

# CENTRAL FLORIDA EXPRESSWAY AUTHORITY

## MEMORANDUM

**TO:** Authority Board Members

**FROM:** Claude Miller   
Director of Procurement

**DATE:** Aug 4, 2014

**RE:** Increase in Contract Amount with  
The W Group Consulting Firm, LLC for  
Business Development Management Consultant Services; Contract No. 001009

On November 20, 2013, Contract No. 001009 was executed with The W Group Consulting Firm, LLC, in the amount of \$47,650.00 to provide business development management services. The selection of The W Group was made using the competitive sealed proposal process as detailed in the Procurement Procedures Manual. Since the value of the contract was less than \$ 50,000.00, Board approval was not required in accordance with the Procurement Policy.

A request is being made to increase the aforementioned contract amount by \$20,350.00; this dollar amount is captured in fiscal year 2015. The new contract amount will now exceed \$50,000.00 and Board approval of the Supplemental Agreement No. 1 is required, which will bring the new Contract amount to \$68,000.00. The additional amount is necessary to provide assistance to the Business Development Office in an effort to engage business stakeholders within our expanded county jurisdictions (Seminole, Lake, and Osceola) and initiate the attached Strategic Outreach Plan (Attachment 1) that will build on CFX's vision to "*Cultivate local small, minority and women-owned businesses with the necessary resources to become effective viable businesses in our community.*" The outreach plan will assist the Business Development Office to extend support and facilitate engagement activities associated with business inclusion and awareness of CFX's procurement opportunities. Our goal is to strengthen coordination and build capacity.

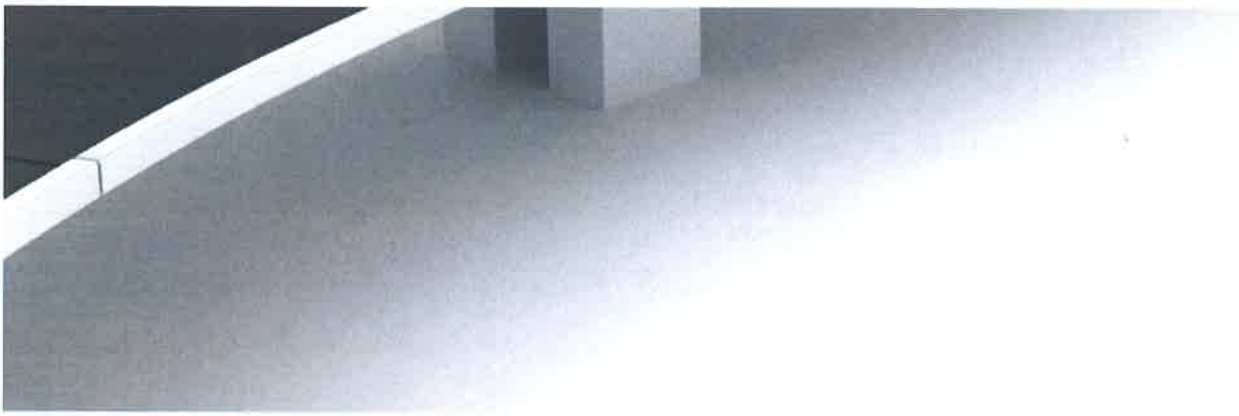
Orange County and City of Orlando are included in this plan as a point of reference.

cc: Joe Berenis, Deputy Executive Director, Engineering, Operations, Construction and Maintenance  
Laura Kelley, Deputy Executive Director, Finance and Administration  
Iranetta Dennis, Director of Business Development  
Contract File  
Consent Agenda 8/14

# **Central Florida Expressway Authority**

## **2014 SMALL BUSINESS PROPOSED STRATEGIC OUTREACH PLAN**





## PURPOSE

### *Community, Connectivity and Commerce*

Building on the Central Florida Expressway Authority's vision to "Cultivating local small, minority and women-owned businesses with the necessary resources to become effective viable businesses in our community". This Outreach Strategic Plan is intended to serve as a guide for the Outreach programming for the Central Florida Expressway Authority. It is a document that will be reviewed and updated by the Business Development Director.

## GOALS

Strengthening coordination and building capacity by:

- Improve public awareness, and accurate understanding of the Central Florida Expressway Authority's mission, goals and accomplishments.
- Initiate strategic outreach plan to support newly added County's (Seminole, Lake, and Osceola) to the Authority's Business Development Programming.
- Increase collaboration and increase synergy with the Central Florida Expressway Authority and small business groups.

## OBJECTIVES

Establish outreach program to provide guidance and focus for outreach and communication efforts.

- Develop and enhance communication tools to reach the small business community
- Encourage face-to-face interactions with small businesses
- Take opportunity to visibly promote the Central Florida Expressway Authority
- Establish specialized partnerships with counties within the Central Florida Expressway Authority.
- Increase partnering activities with small business community groups to further stewardship.
- Solicit new ways of collaborating in order to achieve mutual goals and objectives

## TARGET AUDIENCE

Small, minority and/or women owned business enterprises:

- That is domiciled within Orange County, the City of Orlando, Lake County, Seminole County or Osceola County.
- Businesses providing services in the area(s):

General Road Construction	Engineering
Bridge Building/Improvements	Environmental
Land Building Surveys	Maintenance
Architectural	Custodial
Professional Services	



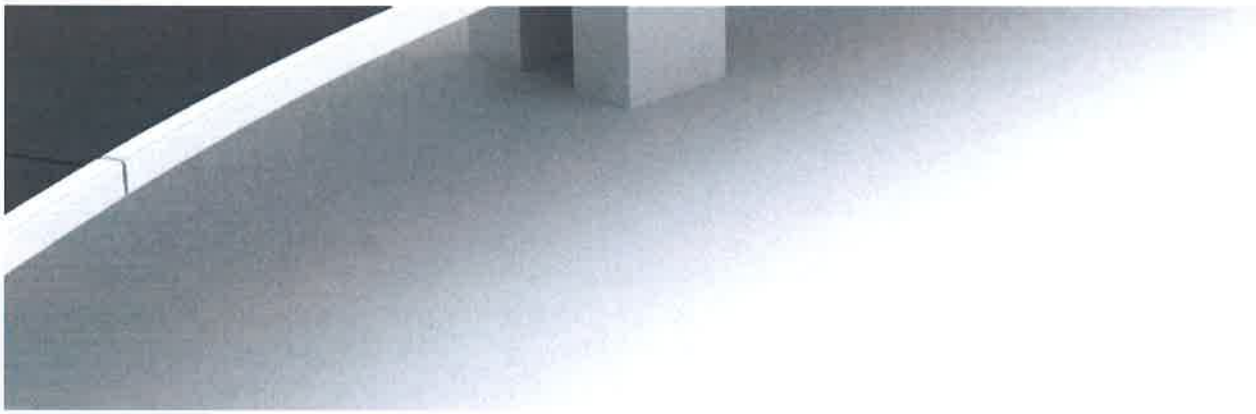
**OUTREACH STRATEGIES**

Build new business relationships through networking and specialized partnerships with minority, women and small business groups that support Minority and Women Business Enterprise (MWBE) and small business inclusion in the solicitation of bids.

- Work with small businesses and MWBE focused groups in attempt to recruit business participation in the Central Florida Expressway Authority RFP's/bids.
- Participate in stakeholder events and/or meetings with new member stakeholders.
- Emphasize the importance of being a certified minority, women and/or Disadvantage business enterprise with Orange County, City of Orlando and/or Florida Department of Transportation for subcontracting opportunities.
- Facilitate meetings with small business groups, and key stakeholders to develop stakeholder buy-in that will be incorporated into a comprehensive outreach plan
- Assess the effectiveness of this Outreach Plan by monitoring business participation.
- Create and maintain a listing of MWSBEs for Business Development communication, updates and notifications.
- Utilize other media, as appropriate, likely to inform potential businesses of bid opportunities in such minority and small business focused media.
- Share the Central Florida Expressway Authority's Outreach efforts with other interested businesses and organizations.
- Develop tracking tool for outreach activities
- Develop photo gallery database to be included in internal and external communications

**TRACKING TOOL**

OUTREACH SCHEDULE FY14				
Outreach Need(s): Target Audience(s): Goal(s): Objective(s):				
Date	Location	Partners	Outreach Tools	Notes



## **OUTREACH ACTIVITIES**

Activities include but not limited to the following:

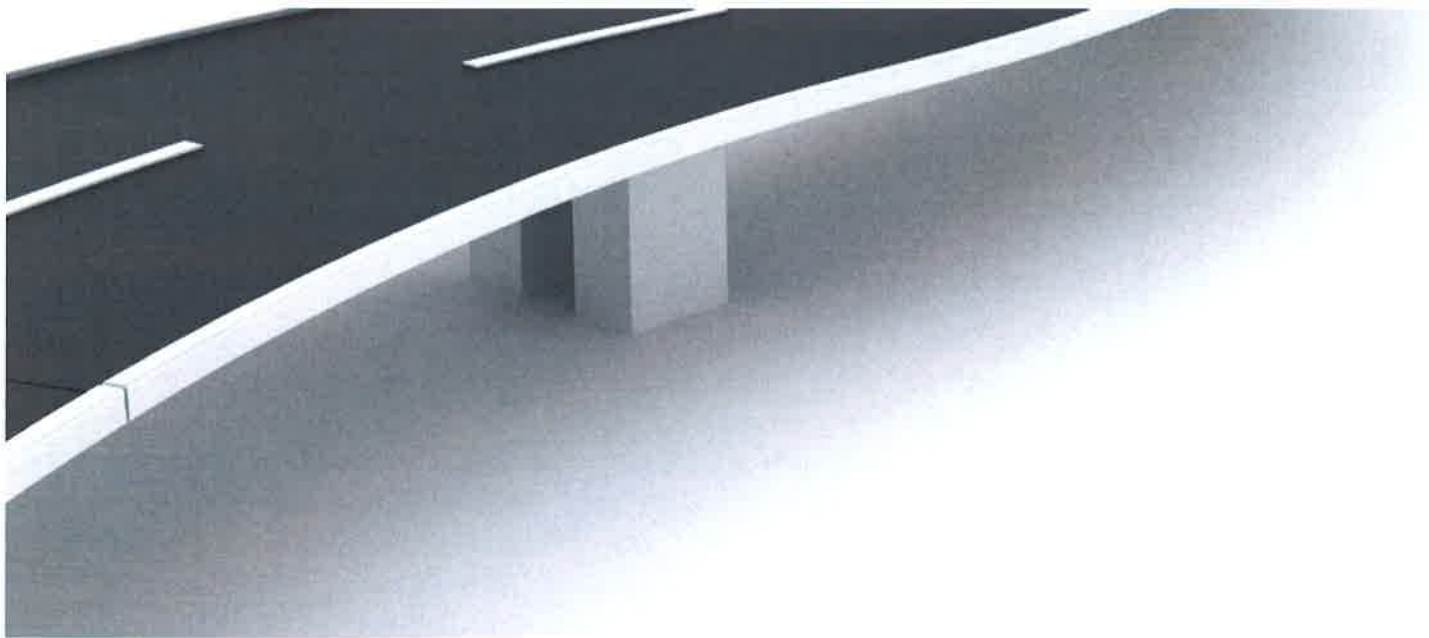
- Identify Business Stakeholders
- Obtain Contact Information
- Engagement Communications (ie. phone calls, email, in-person meetings)
- Identifying primary points of contact
- Scheduling meetings
- Follow up meetings and communications

Points of discussion with primary contacts include but not limited to:

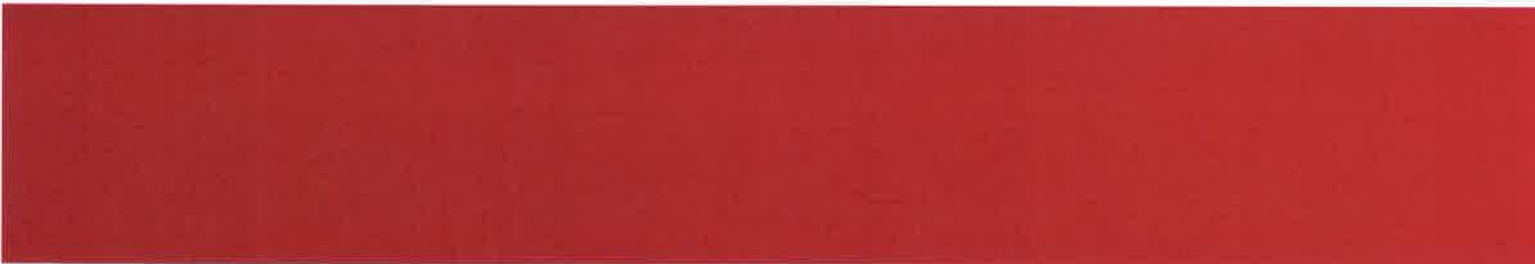
- Mission and values of the Central Florida Expressway Authority
- Changes and updates within new structure
- Outline and memorialize resource partnership (where appropriate and applicable)
- Discuss potential participation in stakeholder events along media opportunities for the purposes of raising awareness.

## **OUTCOMES AND IMPACTS**

- Increased awareness of agency changes, program offerings and requirements for doing business with the Central Florida Expressway Authority.
- Increased leverage of resources through strategic partnerships and community coalition networks.
- Increased registration enrollment of small businesses in the Small Sustainable Business Enterprise (SSBE) and Micro Contracts Program.
- Strengthening the capacity of local small businesses.



# SEMINOLE COUNTY



## SEMINOLE COUNTY BUSINESS STAKEHOLDERS

### **BUSINESSES LEAGUES, TRADE GROUPS AND CHAMBER OF COMMERCE – 501(c) 6**

A business league is an association of persons having some common business interest, the purpose of which is to promote such common interest and not to engage in a regular business of a kind ordinarily carried on for profit.

Chambers of commerce and boards of trade are organizations of the same general type as business leagues. They direct their efforts at promoting the common economic interests of all commercial enterprises in a trade or community, however.

#### **STAKEHOLDER (S)**

Seminole County Regional Chamber of Commerce  
Oviedo – Winter Springs Regional Chamber of Commerce  
Casselberry Chamber of Commerce  
Greater Sanford Regional Chamber of Commerce

### **BUSINESS FOCUSED COLLABORATIVES – 501(c) 3**

Collaborative approach to small business development with the ability to leverage resources and skills providing access to business assistance organizations for local entrepreneurs.

#### **STAKEHOLDER (S)**

Seminole State College Small Business Development Center  
Central Florida Partnership

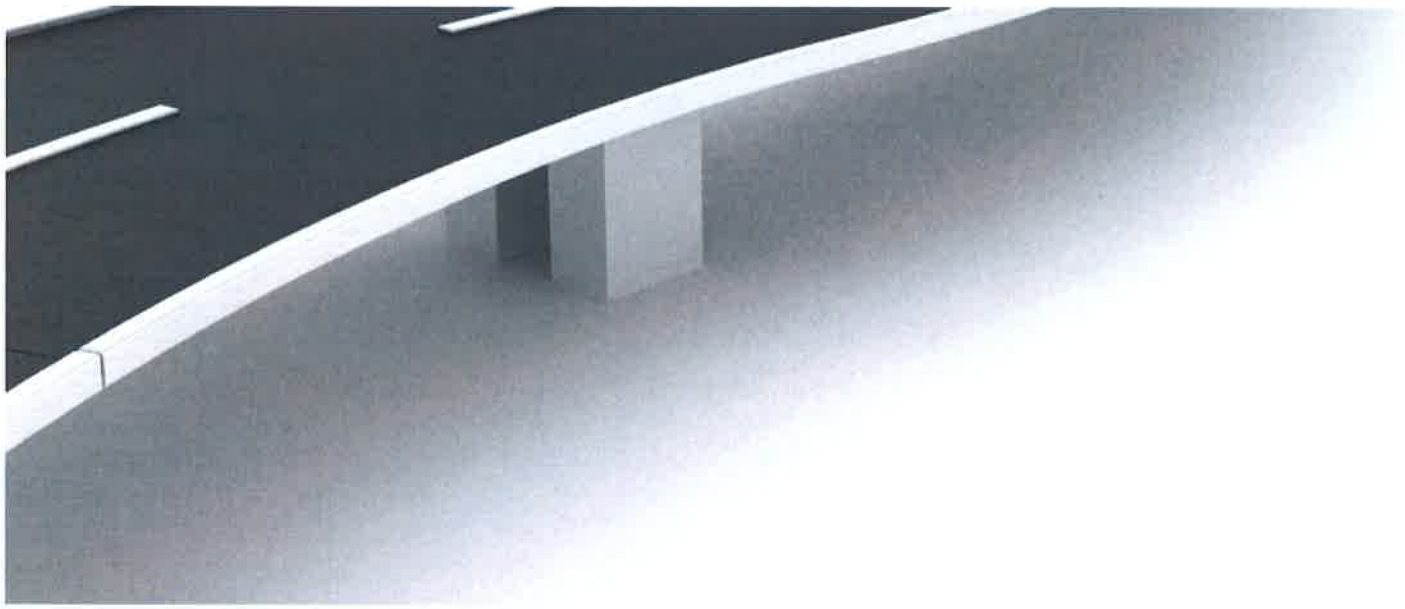
### **GOVERNMENT STAKEHOLDERS**

Governmental entities, agencies or departments whose mission is to aid businesses start, build and grow their businesses.

#### **STAKEHOLDER (S)**

Seminole County Economic Development Division  
U.S. Small Business Administration





# LAKE COUNTY





## LAKE COUNTY BUSINESS STAKEHOLDERS

### **BUSINESSES LEAGUES, TRADE GROUPS AND CHAMBER OF COMMERCE – 501(c) 6**

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Chambers of commerce and boards of trade are organizations of the same general type as business leagues. They direct their efforts at promoting the common economic interests of all commercial enterprises in a trade or community, however.

#### **STAKEHOLDER (S)**

Astor Area Chamber of Commerce
East Lake County Chamber of Commerce
Lake Eustis Area Chamber of Commerce
Lady Lake Area Chamber of Commerce
Leesburg Area Chamber of Commerce
Mount Dora Chamber of Commerce
Northeast Lake Chamber of Commerce
South Lake Chamber of Commerce
Tavares Chamber of Commerce
Umatilla Chamber of Commerce

### **BUSINESS FOCUSED COLLABORATIVES – 501(c) 3**

Collaborative approach to small business development with the ability to leverage resources and skills providing access to business assistance organizations for local entrepreneurs.

#### **STAKEHOLDER (S)**

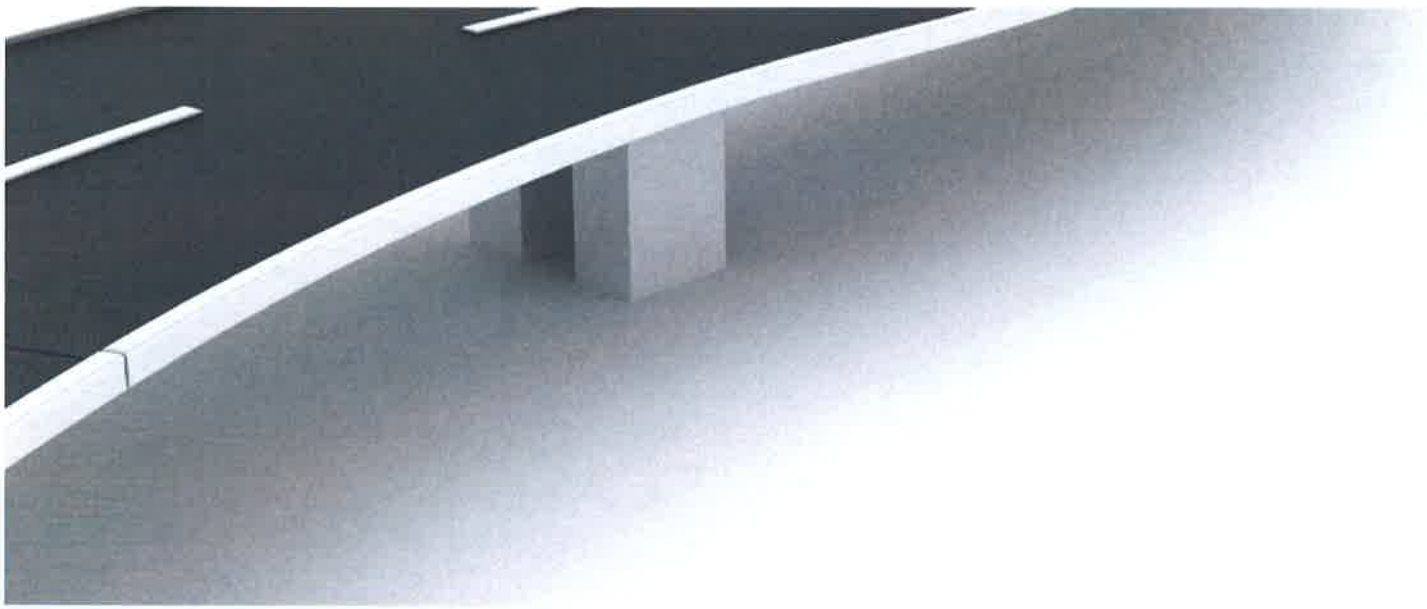
Lake-Sumter State College Business Incubator
Central Florida Partnership

### **GOVERNMENT STAKEHOLDERS**

Governmental entities, agencies or departments whose mission is to aid businesses start, build and grow their businesses.

#### **STAKEHOLDER (S)**

Lake County Economic Development Division
U.S. Small Business Administration



# CITY OF ORLANDO



## CITY OF ORLANDO BUSINESS STAKEHOLDERS

### **BUSINESSES LEAGUES, TRADE GROUPS AND CHAMBER OF COMMERCE – 501(c) 6**

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#### **STAKEHOLDER (S)**

Orlando Regional Chamber of Commerce

East Orlando Chamber of Commerce

### **BUSINESS FOCUSED COLLABORATIVES – 501(c) 3**

Collaborative approach to small business development with the ability to leverage resources and skills providing access to business assistance organizations for local entrepreneurs.

#### **STAKEHOLDER (S)**

Central Florida Partnership

### **GOVERNMENT STAKEHOLDER**

Governmental entities, agencies or departments whose mission is to aid businesses start, build and grow their businesses.

#### **STAKEHOLDER (S)**

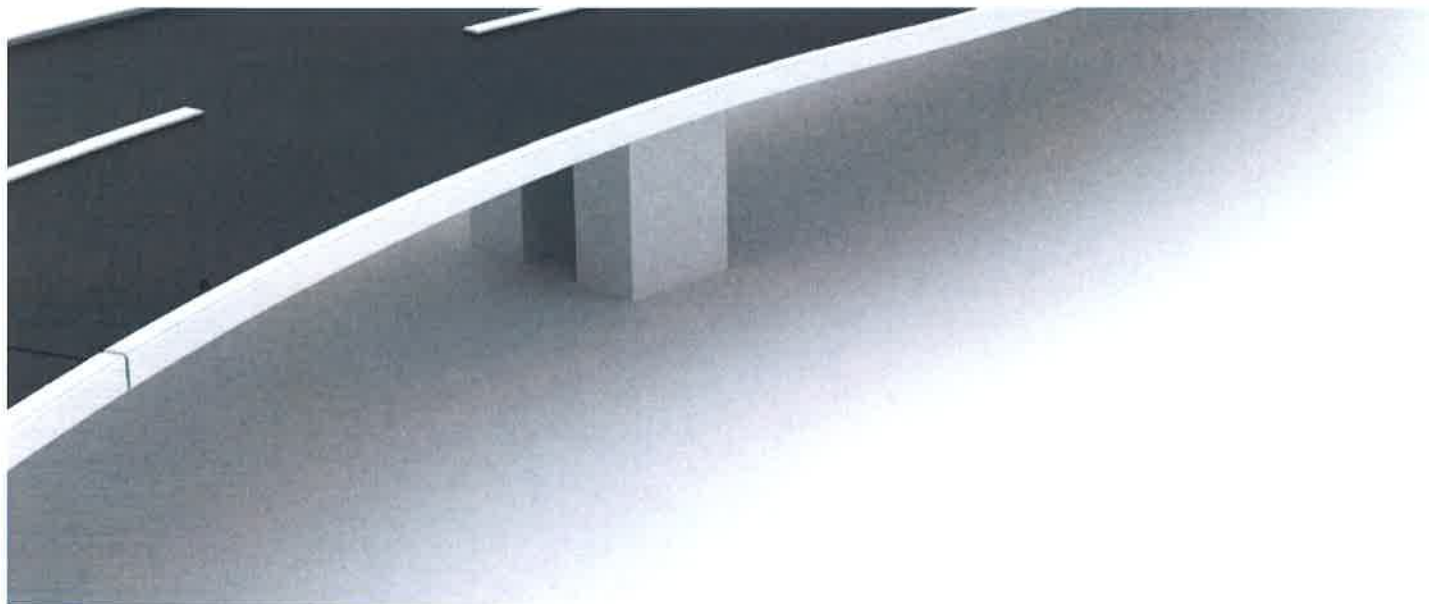
Mayor's Business Assistance Team

The Blueprint

Orlando Main Street

The Downtown Development Board

U.S. Small Business Administration



# ORANGE COUNTY



## ORANGE COUNTY BUSINESS STAKEHOLDERS

### **BUSINESSES LEAGUES, TRADE GROUPS AND CHAMBER OF COMMERCE – 501(c) 6**

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#### **STAKEHOLDER (S)**

National Association of Women Business Owners (NAWBO)
National Association of Minority Contractors (NAMC)
Florida Minority Supplier Development Council (FMSDC)
National Black MBA Association of Central Florida (NBMBA)
African American Chamber of Commerce of Central Florida
Apopka Chamber of Commerce
Asian American Chamber of Commerce
Caribbean Chamber of Commerce
Central Florida Disability Chamber of Commerce
Haitian American Chamber of Commerce
Hispanic Chamber of Commerce of Metro Orlando
LGBT Chamber of Commerce
Oviedo-Winter Springs Regional Chamber of Commerce
Puerto Rican Chamber of Commerce
West Orange County Chamber of Commerce
Winter Park Chamber of Commerce

### **BUSINESS FOCUSED COLLABORATIVES – 501(c) 3**

Collaborative approach to small business development with the ability to leverage resources and skills providing access to business assistance organizations for local entrepreneurs.

#### **STAKEHOLDER (S)**

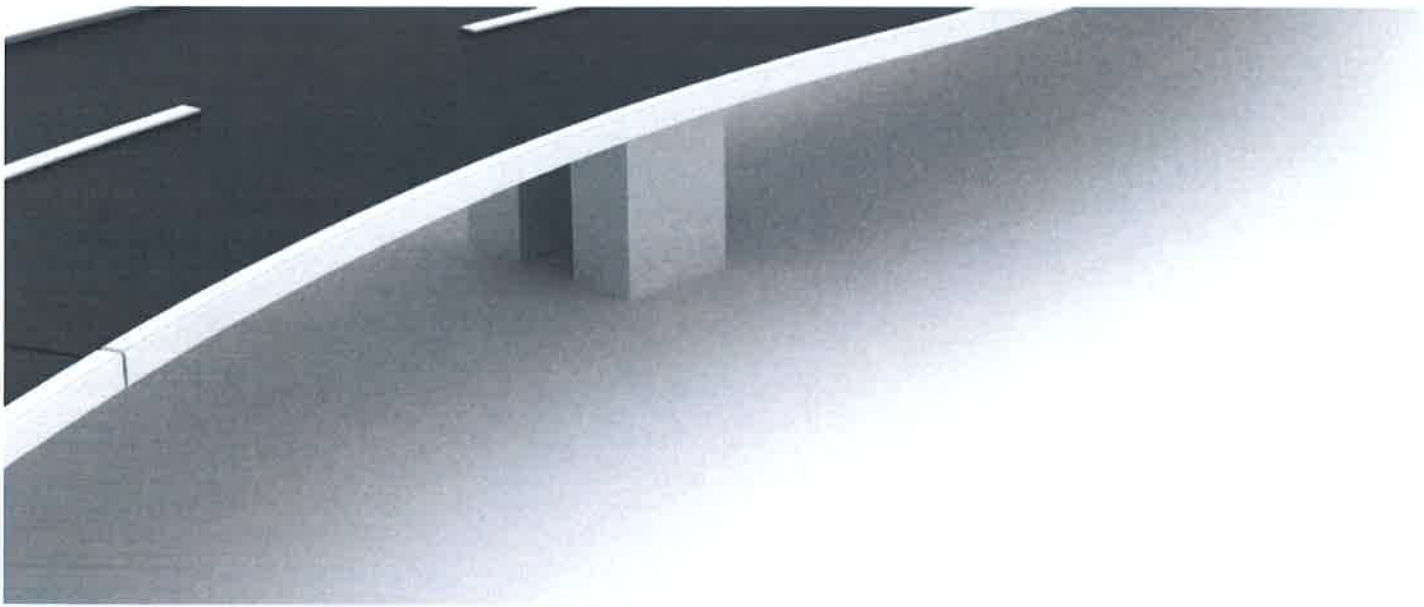
National Entrepreneur Center
Greater Orlando Business Leadership Network
SCORE Orlando
UCF Business Incubator Program
UCF Small Business Development Center

### **GOVERNMENT STAKEHOLDER**

Governmental entities, agencies or departments whose mission is to aid businesses start, build and grow their businesses.

#### **STAKEHOLDER (S)**

Orange County Vendor Services
U.S. Small Business Administration



# OSCEOLA COUNTY





## OSCEOLA COUNTY BUSINESS STAKEHOLDERS

### **BUSINESSES LEAGUES, TRADE GROUPS AND CHAMBER OF COMMERCE – 501(c) 6**

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#### **STAKEHOLDER (S)**

Kissimmee/Osceola Chamber of Commerce

Small Business Area Council

St. Cloud Greater Osceola Chamber of Commerce

Hispanic Business Council

### **BUSINESS FOCUSED COLLABORATIVES – 501(c) 3**

Collaborative approach to small business development with the ability to leverage resources and skills providing access to business assistance organizations for local entrepreneurs.

#### **STAKEHOLDER (S)**

Central Florida Partnership

### **GOVERNMENT STAKEHOLDER**

Governmental entities, agencies or departments whose mission is to aid businesses start, build and grow their businesses.

#### **STAKEHOLDER (S)**

Osceola County Economic Development Division

U.S. Small Business Administration