



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: July 27, 2020

TO: Scott Medvin, Administrative Officer, Senior
Office of Public Communications

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

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

SANDY-MICHAEL MCDONALD
Digitally signed by SANDY-MICHAEL MCDONALD
Date: 2020.07.28 11:16:57 -04'00'

MARIBEL FELICIANO
Digitally signed by MARIBEL FELICIANO
Date: 2020.07.27 17:46:21 -04'00'

SUBJECT: QVL - Library of Marketing Service Providers – **CBE Reserve**

This QVL is a reserve opportunity for CBE firms.

NAICS Codes: 323111, 512110, 519130, 541430, 541613, 541830, 541910, 711510...

Scope Of Services: Marketing Consulting Services, Media Buying Services, Public Opinion, Marketing Research/Analysis services, Video Production, Communication, Graphic Art and Related Design Services, Social Networking Sites, Internet, Printing, Celebrity Spokespersons...

Pursuant to Section 1-81.3(f) of the Broward County Business Opportunity Act of 2012 (the Act) as amended, when a CBE reserve is established in connection with a County solicitation, CBEs and non-CBEs may respond to the solicitation. If a CBE with capacity to perform the work submits a responsive and responsible bid or proposal, the work will be awarded to the CBE that submits the lowest responsive and responsible bid or the highest-ranked responsive and responsible proposal. If no CBE firm with capacity to perform the work submits a responsive and responsible bid, a non-CBE with the lowest responsive responsible bid or the highest-ranked responsive and responsible proposal, as applicable may be awarded the contract with at least a twenty-five percent (25%) CBE goal (unless the CBE goal is waived or otherwise notified by Board action), or the county may reject all bids and responses submitted.

This project 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: Oswaldo Casco, Small Business Development Supervisor, OESBD



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

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

SUBJECT: QVL - Library of Marketing Service Providers

Digitally signed by SANDY-MICHAEL MCDONALD
Date: 2020.07.28 12:15:57 -04'00'

Digitally signed by MARIBEL FELICIANO
Date: 2020.07.28 12:12:42 -04'00'

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

CBE Goal: The overall recommended goal is 25%. For Surtax procured opportunities with this Library, consideration will be given to increasing the goal to 30% for those eligible Surtax Projects.

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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 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). 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.

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cc: Oswaldo Casco, Small Business Development Supervisor, OESBD