



**OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT**

**Governmental Center Annex**

115 S. Andrews Avenue, Room A680 • Fort Lauderdale, Florida 33301 • 954-357-6400 • FAX 954-357-5674

**MEMORANDUM**

**DATE:** January 16, 2019

**TO:** Sophia Jones, Administrative Officer  
Greater Fort Lauderdale Convention & Visitors Bureau

**THRU:** Sandy- Michael McDonald, Director *SMC*  
Office of Economic and Small Business Development

**FROM:** Freddy Castillo, Small Business Development Manager *FC*  
Office of Economic and Small Business Development

**SUBJECT:** CBE Goal for Advertising Agency

*This memorandum supersedes the memorandum dated February 15, 2018.*

The CBE Goal assigned to the above mentioned project is as follows:

**CBE GOAL: 6%**

**NAICS Codes:** 541810, 541830, 323117, 512110

**Scope of Services:** Creation of strategic campaign, Development of integrated creative, Media buying and negotiations, Implementation of media plan, summer campaigns, co-op programs, Account management, budget review and month administration, Coordination of production schedules and deadlines, In-person presentations to Advisory Boards and Hospitality Partners, Printing, Media Services/Filming

**This contract is NOT subject to the Broward County Workforce Investment Program.**

According to Sec. 1-81.3 (a) of the Broward County Business Opportunity Act, as amended, a CBE goal of at least twenty-five percent (25%) shall not be required if, at any time, the Board approves a different goal or approves that no CBE goal shall be set, based upon a written OESBD determination provided to the Board that establishes there are fewer than two (2) certified CBEs available to participate in a specific project, there is no work related to the contract that can be performed by a CBE, there are other documented compelling reasons to assign a lower CBE goal to a particular County contract, or there is no competitive solicitation associated with the contract. The project manager and OESBD identified that Printing and Media Services/Filming are the only subcontracting opportunities for this project. Based on the subcontracting opportunities identified, a small business participation goal of 6% was established for the project based on the portion of the contract not devoted to direct media buys.

Eligibility for the CBE program is based on economic/size standards; the program does not utilize race or gender criteria for either certification or goal methodology purposes. The above assigned goal for County Business Enterprises is based on our examination of the scope of work and cost estimate as submitted to the Office of Economic and Small Business Development by the using agency. If you have any concerns regarding available subcontracting opportunities, please contact our office at (954) 357-6400.

**cc:** Maribel Feliciano, Assistant Director, OESBD  
Nichole Francis, Small Business Development Specialist, OESBD



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**MEMORANDUM**

**DATE:** January 16, 2019  
**TO:** Broward County Board of County Commissioners  
**THRU:** Bertha Henry, County Administrator  
County Administration  
**FROM:** Sandy- Michael McDonald, Director *SM*  
Office of Economic and Small Business Development  
**SUBJECT:** County Business Enterprise (CBE) Goal for Advertising Agency

The Business Opportunity Act of 2012, as amended, Sec. 1-81.3. (a) states: Establishment of CBE Goal. A CBE goal of at least twenty-five percent (25%) participation by CBEs is hereby established for each County contract, except those contracts that are subject to other participation goals other than CBE reserves (e.g., federal DBE program, or SBE reserves), those contracts that are exempt from the County's Procurement Code, those contracts that are otherwise ineligible by state or federal law, and those contracts to which goals are not assigned (e.g., sole source, sole brand, and emergency contracts). However, a CBE goal of at least twenty-five percent (25%) shall not be required if, at any time, the Board approves a different goal or approves that no CBE goal shall be set, based upon a written Office of Economic and Small Business Development (OESBD) determination provided to the Board that establishes one (1) of the following: With regard to no CBE goal being set: There are fewer than two (2) certified CBEs available to participate in a specific project; or there is no work related to the contract that can be performed by a CBE; or there are other documented compelling reasons to assign a lower CBE goal to a particular County contract; or there is no competitive solicitation associated with the contract.

OESBD initially reviewed the referenced project on February 15, 2018 and established a CBE goal of 20% based on the scope of services, the project manager's breakdown for subcontracting opportunities and the available CBE firms in the certification directory for the CBE program. Upon receipt of the revised scope of services for the project, OESBD performed a second review. The scope of services initially used to set the goal for the project was reduced (Printing from 10% to 2% and Media Services/Filming from 10% to 4%). These scopes were the only subcontracting opportunities identified by the user agency and OESBD and were used to establish the initial project goal of 20%. OESBD considered the reduction of the scopes in its review for small business participation. Based on the subcontracting opportunities identified, a new small business participation goal of 6% was established for the project based on the portion of the contract not devoted to direct media buys. If any questions or concerns arise regarding available subcontracting opportunities, please contact our office at (954) 357-6400.