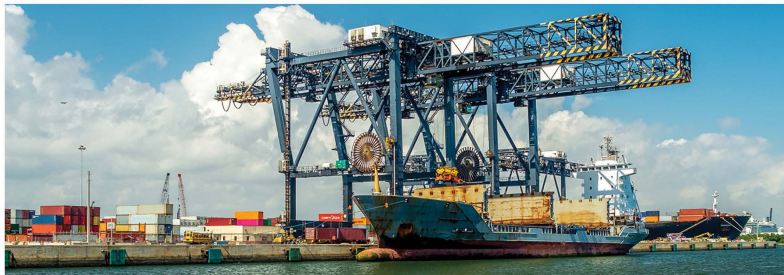
Investing in Economic Development

Broward Municipal Services District

The NW 27th Avenue Inspector Trainee Pilot Program was launched. The program affords residents, living in the BMSD and similar areas to obtain the Florida Department of Transportation (FDOT) Construction Training Qualification Program certifications in three different disciplines while working part-time on a County construction project.

The Economic Development Toolbox continues to stimulate business growth in the BMSD. To date, the program has Commission approval for projects, seven of which are in the construction phase, one demolition project, and another in the design phase. Changes to the code specifically relating to grant projects have accelerated the grant approval process and enabled OESBD to bring new projects to the table much faster. New applications are being accepted.

In December, the County Commission approved their participation and funding for the Southern Opportunity and Resilience (SOAR) Loan Fund. The County's funding will provide flexible, affordable capital up to \$100,000 and free business support services to small businesses and nonprofits in Broward County to help them navigate and rebuild from the Covid-19 economic crisis.



International Trade

OESBD Hosted:

- ✓ Doing Business with the World Webinars (Jamaica, Ecuador, Malaysia & Trinidad & Tobago)
- ✓ Two Export Series (Export Readiness Seminar & 11 Steps to Exporting – A Roadmap to Your Exporting Success)

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.



1193

Attendees

22

Educational Panels
& Sessions

246

Exhibitors

115

Speakers

60

Countries
Represented

13

Sponsors

OESBD

Investing in Workforce Development

Economic Development Incentives

Broward County participates in and promotes the County's Direct Cash/Job Creation Incentive Program, High Impact Performance Incentive Capital Investment Tax Credit and Urban Jobs Tax Credit Programs. Activity under the programs included:

For calendar year 2021:

\$303,061.55 - County's share of Total Direct and QTI Payments

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

\$63,958 - Average Wage for firms receiving payments (weighted average)

1,414 - Number of Florida Department of Economic Opportunity (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.



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.

\$843,000 generated through Broward County's partnerships with the Greater Fort Lauderdale Alliance and CareerSource Broward in workforce development partnerships with the private sector.

610 projects were reviewed by OESBD for Workforce Investment Program applicability (FY 2018-2021).

OESBD

Helping to Drive Broward's Economy Forward

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.

2021 Advisory Board Members: Darren Badore, Chair - District 1; Dahlia Baker, Vice Chair; Dana Pollitt, District 2; 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.



Broward County's Mobility Advancement Program (MAP Broward)

In 2021, 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.

Transportation Surtax Data Since January 1, 2019

\$84M
Awarded to Surtax
Projects
(County \$74M and
Municipal 10M)

148
Surtax Projects were
Reviewed by OESBD

99
Surtax Projects were
Assigned CBE Goals

32%
Average CBE Goal for all Projects
(Municipal and County Combined)

58
CBEs Are Working on
Awarded Surtax Projects

2021 OESBD Outreach Activities

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

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



Testimonial

Jessica McRory, PE LEED AP
AREHNA|Engineering, Inc

Local Certification Program: County Business Enterprise
County Contracts Awarded: 2
County Prime Contract Award Amount: \$470,000

AREHNA Engineering is a 100% woman-owned geotechnical engineering company, started in 2009 as a small 2-person firm. In 2022, 13 years later, AREHNA is now a well-known firm employing over 40 engineers and engineering technicians and holding prime contracts for geotechnical and marketing testing services. Through my education and experience, I knew that a combination of hard-work and relationship-building would be the key to our business success.

A pivotal time in our company came when we applied for certifications with the State of Florida, Florida Department of Transportation (FDOT) and local certifications including Small Business Enterprise (SBE) and County Business Enterprise (CBE) with Broward County's Office of Economic and Small Business Development (OESBD).

Receiving our CBE designation with OESBD has opened so many doors for us, it has provided us with that first opportunity to network with firms and build relationships that have led to our continuing success. It's not simply about getting certifications – it's about doing great work, making connections, and building relationships.

As a small business, I appreciate OESBD providing us with the ongoing support we need to continue to succeed, including workshops, meet and greet events, and project monitoring. OESBD even monitors projects to confirm that prime consultants who agreed to use our services actually do.

The support of small business programs have been instrumental in our firm's success, so I encourage firms to get certified with Broward County...it has truly been a game-changer for us!

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 to learn about our certification programs.

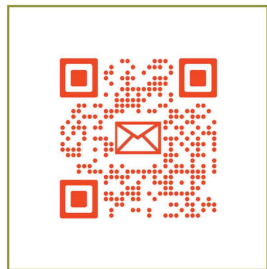
We encourage you to sign up to receive text notification reminders for upcoming OESBD events. Did you miss one of our virtual workshops? Visit our YouTube channel at Broward County OESBD.



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.



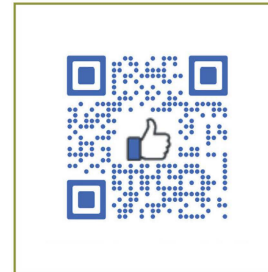
Get Event Reminders



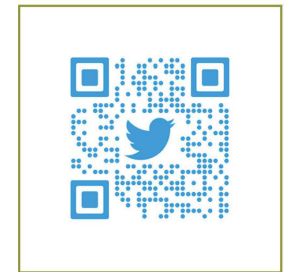
Email us to Receive the BAW



Follow us on Instagram



Like us on Facebook



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

Broward Film Commission
Coming 2022

Small Business

Donna -Ann Knapp, Manager
Cheryl Roberts
Oswaldo Casco
Asmide Louizi
Darnell Kimbrow
Dawn Marshall
James Vose, Jr.
Kenneth Lopez
Nichole Francis
Susan Smith
Shawn Gannon

Economic Development

Catherine Minnis
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



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