



**MONICA CEPERO**, County Administrator

115 S. Andrews Avenue, Room 409 • Fort Lauderdale, Florida 33301 • 954-357-7354 • FAX 954-357-7360

March 16, 2022

Ms. Loreen Chant  
Health Foundation of South Florida  
2 S. Biscayne Boulevard, Suite 1710  
Miami, Florida 33131

Dear Ms. Chant,

On October 6, 2020, the Broward County Board of County Commissioners passed Resolution No. 2020-506 (agenda item #19) executing the South Florida Anchor Alliance (SFAA) membership pledge to collaborate in the implementation of strategies to build a healthy, thriving and prosperous South Florida. Broward County's Office of Economic and Small Business Development, Human Resources and the Purchasing Division have been participating as active members of the Supplier Diversity and Workforce Development Sub-Committees and working with the other SFAA Anchors to drive more of their multi-billion-dollar annual business spent toward local, small, and diverse businesses while also investing in local hiring and talent development.

On behalf of Broward County, please consider this letter as our expression of interest and intent to participate as inaugural South Florida Anchor Alliance (SFAA) members within the SFAA Regional Marketplace Pilot through the beginning of 2025, at no cost to the County. As the County Administrator, I intend to seek County Commission approval of a formal participation agreement at an upcoming meeting. Please reserve a place for Broward County pending Commission approval.

Participation includes committing to:

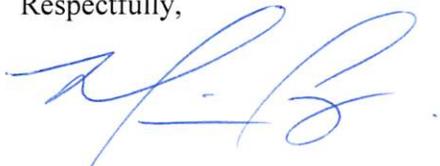
- Providing data of procurement opportunities or links to the data available in Periscope or the County's Purchasing website. Data sharing conditions will be negotiated prior to entering into any partnership agreements.
- Providing CBE and SBE vendor information available currently in the public Small Business Directory. Data sharing conditions will be negotiated prior to entering into any partnership agreements.
- Promoting of the Regional Marketplace with vendors and collaborating with the Health Foundation of South Florida and SFAA members on Regional Marketplace launch efforts
- Promoting and supporting businesses in their utilization of the marketplace.
- Participating with all anchors and the vendor selected by the SFAA, Avisare, in the development and final negotiations of a SFAA umbrella agreement. All partnership agreements will be for up to two years with an understanding that deliverables will need to be met by all parties by Year 2. Deliverables will include but will not be

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limited to anchor participation in the Regional Marketplace, number of RFPs shared, number of businesses participating in the Regional Marketplace, number of contracts secured, amount of contracts secured, number of capacity building opportunities provided.

As an original SFAA member, Broward County is honored to be part of this groundbreaking work and are eager to realize our collective vision that streamlines opportunities for our local small businesses. We look forward to sharing our passion for the cause and our proposal for our work in the coming weeks. Should you have any questions, please do not hesitate to reach out to Sandy Michael McDonald at [smmcdonald@broward.org](mailto:smmcdonald@broward.org) or 954-357-5615.

Respectfully,

A handwritten signature in blue ink, appearing to read 'M. Cepero', with a stylized flourish at the end.

Monica Cepero, County Administrator

cc. Kimm R. Campbell, Assistant County Administrator  
Sandy Michael McDonald, OESBD Director  
Robert Gleason, Purchasing Director  
David Kahn, Human Resources Director  
Maribel Feliciano, OESBD Assistant Director