

**Proposal Title(required)**

Lauderhill Health & Prosperity Partnership

5 / 10 words

**Project Purpose(required)**

To further understand and strengthen our local economic ecosystem by addressing research and data gaps, and connect existing initiatives for more economic advancement.

22 / 25 words

**Project Background: Describe any existing economic inclusion or mobility initiatives in your municipality, how the mayor or other elected leaders support these efforts, and current opportunities to increase economic inclusion in your municipality or region. (required) Limit: 250 words**

The City of Lauderhill prioritizes economic inclusion and mobility, with strong support from City leadership, particularly Commissioner Melissa P. Dunn. A key initiative driving this effort is the Lauderhill Health & Prosperity Partnership (LHPP), which fosters economic growth and small business development by addressing social determinants of health.

LHPP's Lauderhill Shines Program equips business owners with expert-led training, helping them navigate government contracting, financing, and entrepreneurship. Since 2021, it has produced 111 graduates, 66 new businesses, and 88 Certificates of Use. Additionally, LHPP's Public Procurement Enhancement Initiative connects Lauderhill businesses with city contracts, ensuring equitable access to economic opportunities.

Our Small Business Enterprise (SBE) Program and Target Market Program reinforce Lauderhill's commitment to local economic mobility by reserving contracts for small businesses, providing competitive opportunities, and prioritizing local vendors for City projects under \$100K.

To further financial inclusion, LHPP is partnering with Kiva to launch The Prosperity Project, a micro-lending hub, expanding capital access for underserved entrepreneurs. Another major initiative is the Inclusive Entrepreneurship Program, supported by the National League of Cities, which helps formerly incarcerated individuals formalize their businesses through training, mentorship, and startup funding.

Through LHPP's economic mobility sub council and with our continued investment in economic initiatives and a focus on economic growth, our city of Lauderhill remains dedicated to empowering local entrepreneurs and expanding financial opportunities for all its residents.

**Project Overview and Goals: Describe your proposed economic inclusion strategies if you were to be selected into SCEI. Include a response to the following questions in your answer: What is your municipality's or region's capacity to implement the proposed strategy? What are the anticipated challenges to implementation? What are the anticipated outcomes? Does your initiative target any specific groups? If so, who and why?(required)**

Limit: 1000 words

### **Project Overview and Project Goals**

The City of Lauderhill, The Lauderhill Health and Prosperity Partnership and the Economic Mobility sub council are all committed to improving economic mobility through strategic initiatives that empower our local small business owners and entrepreneurs. If we are selected for the SCEI, our proposed strategy will focus on enhancing existing programs—such as Lauderhill Shines, the Prosperity Project, Public Procurement Enhancements, the Target Market Program, the Small Business Enterprise (SBE) Program, and the Inclusive Entrepreneurship Program—to create a more cohesive and data-driven approach to economic inclusion.

Our objective is to identify gaps in the current ecosystem, connect available resources to businesses in need, and implement a comprehensive strategy that ensures equitable access to opportunities. By leveraging the existing data from our initiatives, we will assess challenges, improve local support structures, and align local policies to maximize our impact on economic mobility.

### **Our Capacity to Implement**

Lauderhill has a strong foundation for implementing this strategy. With very active city leadership and engaged community stakeholders, and successful business-support programs already in place through the LHPP initiative, this city has the infrastructure necessary to execute a targeted economic inclusion plan.

- With our existing programs Lauderhill Shines and the Prosperity Project we provide expert-led training, access to capital, and business development resources. The Inclusive Entrepreneurship Program extended these benefits to formerly incarcerated individuals, integrating them into the formal economy.
- Through our procurement enhancements such as The Target Market Program and the SBE Program we have ensured that small businesses have a fair opportunity to secure city contracts thus promoting local economic growth.
- Through our cross-sector collaborations and partnerships with Kiva USA, SCORE Broward, the Office of Economic and Small Business Development, the National League of Cities, the Urban League of Broward County and other organizations enhance our ability to provide financial resources and mentorship to small businesses.

Lauderhill is well-positioned to implement a citywide economic mobility initiative through strategic planning and improved data collection and stakeholder engagement,

While we have a strong foundation, a few challenges could arise. One key challenge we anticipate and would tackle in this planning phase is data integration and analysis i.e. consolidating and analyzing data from our various programs to identify gaps and opportunities. We will need to create a streamlined data collection and reporting system to measure program effectiveness and guide future decision-making. Gathering comprehensive, accurate, and up-to-date data from various programs may be difficult, since existing systems lack standardized tracking or reporting mechanisms.

## **Our Anticipated Outcomes**

We are aiming for a robust data tracking system which will allow the city to assess program effectiveness and make evidence-based policy decisions.

We hope to increase small business participation in City contracts and believe that by enhancing our procurement programs, more local businesses will secure city contracts, stimulating the local economy. Additionally, we believe that targeted training, and increased financial resources, as a result of our strategic plan, will lead to higher survival and growth rates among small businesses.

The creation of a strategic plan and streamlined data collection will result in increased Economic Inclusion for underserved entrepreneurs including formerly incarcerated individuals and other disadvantaged groups who will gain access to structured business development pathways, helping them build sustainable enterprises.

Overall, we believe this will result in a stronger Lauderhill business community through increased networking opportunities and knowledge-sharing among local entrepreneurs, creating a more collaborative and resilient business environment.

With your support, Lauderhill can build a more inclusive and sustainable economic mobility strategy. Our goal is to ensure that every entrepreneur, regardless of background, has the opportunity to thrive and contribute to the city's economic growth. With strategic planning and targeted resource allocation, we can set a national example for fostering economic inclusion and business success.

- **Partnerships: What partners are engaged in your economic inclusion efforts now and how do you plan to engage local partners strategically to increase the potential success of your strategy? Include any partnerships between municipal departments as well as with external partners. Please describe the roles of each partner.(required)**

Limit: 250 words

LHPP, the Lauderhill Health & Prosperity Partnership, is fundamentally a collaborative initiative centered on partnerships that drive economic inclusion and overall well-being for Lauderhill residents. Our approach is rooted in the social determinants of health, addressing economic, environmental, and social factors that shape community prosperity.

At the core of our efforts are key partnerships that support small businesses, entrepreneurs, and workforce development. Municipal departments, including Economic Development, Procurement, and Community Redevelopment, play a crucial role in aligning local policies, expanding procurement opportunities, and ensuring equitable access to city resources.

Externally, our partnerships with business development organizations, financial institutions, and nonprofits provide essential training, mentorship, and funding access. Partners such as Kiva USA, the National League of Cities, and the Urban League of Broward County enhance financial literacy and capital access for small business owners. Broward County Schools and workforce agencies like Career Source Broward support skill-building initiatives, while health and social service organizations address barriers that impact economic mobility.

To strengthen our impact, LHPP will continue to expand cross-sector collaboration, engage new and current stakeholders, and with this SCEI, improve our data-sharing mechanisms to create a cohesive and strategic approach to economic inclusion. Through these partnerships, we are creating a Lauderhill where businesses thrive, residents prosper, and economic mobility is a plausible reality.

- **Data: What data is your team currently tracking related to your proposed economic inclusion strategy? What additional data is necessary to track progress on your proposed project goals? (required) Limit: 250 words**

Our goal is to expand our data collection efforts to identify gaps and improve long-term outcomes thus improving our city's economic inclusion strategy. In addition to our current tracking of participant demographics, business stages, funding requests, and training engagement, we recognize the need for a more comprehensive ecosystem analysis.

With funding for our strategic plan, we would track business sustainability metrics, such as revenue growth, job creation, and long-term financial stability of participating businesses. We would also analyze disparities in resource access, identifying which demographics or business types face the greatest barriers to capital, training, and procurement opportunities.

Tracking supplier diversity within city contracts would also help assess whether procurement enhancements are leading to increased opportunities for small and minority-owned businesses. We also aim to gather qualitative insights through participant testimonials and extended tracking of businesses to measure long-term impact.

By integrating these additional data points, we can create a more holistic economic inclusion strategy, ensuring our initiatives effectively close existing gaps and create sustainable business growth in our city.

- **Team Capacity: Describe the commitment of your “core team” to participate fully in peer learning and technical assistance opportunities provided. If selected, how will one or more staff be given the bandwidth to participate?(required)Limit: 250 words**

Our core team is fully committed to engaging in peer learning and technical assistance opportunities to strengthen our collective impact on Lauderhill's economic ecosystem through this initiative. We recognize that ongoing learning is essential to refining our strategies and ensuring the success of not only Lauderhill Shines and The Prosperity Project but LHPP as a whole—as well as our future economic inclusion efforts.

Shardy Sobers, Community Services Program Manager for the City of Lauderhill oversees business recruitment, marketing, and strategic reporting. Samantha Parish, Commission Aide supports operations and coordination for Lauderhill Shines. Our counterparts Brenda Desir and J.R. McFarling of the Urban League of Broward County (ULBC) contribute expertise in small business lending and financial support and are interested in increasing their knowledge.

All team members are prepared to dedicate the necessary time and effort to participate fully in technical assistance and peer learning. Their respective organizations—ULBC, the City of Lauderhill, and LHPP—have formalized their commitment through a Memorandum of Understanding (MOU), guaranteeing alignment and accountability.

To maximize participation, we will integrate learning sessions into staff schedules, utilize cross-team collaboration, and leverage internal support to ensure continuity. By prioritizing professional development, our team will improve its ability to serve small businesses, create economic resilience, and a more inclusive and thriving business environment in Lauderhill.

- **Community Engagement: Provide one example of how your team has meaningfully incorporated community feedback into city practices and policies in the past.(required) Limit: 250 words**

During Cohort 6 of the Lauderhill Shines initiative, local business owners raised concerns about the City's procurement process, questioning the benefits and contract opportunities available to them. These discussions led to further dialogue between small businesses and city leadership and their feedback led to the development of two impactful programs aimed at increasing local business participation in City contracts.

The Small Business Enterprise (SBE) Program was created to ensure that small businesses have a fair opportunity to secure City contracts, creating economic growth and maintaining competitive enterprise. This program sets eligibility criteria based on business size, revenue, and location, ensuring accessibility to qualified local vendors. For contracts under \$250,000, preference is given to SBEs when at least two certified businesses can fulfill the contract requirements.

Our Local Vendor Preference Program also prioritizes Lauderhill-based businesses when the City procures goods and services under \$100,000 annually. Vendors in industries such as catering, janitorial services, printing, and landscaping receive bid preferences, provided that at least three local businesses respond to the solicitation.

These programs demonstrate our commitment to integrating small business feedback into City policy, creating economic inclusion, and strengthening Lauderhill's local economy. By listening to and acting on community concerns, we have created sustainable pathways for small businesses to grow and thrive through City contracting opportunities.

- **Finances: Describe your process to receive grants from outside entities and the expected time from fund acceptance to fund appropriation. (required) Limit: 250 words**

Our process for receiving and appropriating grant funds follows a structured workflow. When we identify a grant opportunity, our team submits a proposal based on the funder priorities. After award

notification, our team reviews the grant agreement, confirms key deliverables and the reporting requirements. The award is then presented to the City Commission for formal acceptance and budgetary allocation -this process safeguards our adherence to procurement regulations and financial controls. Funds are accepted through our finance department, which manages disbursement timelines and tracking. Typically, funds are appropriated within 30 to 45 days post-acceptance, depending on internal approval processes and any funder restrictions.

- **Rationale: Describe what your team hopes to gain from participation in the SCEI program.(required)**

The Southern Cities Economic Inclusion Initiative presents a transformational opportunity for the Lauderhill Healthy Prosperity Partnership (LHPP) to expand its impact on Lauderhill's small businesses and its residents. Through peer learning and technical assistance, our team will be better equipped to bridge critical gaps in small business support, access to capital, and procurement reform.

Strengthening our internal capacity directly benefits Lauderhill business owners, particularly minority- and women-owned businesses, by increasing their ability to secure city contracts and financial resources. With these improved strategies and knowledge, our team can refine programs like Lauderhill Shines and The Prosperity Project to ensure businesses not only start but sustain long-term growth.

This learning opportunity will also increase our ability to track key economic indicators, identify systemic challenges, and implement policy solutions that drive true economic mobility. As a result, Lauderhill residents will have greater access to employment opportunities, entrepreneurship resources, and wealth-building strategies—leading to a stronger, more resilient local economy.