

Board of County Commissioners

Small Business Enterprise Program

July 15, 2025



Background

- **The County has been in the process of developing a Small Business Enterprise (SBE) program for several months in response to a recommendation in the County's disparity study.**
- **Because the Board voted to suspend the Minority/Women Business Enterprise (M/WBE) program on July 1, the timeline for creation of a SBE program was accelerated.**
- **Proposed SBE Program to be created as a race and gender-neutral program to assist Orange County's small businesses.**



Background

- **Proposed SBE ordinance includes:**
 - Goals per project/contract based on availability
 - Simplified Good Faith Effort demonstration if unable to meet the goal
 - Streamlined certification process to make it a simple process for small businesses who qualify for the program
 - Advisory Board to provide ongoing feedback and strategic recommendations to enhance SBE program utilization

Proposed ordinance also includes language to formalize the suspension of the MWBE program, which was done by Resolution



Background

- **Other aspects of the program will be brought forward in a policies and procedures document at a later date, including:**
 - **Size limit of business with a CPI increase based on annual gross receipts, differentiated by category of business (Construction, Professional Services, Goods and Services)**
 - **Limitation on number of employees**



Public Engagement & Outreach Strategy

- **Development of a dedicated SBE Program webpage to provide up-to-date program details, FAQs, and resources.**
- **Launch of an online feedback form to capture business community input and guide future improvements.**
- **Collaboration with the National Entrepreneur Center (NEC), local Chambers of Commerce and business organizations to share program info and host info sessions.**
- **Coordination of email campaigns reaching over 30,000 registered vendors across four counties.**
- **Hosting of virtual info sessions to educate small businesses about eligibility, benefits, and next steps.**



Public Engagement & Outreach Strategy

- Promotion via social media outreach (Facebook, LinkedIn, Instagram, Nextdoor) and print materials (flyers).
- Engagement with media partners to ensure transparent public communication through news outlets.
- Goal to establish reciprocal certification agreements with municipalities (e.g., City of Orlando) to streamline access for certified SBE firms.



Action Requested

- Approval and adoption of an ordinance to:
 - Suspend Chapter 17, Article III, Division 4 “Minority/Women Business Enterprise Ordinance” and any Regulations or Committees associated therewith.
 - Create Chapter 17, Article III, Division 6 “Small Business Enterprise”; and providing an effective date.