



**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

**DATE:** February 12, 2021

**TO:** Gwendolyn Belton, Manager  
 Broward County Transit

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

**FROM:** Maribel Feliciano, Assistant Director *MF*  
 Office of Economic and Small Business Development

**SUBJECT:** RFP No. TRN2122017P1 – Transit Advertising Program  
**NO CBE GOAL MEMORANDUM**

Broward County Transit (BCT) is seeking proposals from qualified firms to provide advertising services for BCT buses and other designated areas in a manner acceptable to Broward County. Additionally, there maybe opportunities for advertising on transit schedules and maps, as well as transit centers and other facilities.

Although this contract presents opportunities for small business participation, this is a revenue-producing contract. Per the Broward County Business Opportunity Act of 2012 (the Act), as amended, Ordinance No. 2018-23, Section 1-81.1(a)(1), the Office of Economic and Small Business Development (OESBD) is unable to establish County Business Enterprise (CBE) goals on the above referenced project.

In the absence of percentage goals, if the vendor elects to use subcontractors, the County encourages the vendor to give full consideration to use CBE firms to perform work under the contract. **This contract is not subject to the Broward County Workforce Investment Program.**

If you have any concerns regarding available subcontracting opportunities, please contact our office at (954) 357-6400.

cc: Yanell Fernandez, Contract Grant Administrator, BCT  
 Shawn Gannon, Small Business Development Specialist, OESBD