



WELCOME

Marketing & Branding • Social Media Best Practices/Analytics
Doing Business with Govt./Small Business Loans • Networking and Creating Partnerships





Sandy-Michael McDonald

Doing Business with Government & Small Business Loans



How to Do Business *with* Broward County



WELCOME!

Your Presenter

Sandy-Michael McDonald
Director, Office of Economic and
Small Business Development
(OESBD)

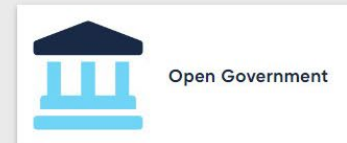
954-357-6400 | smmcdonald@broward.org

Our Goals

- 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.
- Ensuring economic opportunities for all people and businesses in Broward
- Prominently branding "Broward" on county property, programs and

OUR BOARD OF COMMISSIONERS

The Commission appoints the County Administrator, County Attorney and County Auditor. The Commission also appoints numerous advisory and regulatory boards. Commission meetings are [scheduled](#) every other Tuesday and are [televised live](#) on participating cable channels and streamed live via webcast. [Do you know your District?](#)



lity services

About OESBD



Small Business-Focused
County Government Agency



Promotes Business Growth
and Job Creation



Educate Aspiring
Entrepreneurs and Business
Owners in Universal Tips and
Tools Needed to Succeed in
Business



As a Service Agency, We
Work With Our Partners To
Accomplish the County's
Goals



Promotes
Broward as a
Film

Our Lines of Business



**Economic
Development &
International Trade**



**Community Relations
& Outreach**



**Film
Lauderdale**



**Small Business
Development**

MOST BUSINESSES IN BROWARD ARE SMALL

Employee Size	Broward County	State of Florida
<20 Broward County Standard	89.16%	87.92%
<500 SBA Size Standard	99.83%	99.78%



Business Opportunity Act

OBJECTIVE:

To ensure that small Broward County-based businesses are provided sufficient opportunities to meaningfully participate in the award of County-funded contracts.

Per Section 1-81.3 (a) of the Business Opportunity Act, as amended, a CBE goal of **at least twenty-five percent (25%)** participation by CBEs has been established for each County contract (unless the CBE goal is waived or otherwise modified by Board action)

Certification

RACE AND GENDER
NEUTRAL

➤ LOCAL PROGRAMS

- SMALL BUSINESS ENTERPRISE (SBE)
- COUNTY BUSINESS ENTERPRISE (CBE)



SBE Reserve

Purpose is to spur **economic development** and stimulate small business **growth**

CBE Program

Purpose is to **increase small business participation** in County projects.

Project Value < \$250,000

Project Value > \$250,000

Personal Net Worth < \$1.32 M

Average Gross Revenues*

\$3 M - Construction Services

\$1 M - Contractual Services

\$500,000 - Professional Consultants

Average Gross Revenues*

\$9 M - Construction Services

\$5 M - All Other Services

≤ 15 Full-Time Employees

Commodity Suppliers are not subject to gross revenue limitation; must have 25 or fewer Full-Time Employees

New ONLINE Local Certification

Visit Broward.org/EconDev & Select "Get Certified"

- Secure
- Saves Time
- Convenient
- 24/7 Access
- Upload All Documents Electronically



NEED HELP

Completing Your Local Certification Application?

Watch Our Webinar



**YouTube.com
Broward County OESBD**

Certification

RACE AND GENDER
CONSCIOUS

➤ **FEDERAL** PROGRAMS

- DISADVANTAGED BUSINESS ENTERPRISE
(**DBE**)

- AIRPORT CONCESSIONS DISADVANTAGED
BUSINESS ENTERPRISE (**ACDBE**)

Eligibility for DBE/ACDBE Certification

DBE

Disadvantaged Business Enterprise

49 CFR 26

Must be 51% owned, managed and controlled by socially and economically disadvantaged individual(s).

Personal Net Worth (PNW) must not exceed \$1.32 Million.

Must be for profit and a small business as defined by the SBA.

ACDBE

Airport Concession Disadvantaged Business Enterprise

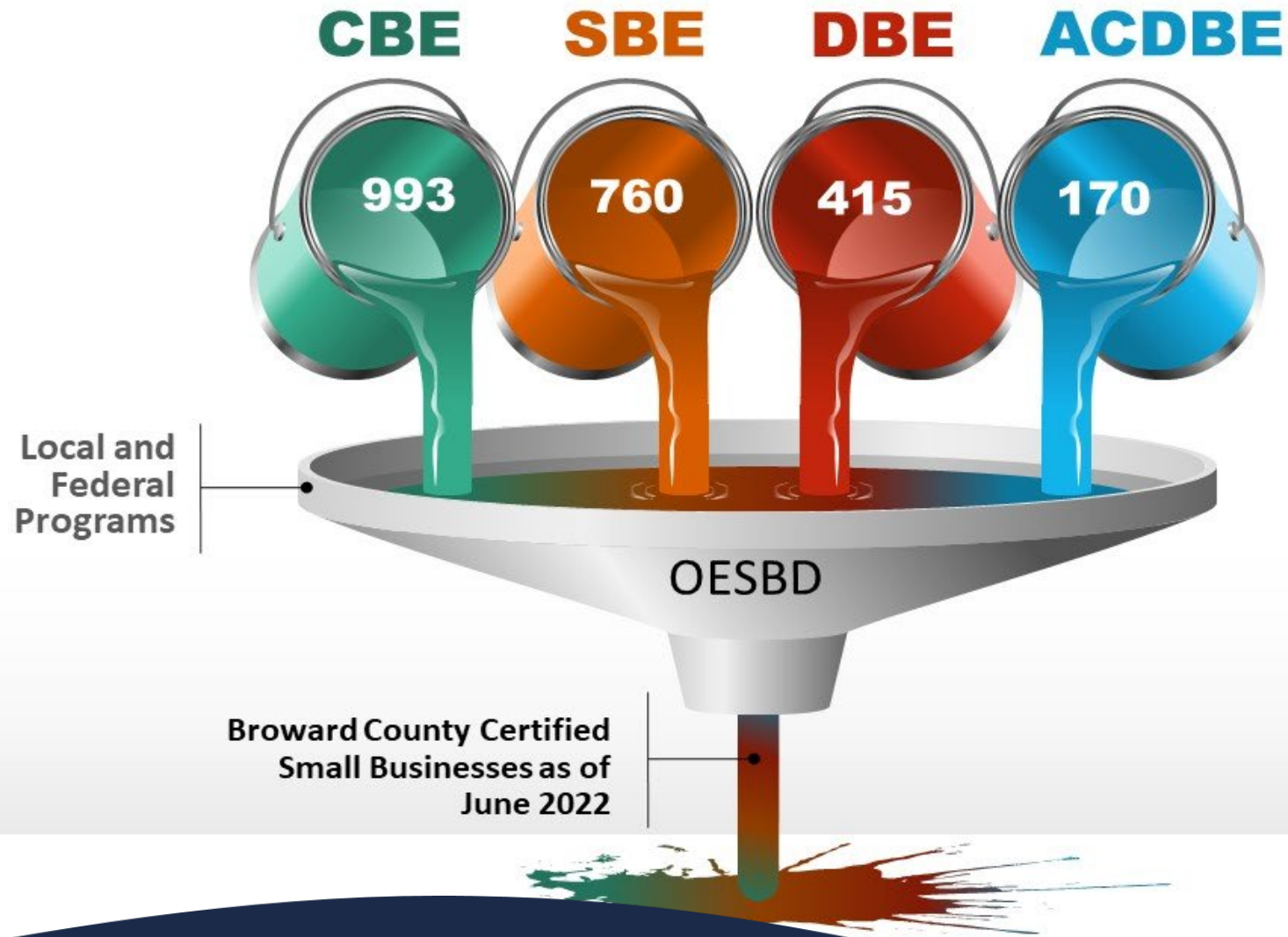
49 CFR 23

DBE - Gross receipts must average and not exceed \$28.48 million over 3 years.
ACDBE - \$56.42 million.

Must be an independent business – located in District 4 (DOT).

Owners must be U.S. Citizens or residents who belong to one or more of the following:

African-American/Black | Hispanic | Subcontinent-Asian
Asian-Pacific | Native American | Woman



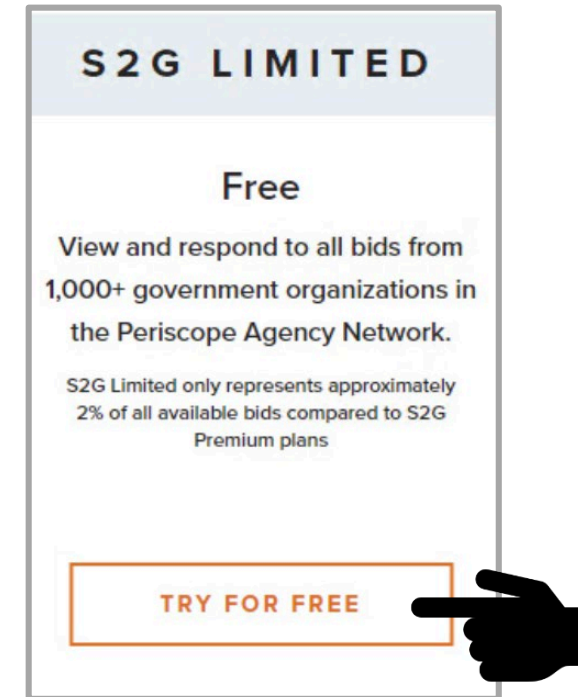
OESBD Needs More Paint! Get Certified

Vendor Registration

[Broward.org/Purchasing](https://www.broward.org/Purchasing)



- The Broward County Purchasing Division provides electronic bidding services for vendors through the electronic bidding system called **Periscope S2G** (formerly **BidSync**).
- The system allows vendors to submit competitive quotations and bids in a convenient and timely manner.
- You are encouraged to register for **FREE** to receive notifications and to respond to solicitations electronically.



Mobility Advancement Program

MAP Broward



- Broward County's 30-year, one percent surtax to fund transportation improvements, approved by voters in November 2018, **took effect in January 2019**
- Broward County Commission established a **30% CBE Participation Goal** for all eligible surtax-funded projects
- The transportation surtax is estimated to collect *\$355 million annually, for the next 30 years

*COVID Adjustment

FY 2021 \$299,139,700; FY 2022 \$357,948,590; FY 2023 \$367,613,210; FY2024 \$377,538,760; FY 2025 \$387,732,310

\$34+M

Paid to CBE's

ON THE MANAGING GENERAL CONTRACTOR FOR
CRUISE TERMINALS 2 AND 4 PARKING GARAGE
IMPROVEMENTS - CONTRACT NO. PNC2114814PI

33.26%

CBE ATTAINMENT

BY STILES PIRTLE JOINT VENTURE AFTER FINAL PAYMENT IS MADE.



\$917,296.73 → **\$394,988.20**
Total Paid to PRIME Total Paid to CBEs by the Prime

Weekley Asphalt Paving, Inc.
on Project Number
SWRANCHES-FY2020-00003

Moore Walters & Associates (\$243,412.22) and
Triple Nickel Paving Inc. (151, 575.98)



43% CBE ATTAINMENT
by Weekley Asphalt Paving, Inc.
The CBE Goal on this Project was 40%



\$670,981

Paid to CBE's

ENGINEERING AND DESIGN SERVICES -
PORT PHASE IX CONTAINER YARD

33.09%

CBE ATTAINMENT

BY BEA ARCHITECTS, INC.'S. AS OF MARCH 31, 2022
THE GOAL WAS 24%
CONTRACT NO. R171027P1



WHY SOAR for Broward?

SOUTHERN OPPORTUNITY AND RESILIENCE FUND

*Low-interest loans and free business
support to help small businesses across
the South*



Apply today: theSOARFund.org

SOAR

Southern Opportunity and Resilience Fund



NDC Small Business Lending

NDC Grow America Fund

NDC's Grow America Fund is the only non-profit small business lending company, licensed by the Small Business Administration (SBA), designed to catalyze job creation in underserved communities across the nation. With Preferred Lender status granted by the SBA, we have provided 7a loans to 650+ small businesses nationwide and more than 2,700 PPP loans to small businesses and non-profits during the pandemic.



SOUTHERN OPPORTUNITY AND RESILIANCE LOAN FUND

- Created to address the capital needs of historically disenfranchised communities across the South and Southeast U.S.
- Targets small businesses and nonprofits with 50 or less employees
- Focus on historically under-resourced communities
 - Non-profit organizations in low-income areas
 - Businesses owned by women and people of color



**COMMUNITIES
Unlimited**

AR, TX, OK, LA,
MS, TN, AL

 **Pathway Lending**
AL, TN

 **NDC**

DE, WY, TX,
FL, GA

 **Southern Bancorp
Community Partners**

AR, MS

LiftFund

DREAM IT. FUND IT.

TX, OK, AR, LA, MS, AL, GA,
SC, FL, TN

 **NCIFund**
GA, NC, SC, TN,
WY, VA

 **ACE**

CA

 **bcl**

TX

 **PeopleFund**

TN

 **TruFund**
FINANCIAL SERVICES
Power Your Loan. An opportunity

AL, LA, TX

Ascendus
Financial Access Point

FL

B3IF  **FLORIDA**

FL

**APPLY ONLINE TODAY and if eligible,
select NDC as your lender!**

<http://thesoarfund.org>



Stay Connected



Subscribe to OESBD's
Business Assistance Weekly (BAW)
Scan the code or send an email to:
EconDevInfo@broward.org

BUSINESS ASSISTANCE WEEKLY



March 2, 2022



**Sandy-Michael E. McDonald, Director
OESBD**

Smmcdonald@Broward.org or 954-357-6400

Director's Quote

"There is no limit to what we as women can accomplish."

~ Michelle Obama

Since 1987, our nation has celebrated Women's History Month each March, taking time to recognize the impact of women on the betterment of our society and our world. I celebrate our women-

THANK YOU!



@BCOESB
D



BrowardCountyOESBD



**Sandy-Michael
McDonald**
DIRECTOR



115 S. Andrews Avenue, Room A-680
Fort Lauderdale, FL 33301
954-357-6400 | Broward.org/EconDev