

City of Lauderhill's Target Market / SBE

Empowering Local Businesses Through Opportunities

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Presented by:

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Program Overview

Purpose:

- Provide procurement opportunities to local businesses.
- Support local economic growth by prioritizing Lauderhill vendors.

Eligibility Requirements:

- Must hold a current **Certificate of Use (COU)**.
 - Be a registered Lauderhill vendor.

Program Goals

- Strengthen local businesses by awarding city contracts to qualified vendors.
- Improve community services through local expertise and resources.
- Foster economic growth by keeping procurement dollars in Lauderhill.

Key Benefits

- Immediate Access: View current procurement opportunities directly.
- Streamlined Process: Simplified bid solicitation and submission.
- Easy Registration: Free, online registration for all eligible vendors.

Impact

- **Increased Vendor Participation:** More local businesses bidding on city contracts.
- **Cost Efficiency:** Utilizing skilled, local talent reduces external procurement costs.
- **Community Engagement:** Strengthened collaboration between the City and local businesses.

Target Market

- **Target Markets-** electrical services, fencing, HVAC, janitorial services, locksmith, painting, pool cleaning, printing services, sprinkler/irrigation, transcription services, board up services, roof repair and maintenance services, promotional items, carpet and floor cleaning services and tree trimming
- **Total contract \$100,000**
- **Minimum of three qualified local vendor**

Prior Fiscal Years Spend

Target Market spending for
the last three fiscal years
\$4,565,720

- FY2022 \$789,688
- FY2023 \$2,016,816
- FY2024 \$1,759,216

Targeted Services Vendors

The City has done business with the below
Lauderhill businesses for the last three FYs:

- Charmaine Perry (Transcription) \$51,860
- Terrain Service (Tree Services) \$247,750
- BrightStar (Landscape) \$1,474,180
- TT&S Printing \$488,544
- Phil Smith Chevy \$31,386

Targeted Services

Total Projected Spend \$1,149,096

We Want to Work with You! Eligible Services including Projected Spend:

- HVAC. - \$100,000
- Fencing. - \$100,000
- Landscaping/Lawn Care \$100,000
- Painting \$76,872
- Locksmith \$1,480
- Roofing \$100,000
- Tree Service \$100,000
- Electrical Services \$100,000
- Printing Services \$150,000
- Transcription \$20,744

SBE Program

- Up to 25% of awarded contract with a value of \$150,000 or more
- More than 2 SBE must be established in the City for SBE to be included in the solicitation

SBE Prior FY
Spending
\$555,453

- FY2024 \$230,000
- FY2025 YTD \$191,100

SBE Future Spending

The FY2025 Budget
includes \$24 million
dollars in capital projects.

Outreach

CITY OF LAUDERHILL'S TARGET MARKET PROGRAM



WE WANT TO WORK WITH YOU!

Any local City of Lauderhill vendor that holds a current Certificate Of Use (COU) and is a registered Lauderhill vendor.

- ✔ HVAC
- ✔ Pool Cleaning
- ✔ Fencing
- ✔ Landscaping
- ✔ Painting
- ✔ Locksmith
- ✔ Catering
- ✔ Tree Trimming
- ✔ Automotive Services
- ✔ Janitorial Services
- ✔ Janitorial Supplies
- ✔ Plumbing Services
- ✔ Electrical Services
- ✔ Sprinkler/Irrigation
- ✔ Printing Services
- ✔ Transcription Services

The City of Lauderhill's Target Market Program is open for registration & will provide many benefits including:

- ✔ Immediate views to current procurement opportunities
- ✔ Streamlined access to bid solicitations and submissions
- ✔ Easy, and free, online registration

The City of Lauderhill's Target Market Program seeks to grow and improve Lauderhill businesses by utilizing local skills and talent as often as possible when procuring goods and services for the City.



Registration Process

- Obtain a Certificate of Use (COU) if not already held.
- Register as a SBE
- Complete the online vendor registration (details available via the QR code).
- Access procurement opportunities and submit bids directly.

Next Steps

- Purchasing in conjunction with Eco Dev with continue aggressive outreach and recruitment.
- Contact Purchasing @Lauderhill-fl.gov
- Join us in growing and supporting Lauderdale businesses!



Questions