

Start-up Ecosystem and Small Business Certification

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

NSU Entrepreneur Bootcamp | February 18 - 19, 2022



Your Presenter

Sandy-Michael McDonald

**Director, Office of Economic and Small
Business Development (OESBD)**

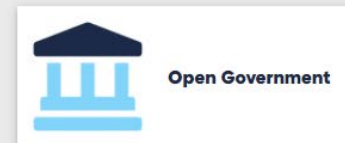
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Our Goals

- 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 services
- Consistently delivering responsive, efficient, quality services to the public and internal customers

OUR BOARD OF COMMISSIONERS

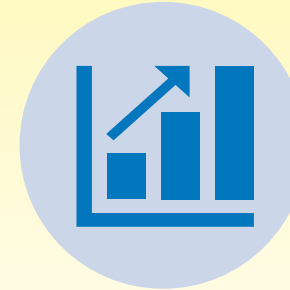
The Commission appoints the County Administrator, County Attorney and County Auditor. The Commission also appoints numerous advisory and regulatory boards. Commission meetings are [scheduled](#) every other Tuesday and are [televised live](#) on participating cable channels and streamed live via webcast.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



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

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.

Start-up Ecosystem

Kauffman Foundation FastTrac[®]
Entrepreneurship Development Programs

Kauffman Foundation FastTrac® Entrepreneurship Development Programs

- The Kauffman Foundation is Devoted to Advancing Entrepreneurship as One of the Fundamental Aspects of Life in the United States.
- It Serves Existing and Aspiring Entrepreneurs in Non-Academic Environments.
- Broward County is affiliated with Kauffman FastTrac® Programs

Broward County Offers 3 FastTrac® Programs for Aspiring Entrepreneurs

- **The Intentional Entrepreneur™ Workshop**
- **Listening To Your Business™ Workshop**
- **New Venture™ 10-week Workshop***

WHICH PROGRAM IS FOR YOU?

*The New Venture™ program is 10-weeks in-person / 14-weeks virtually

The Intentional Entrepreneur™ Workshop

Before you Start a New Business:

- Assess **YOUR** Entrepreneurial Interest
- Identify Personal and Professional Goals
- Examine Emotional and Practical Aspects of Owning A Business
- Explore The Action Steps Necessary to Realize Business Ownership

Listening to Your Business™ Workshop

For Existing Business Owners

- Examine **YOUR** business today, including its strengths, weaknesses, and opportunities
- Visualize your business three years from now
- Formulate an internal planning process to establish interim goals and strategies
- Identify resources to assist in reaching your business goals
- Examine and respond to challenges and transitions

New Venture™ 10-Week Program

For ASPIRING Entrepreneurs

- Identify Market Needs
- Explore Risk And Success Factors
- Build **YOUR** Business Plan
- Understand Business Fundamentals
- Network With Entrepreneur Professionals
- Access Business, Financial And Human Resources

Kauffman Foundation FastTrac®

Entrepreneurship Development Programs

Since 2013, Broward County's Office of Economic and Small Business Development (OESBD) has:

- Facilitated **77** Half-day Workshops
- Assisted Over **534** Entrepreneurs and Small Businesses

Kauffman Foundation FastTrac®

Entrepreneurship Development Programs

Since 2013, through our affiliation with FastTrac®, OESBD has:

- Assisted over **534** entrepreneurs through *Listening to Your Business* and *Intentional Entrepreneur* workshops
- Graduated **77** entrepreneurs from our four (4) FastTrac® *New Venture*™ courses
- Helped **51** participants complete business plans
- Awarded over **\$100,000** in seed money grants to **15** *NewVenture*™ graduates who are still in business in Broward County

New Venture™ Program

Completed **4** New Venture™ Programs:

- **63** Participants
- **55** Graduates
- **37** Completed Business Plans

27 Participants are Currently Operating their Businesses In Broward

125 Applications for **2021** New Venture™ program



New Venture™ 10-Week Program



NewVenture™ 2021 Cohort and Staff



NewVenture™ 2021 Cohort Finalists



NewVenture™ 2021 Winner

Alliance of Entrepreneur Resource Organizations (AERO)

The Alliance of Entrepreneur Resource Organizations (AERO), based in South Florida and North Florida, is a coalition of public agencies and community nonprofit organizations united to provide current and new businesses with resources to aid in their success.

To learn more, visit: SouthFloridaBiz.org



Partners



Small Business Certification

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%



SOURCE: US Census County Business Patterns, 2019

Benefits of Certification

- Broward's Small Business Program is an economic development tool used to:
 - Increase small business participation in County procurement
 - Keeps taxpayers' dollars in the local economy
 - Employ local residents
- Commission has established the Small Business Development Program (Local Programs)

Certification

- **LOCAL** PROGRAMS

RACE AND GENDER
NEUTRAL



Small Business Enterprise (SBE)



County Business Enterprise (CBE)

Eligibility for SBE/CBE Certification

- Must have Broward County Business Tax Receipt **and** conducted business in Broward County for at **least one year** prior to applying for certification
- Must have **physical address** within Broward County (NO P.O. Box or Business Service Center Address)
- Employs at least (1) one full-time employee
- Applicants must have **Continuous Operating Presence** in Broward County and may only operate in areas zoned to permit its operations.

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

15 (or less) Full-Time Employees

25 (or less) Full-Time Employees
for Commodity Supplies ONLY

Average Gross Revenues*

Average Gross Revenues*

\$3 M - Construction Services

\$9 M - Construction Services

\$1 M - Contractual Services

\$5 M - All Other Services

\$500,000 - Professional Consultants

*Commodity Suppliers are not subject to gross revenue limitations

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 (excluding primary residence).

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

ACDBE

Airport Concession Disadvantaged Business Enterprise

49 CFR 23

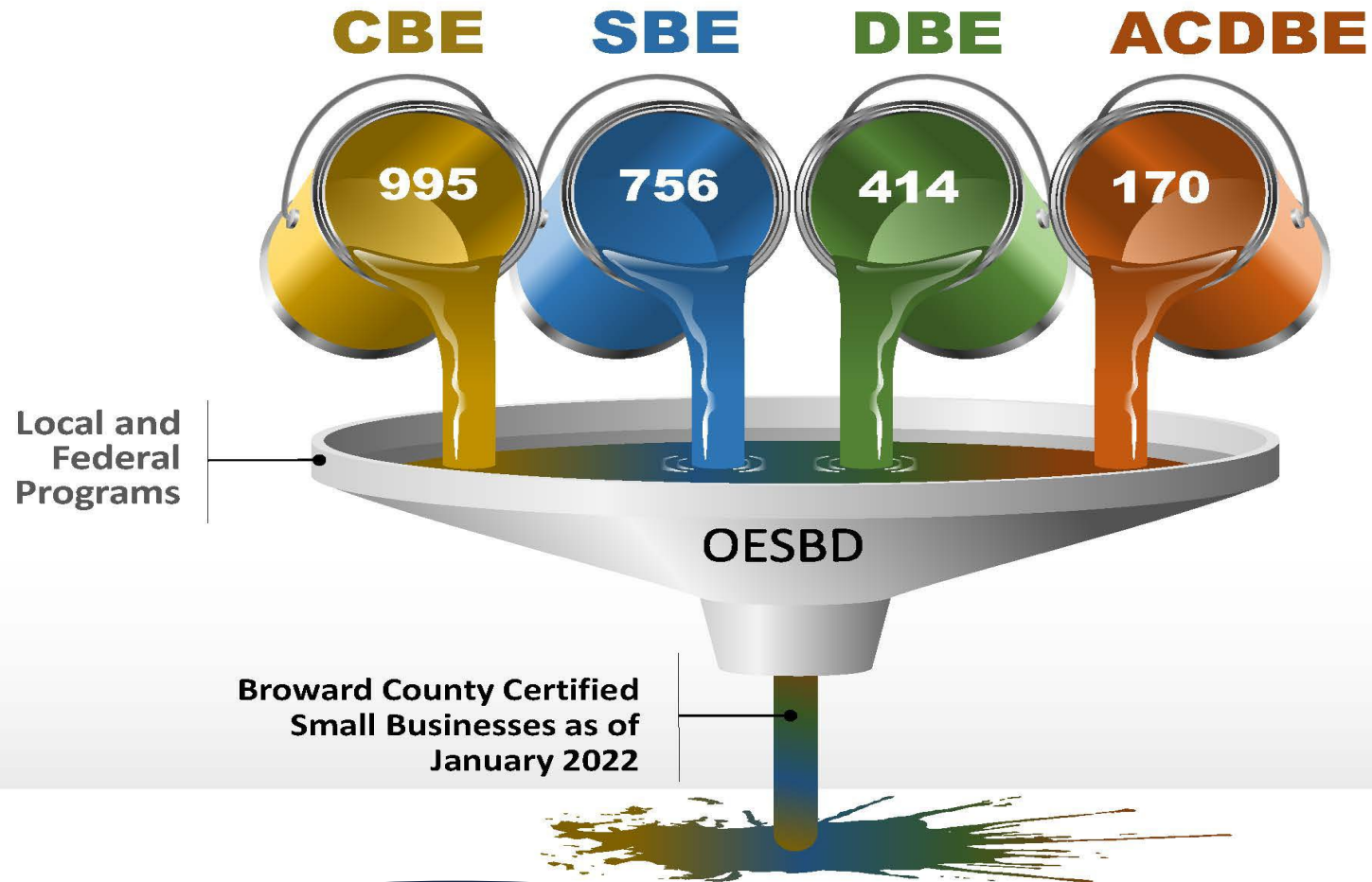
DBE - Gross receipts must average and not exceed \$26.29 million over 3 years.
ACDBE - \$56.42 million.

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

Broward County Certified Small Businesses



Get Certified, OESBD has more paint!

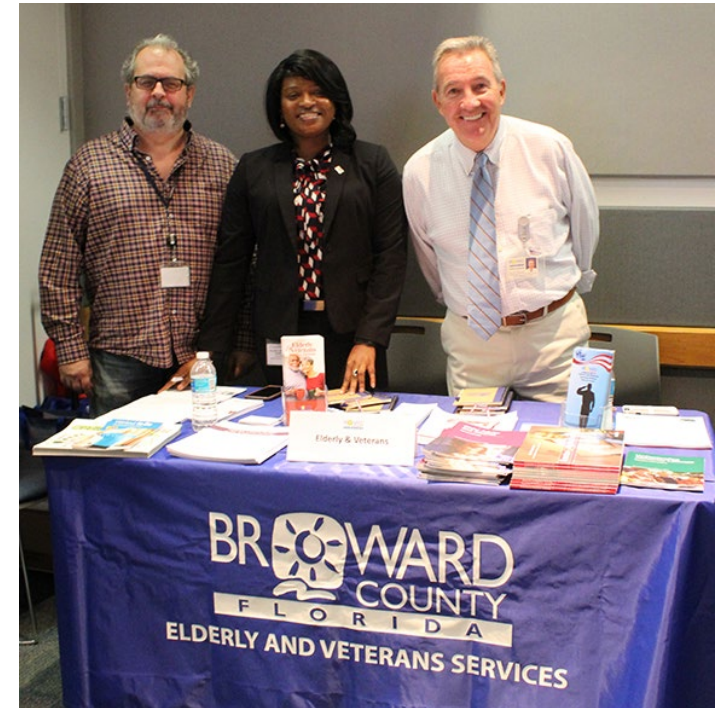
BROWARD IS BUYING



Many things, but not Everything.

Accounting	Aerial Photography	Aerial Work Platform
Agent/Broker Insurance Services (Property / Casualty Adjusters)	Air Conditioner Filters	Airfield Radios
Airline Boarding Pass Printer stock	Aluminum Sign Blanks	Apple Computers / Tablets
Appraisal Services for County Vehicles	Auctioneering Services	Audio Visual Services
Ansulite Fire Fighting Foam	Automatic Slicer	Auto Body Shops
Background Screenings	Baggage Carousel Replacement Hardware	Baggage Handling Drum Motor
Barricade and Flasher Rental	Belting for Baggage Conveyor System	Biomedical Water Removal Services
Body Bags	Bulk Shelving & Cabinets	Bus Stop Signs Replacement and Installation*
CAD / CADD	Café and Vending Services	Camping Tents
Car Rental / Car Rental Concessions	Car Wash / Auto Detailing Services	Cashiering Equipment
Caterer / Coffee Services	Channeling Services	Chair Re-upholstering Services
Chaise Lounge Chairs	Chevrolet Volt SmartLease	Chlorine
Civil Engineering	Color-Wide Format Printer	Commercial Fleet Car and Vehicle Wraps*
Concrete Repair Compound Kit	Consolidated Sterilizer Systems	Conveyor System
Cooling Towers & Chillers	Crane / Crane-Related Services	Cremation Services
Dairy Products	Data Sondes	Decorating Services
Dehumidifier	Delineators	Delivery of Water Meters
Dibrom 14 Insecticide (For Mosquito Aerial Spraying)	Direct Thermal Paper	Di-Soric Ultrasonic Sensors
Diving Services	Doors & Hardware (Furnish Only)	Dry Cleaning
Dry Ice / Ice Machines	Dual-Sided Laminating Printer	Dump Truck

For a comprehensive list, visit Broward.org/Econdev



Register now at BCOESBD.Eventbrite.com

CERTIFICATION HELP



Watch Our Webinar
For Help Completing Your Local Small Business
Certification Application



Broward County OESBD

Join us for the GET CERTIFIED LAB at the upcoming Broward & Beyond Business Conference

Your Part as a Vendor

- ➔ Register for free as a vendor with BidSync
- ➔ Get certified as a CBE and/or SBE with the Office of Economic and Small Business Development.
- ➔ Respond to Invitation for Bids (Bid's) , Requests for Quotations (Quotes), Requests For Proposals (RFP's), Request for Letters of Interest (RLI's), and comply with all terms and conditions.
- ➔ Submitting a bid or quotation obligates you to honor your bid price and to meet County terms and conditions. Your bid or quotation must remain valid for 120 days from date of bid opening.
- ➔ Respond by the time and date noted on the solicitation.
- ➔ Call the Purchasing Division at 954-357-6066 or visit Broward.org/Purchasing if you have questions

Notable Projects



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

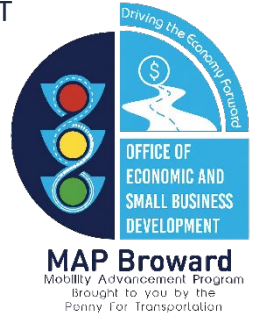


*COVID Adjustment

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

MAP Broward

Driving the Economy Forward



30%

**Certified Small Business Participation
Goal on eligible contracts**



\$53M

**Estimated value of potential annual
awards for Broward County Certified
Small Businesses**



30 Years

**Competitive Procurement
Opportunities totalling \$1.68B**

30% GOAL for 30 YEARS

Established participation goal on all eligible surtax-funded projects



COMPETITIVE PROCUREMENT OPPORTUNITIES

\$1.68 Billion

Estimated TOTAL Procurement From 30-Year MAP Broward Program

Project Overview

- Broward County (Owner)
- Matthews Southwest (Developer)
- Balfour Beatty Construction (Design Builder)
- Over \$860 Million Design Build Project
- Multiple GMPs
 - West Expansion (ongoing)
 - East Expansion
 - Hotel
 - CVB
 - Plaza
- Schedule: Started July 2019 / Estimated Completion 2024
- Phase 1 Completed 12/2021
- Min 25% CBE Participation:
 - GMP 4 (East Expansion)
 - GMP 5 (Hotel)
- Min 30% CBE Participation:
 - GMP 1
 - GMP 2
 - GMP 3
- Total 49 CBEs
- To date, 32.69% of the dollars paid have gone to CBEs



EAST BUILDING

Approved to Start Construction



CONVENTION CENTER AND HOTEL PROJECT	
Phase	Actual Dollars Paid to CBEs to Date
GMP1	\$3,298,903.80
GMP2	\$59,209,654.63
GMP3	\$348,585.86

Source: JANUARY 2022 MURs

\$62,857,144.29

Paid to CBEs to Date

49 Participating CBE Firms

CBE Attainment to Date

32.69%

CONVENTION CENTER HOTEL

800-Room Hotel
25% to 30% CBE Goal
Spring 2022 Workshop



Broward & Beyond Business Conference

Friday, May 6th | The Signature Grand | FREE Admission



REGISTER NOW >> Broward.org/BizBeyond



Stay Connected




Subscribe to OESBD's
Business Assistance Weekly (BAW)

Scan the code or send an email to: EconDevInfo@broward.org


BUSINESS ASSISTANCE WEEKLY

February 2, 2022




Sandy-Michael E. McDonald, Director OESBD
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Director's Quote
"Find a great mentor, someone who has already been through the many challenges of being an entrepreneur."
~ Jodi Levine

 **FEBRUARY IS BLACK HISTORY MONTH**
Celebrate with a visit to Broward County's African American Research Library and Cultural Center

The Broward County Library is holding a year-long celebration of the 20th anniversary of the [African American Research Library and Cultural Center \(AARLCC\)](#), 2650 Sistrunk Boulevard, Fort Lauderdale, FL 33311, 954-357-6282. AARLCC opened in 2002 as the nation's third public research library focused on the history and culture of people of African, African American, and Caribbean descent. Throughout 2022, AARLCC will offer programs and events marking its Vicennial of Black Excellence. Visit the [AARLCC Small Business Resource Center](#) today!

Has Your Business Been Impacted by COVID-19? Take the SFRPC Survey!

Broward County Convention Center 

Q & A



THANK YOU!



@BCOESBD



BrowardCountyOESBD



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