



MONICA CEPERO, County Administrator

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

February 28, 2025

Loreen Chant, President and CEO  
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 ("Board") passed a Resolution pledging to collaborate in the implementation of the South Florida Anchor Alliance's ("SFAA") mission and participate in the implementation of the SFAA Strategic Blueprint. In support of such collaboration, on May 10, 2022, the Board approved Broward County's participation in the SFAA Regional Marketplace Pilot Project beginning 2022 through 2025. On behalf of Broward County, we express our continued commitment, subject to Board approval, to participate in the next phase of the SFAA Regional Marketplace (the "Marketplace"). Building on insights from the pilot phase, we aim to strengthen and sustain this initiative for the long term.

Our commitment includes:

**1. Data Sharing and Integration**

Regularly upload and/or share procurement, vendor, bid and award data to the platform and/or to Health Foundation of South Florida in accordance with County-executed data sharing or partnership agreements related to same, working to standardize and improve integration for consistent access across anchor institutions.

**2. Vendor Activation and Support**

Actively promote the Marketplace to small and minority-owned businesses, providing resources to boost vendor engagement and activation.

**3. Marketplace Feature Development**

Participate in collaborative development with SFAA and technology partners to enhance platform usability, data quality, and integration for improved functionality.

**4. Unified Communication and Transparency**

Support a consistent communication strategy to ensure alignment across all anchors and a seamless transition to new technology in the future.

**5. Metrics-Driven Participation**

Contribute to SFAA's performance metrics, including contracts secured and capacity-building initiatives, to demonstrate our collective impact on the regional economy.

**6. Sustainability Planning Beyond 2026**

Engage in resource planning to sustain the Marketplace's impact beyond 2026, including securing funding avenues to maintain long-term viability.

**7. Joint Fund Development**

Collaborate with SFAA on funding initiatives for the first two years to support a solid implementation of Marketplace 2.0.

If County elects to contribute any funding towards the development or maintenance of the Marketplace, such funding shall be subject to Board approval and both the appropriation and the availability of funds pursuant to Chapter 129 and, if applicable, Chapter 212, Florida Statutes.

As an original SFAA member, Broward County is honored to be part of this initiative, committed to fostering opportunities for our local businesses, and strengthening our community's economic future. The SFAA is a strategic initiative of the Health Foundation of South Florida which acts as the backbone organization with fiscal management responsibilities for the SFAA. Should you have any questions, please contact 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', followed by a period.

Mica Cepero, County Administrator

cc: Dr. Kimm R. Campbell, Deputy County Administrator  
Sandy-Michael McDonald, OESBD Director  
Robert Gleason, Purchasing Director  
Domenic DiLullo, ETS Director  
Maribel Feliciano, OESBD Assistant Director  
Sandy Steed, Assistant County Attorney