

The Enterprise



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Greetings,

It's hard to believe we are coming upon the end of the 2022 fiscal year and I am amazed at the progress we are seeing with our local S/M/WBEs. At the end of Fiscal Year 2021, there were 568 certified vendors. To date, we have certified 721 vendors. That is a 26.9% increase. While we couldn't be more excited about it, we realize, there is still more work to be done.

At the Office of Equal Business Opportunity (OEBO), we have increased our efforts to assist and support small, minority, and women owned businesses by continuing to provide outreach and activities including upcoming workshops in Spanish and Haitian Creole; offering technical assistance and trainings on schedules, bids, and business development; as well as adding a Small Business Development Specialist to the staff. You can be assured, the staff at the Office of Equal Business Opportunity is working on your behalf.

Please remember to check our website for important information about bid opportunities, OEBO programs and upcoming events from our office and our community partners. The website is www.pbcgov.org/oebo. Be sure to follow us on social media at Facebook, Instagram, Twitter, LinkedIn, and our new Youtube Channel at <https://www.youtube.com/watch?v=cAoHpQgXr9I>.

Sincerely,

Tonya Davis Johnson, Director





WORTH NOTING....



Trindy Express LLC dba Trindy Gourmet has partnered with Brightline Trains as the exclusive provider of AM and PM Bento Boxes for their Premium Trains. This partnership signifies Trindy Gourmet's largest production deal to date with roughly 15,000 bento boxes being produced per month. That number is expected to increase during the season.



The Office of Equal Business Opportunity (OEBO) and Gilbane Building Company are excited to announce that two firms, Muller Construction Company and Advanced Retail and Home Maintenance LLC, were registered for the Fall 2022 Rising Contractor Program. These companies attended the 2nd Gilbane-Palm Beach County SMWBE Outreach Event where they learned about this opportunity. For details about the Gilbane Building Company's minority business program, call 561-691-0060.



Welcome to the Office of Equal Business Opportunity Newly Certified Vendors | Quarter 3 Fiscal Year 2022

1st Source Construction, Inc.
 AAA International Realtors Inc
 Alen Construction Group, Inc.
 BACO Engineering Contractor, Inc.
 Boom Cleaning and Waxing LLC
 Chaves Brothers Management, LLC
 Consumer Investigations, Inc.
 Foster's BBQ LLC
 John Salonmom | Johnny on the Spot
 KVL Media Group LLC
 Pedikidz of Palm Beach, Inc.
 SpectrumHaven, LLC
 Star Beacon Products Florida, Inc.
 Studio B Media Group
 VIP Integrative Health Care LLC

What's Happening

Bi-monhty · 3rd Wednesdays | 10:00 am

Sexual Harassment and Workplace Culture Training

Virtual | Register Here: <https://forms.gle/QzsRrhrLdomEfBjM6>

August 31 | 6:00 pm- Gates open at 4:00 pm

Palm Beach County National Black Business Month State of the Black Business

John Prince Park · 4759 S. Congress Avenue · Lake Worth Beach

September 14, 21, 28, October 5, 12 | 12:00 pm

OEBO and Verdex Construction present Procore Construction Software Training

Zoom: <https://pbcgov.zoom.us/meeting/register/tZAKc--ggzsqGd3SYQ8O9DosSaJrcL1FH25F>

THE PALM BEACH PARTNERS present

The 16th Annual Business Matchmaker Conference and Expo
~Engaging Minds & Empowering Business Success | Celebrating the Power of You~



OEBO FEATURED PALM BEACH COUNTY DEPARTMENT

Fire Rescue



Patrick Kennedy, Fire Chief

Palm Beach County Fire Rescue (PBCFR), is a family. The Core Values of Compassion - Integrity - Unity - Accountability - Dedication, is practiced and the Vision Statement "Excellence Today, Improving Tomorrow" is implemented every day. At PBCFR there are numerous disciplines within the scope of practice that make this the best Fire Rescue Department in the Nation!

The Operations Division is comprised of 49 fire stations, divided geographically into 8 battalions throughout the County, with a minimum daily staffing of 323 personnel on duty at all times. PBCFR is an "All-Hazards" Department with all personnel cross-trained in Firefighting and Emergency Medical Services (EMS). The Training & Safety Division ensures personnel have the knowledge, skills, and abilities to safely and proficiently deliver excellence to the community. They also run the Recruit Academy which is a rigorous 12 week program that equips new firefighters with the tools they will need to be successful in their careers.

The Medical Services Division has brought PBCFR to the forefront of EMS with cutting-edge protocols, advances in technology, and the Mobile Integrated Health (MIH) Team. The beneficial aspects of the protocols and the education and training provided to employees is proven in the data. PBCFR had a total of 816 cardiac arrest cases in 2021, where 25.4% were successfully resuscitated by personnel, compared to the FL state average of 21%. Of those resuscitated, 10.8% were discharged from the hospital and returned home to reunite with their families, compared to the national average of 7.6%.

All this would not be possible without the Support Services Division which consists of Fleet Management, Radio and Communication Shop, Warehouse, Facilities, Self-Contained Breathing Apparatus (SCBA) Shop, and Information Technology Services (ITS) sections. It also includes Dispatch Alarm Office where all employees are nationally certified in CPR, Emergency Medical Dispatch, and Fire Service Communications, which allows them to provide life-saving instruction to 911 callers. They work around the clock and process over 400,000 911 emergency calls annually that are dispatched to PBCFR and 8 other municipalities. Without any one of these Support Services elements PBCFR would not be able to function successfully.

The Community Risk Reduction Division (CRRD) includes Community Education, Investigations, Inspections, Plans Review, and Drowning Prevention Coalition (DPC) programs who all work tirelessly to ensure the safety of the community every day. The DPC educates the public about water safety and basic rescue techniques to reduce drowning and other water related incidents. They provide free, land-based water safety presentations to audiences of all ages. They also provide vouchers for free/reduced cost swim lessons to underprivileged and special needs children ages 2-12. Sixteen aquatic facilities participate in this program and provide swimming lessons to participants. Summer is here and water safety is extremely important! For more information on utilizing this fantastic program please call 561-616-7068.



Buddy

PALM BEACH COUNTY FIRE RESCUE DEPARTMENT | Continued

The Public Information Office (PIO) and Media Services Division personnel work 7 days a week in multiple avenues. They handle media inquiries, press conferences, social media, department ceremonies and events, employee awards and recognitions, and internal and external department-related communications, and the list goes on! This Division ensures there is top of the line video production, graphic design, and audio/visual components in everything they do.

The Administrative Services Division consists of Health and Wellness, Staffing, Payroll, Finance, Human Resources Development, Internal Affairs, Records and Resources, and Planning sections. The Health and Wellness section ensures employees, from recruit to retirement, are at the highest level of fitness to keep themselves and the public safe at all times. Payroll and Finance keep employees compensated and provide quality fiscal support to benefit the entirety of PBCFR. The expertise of every employee within these sections provide the tools needed for all of the Divisions to succeed.

As Palm Beach County continues to grow, so does Fire Rescue. From the inception of the Department in 1984, PBCFR has grown immensely. The Department started with 23 fire stations and a total of 458 personnel serving a population of 294,743. We currently have 49 fire stations and a total of 1,731 personnel serving a population of 933,088! The Department responded to 144,258 calls with an average response time of six minutes and forty six seconds; 85% were medical calls, 9% fire-related calls and 6% were other various 911 requests.

Quick Statistics on PBCFR:

- 144,000 911 calls for help each year
- 49 fire stations, including Palm Beach International Airport
- Covering nearly 1800 square miles
- More than 1700 employees

Non-emergency Services:

- Fire & arson investigations
- Building fire safety inspections
- Construction plans review
- Community education presentations
- Mobile Integrated Health Program - following up with patients in need after 911 calls
- CARES Team - for emotional first aid for families & resource connection services

EXCELLENCE TODAY



IMPROVING TOMORROW



WHY IS LEARNING PROCORE™ IMPORTANT FOR YOUR BUSINESS?

- More than half of today's General Contractors are utilizing Procore as their go-to project management system.
- Software is FREE for subcontractors.
- Accessible from phone, tablet or computer.
- Get paid quicker and have less paperwork.



"I highly encourage all Subcontractors and SBE Contractors to learn the basics of this amazing project management tool. It's super easy to access and it's helped me be more responsive and respected by my Prime Contractors."

- William Hatcher,
Hatcher Construction & Development

RSVP: <https://pbcgov.zoom.us/meeting/register/tZAKc--gq-zsqGd3SYQ809DosSaJrcL1FH25F>

QUESTIONS?: Please contact Antonia Smith at (561) 712-6671 or asmith5@pbcgov.org.



VERDEX CONSTRUCTION PRESENTS:

PROCORE TRAINING 101 FOR SMALL BUSINESSES

FREE Virtual Sessions
12:00 pm - 2:00 pm
9/14, 9/21, 9/28,
10/5, 10/12



24% ↑
Increase in construction volume each person can manage.



1 week ↓
Reach decisions on RFIs, submittals, and change orders a week faster.



Respondents have reduced punch list resolution time by 40% and reduced the number of punch list items by 20%. ↓



BUILDING SOMETHING BETTER™



OEBO ADVISORY BOARD MEMBER SPOTLIGHT

Jerry Steinberg



OEBO Advisory Board member, Jerry Steinberg has volunteered with SCORE since 2008. The Peoria, IL native moved to Florida in 1982. A father of five adults and the grandfather of eight, he has a Bachelor's Degree in Management from University of Illinois at Urbana-Champaign.

Professionally, Jerry spent seven years living abroad and 25 years traveling overseas working on business development and product distribution. He created sales offices in ten different countries and new product distribution centers on almost every continent.

SCORE, a 501(c)3 nonprofit organization, is the nation's largest network of volunteers and expert business mentors dedicated to helping small businesses get off the ground, grow, and achieve their goals. The organization was established in 1964 and have provided education and mentorship to more than 11 million entrepreneurs, nationwide. The local SCORE Chapter was established in 1974.

In his capacity at SCORE, Jerry acts as an advisor to small business owners, helping them solve real issues and continue to grow their businesses. His past experience in product marketing, sales and distribution on a worldwide scale is a benefit to the small business owners who enlist SCORE volunteers for assistance. Jerry is accredited to providing assistance to more than 300 entrepreneurs. He has held various positions while at SCORE, including Chapter Education Director, Chapter Vice Chair and Chair, and District Director. Jerry is invested in the development of small businesses. "New businesses don't fail because of lack of the money," he said. "They fail when they're not prepared. SCORE mentors and advisors hope to prevent that by reviewing business plans and advising owners who focus on daily operations and neglect the long term." Jerry's best advise to people who want to start a business is "First, be clear about your mission and your vision and stay focused on your core principles".

On his free time, Jerry can be found playing tennis at the Wellington Tennis Center or working with his partners at the Triad Advisory Group to grow the small boutique management consulting firm.

Jerry was appointed to the Palm Beach County OEBO Advisory Board in 2016 and served for six years. He will be retiring from the OEBO Advisory Board this June. The time, effort, and support Jerry lent to the Palm County small, minority, and women owned business community is immeasurable. His contributions will be missed.

SCORE Palm Beach County
500 S. Australian Avenue, Suite 115
West Palm Beach, FL 33401
561-981-5180
palmbeachscore.org



Become Pre-Qualified!!!

Pre-qualification contracts are a great opportunity for new or existing vendors to bid smaller projects in order to become familiar with the County's processes and to establish a solid working relationship with the County!

A pre-qualification contract is a contract that includes minimum qualifications (e.g., references, licenses, experience, etc.) required from the vendor in order for them to become pre-qualified on a contract for goods and/or services where two or more qualified vendors compete for specific projects. The County will add vendors to the pre-qualification contract at any time as long as the vendor meets the minimum qualifications stated in the pre-qualification package. Purchases solicited through a pre-qualification contract are generally under \$100,000.

Palm Beach County's Purchasing and Facilities Development & Operations Departments have an assortment of pre-qualification contracts available for a variety of different services that are utilized by multiple departments within Palm Beach County. Below is a list of some of the pre-qualification contracts available that can be found at <https://pbcvssp.co.palm-beach.fl.us/webapp/vssp/AltSelfService>:

Goods and/or Services

- Auto Body Repair and Painting Services
- Caulking, Sealing & Patching Services
- Electrical Supplies and Equipment, Purchase Of
- Fuel System Equipment Repair Services
- Lumber, Purchase Of
- Moving Services
- Painting Services
- Pressure Cleaning Services
- Window/Door, Glass, Repair and Replacement Services
- Window and Glass Surface Cleaning Services
- Window Treatments, Repair, Replace and/or Installation Services

Construction

- Asphalt
- Construction Manager
- Demolition
- Door Replacement
- Electrical
- Sports field Lighting
- Flooring
- HVAC
- Indoor Air Quality
- Low Voltage
- Minor Construction
- Overhead Doors
- Painting
- Plumbing
- Pressure Cleaning
- Roofing

Suggestion: Since there can be many solicitations advertised at one time, an easy way to find the above solicitations is to type a word ("Painting," Pressure Cleaning," etc.) in the Keyword Search tab to locate the solicitation faster with less selections to scroll through.

Keyword Search : <input style="width: 700px; height: 20px;" type="text"/> <input style="float: right; border: 1px solid black; padding: 2px 5px; margin-left: 5px;" type="button" value="Go"/>



Palm Beach County Libraries Small Business Research

AtoZdatabases - Online directory providing access to millions of residences and businesses. Detailed business records contain lists of executives, financial information, public filings and even news articles.

Great for small business information that you cannot find anywhere else. Competitive information, marketing and contact information.

Demographics Now - Demographic data that allows business owners to build business and marketing plans. Can map out areas to look for demographics.

Foundation Directory Online (FDO) - *For Nonprofits – Access in Library Only*

Information about philanthropy worldwide. *Only available at the Main Library, Jupiter Branch, Hagen Ranch Road Branch, and Belle Glade Branch.

SimplyAnalytics - SimplyAnalytics is a mapping, analytics, and data visualization application that makes it easy to create interactive maps and reports using thousands of demographic, business, and marketing variables.

Small Business Resource Center - Comprehensive resource that covers all major areas of starting and operating a business.

Database has a “How to” list of the most asked questions by small business owners and/or would-be entrepreneurs.

General Business Information Resources

Gale Business Insights: Essentials - Business resource that delivers company and industry information, articles, and statistical data.

Gale Directory Library - Directories in Print, Gale Directory of Publications and Broadcast Media, and the Encyclopedia of Associations.

General Business File ASAP - Business content from a combination of broker research reports, trade publications, newspapers, journals and company directory listings.

Legal Forms - Legal forms including state, federal, business, personal, real estate, and general forms, as well as a wide variety of business letters.

LexisNexis Library Express - Federal & state court cases; statutes, codes and regulations; company information for 43 million businesses; news coverage including 1200 newspapers, 300 magazines and journals, and broadcast transcripts. Note: Newspaper and business information is accessible outside the library – legal content is available in-library only.

Ask the Business Librarian - Business Librarian assists business owners/entrepreneurs – able to guide them through how to access and use library resources.

How to Start a Small Business
 How to Write a Business Plan
 How to Buy a Business
 How to Sell a Business

How to Finance Your Business
 How to Market or Advertise Your Business
 How to Grow Your Business
 How to Locate and Expand Your Business



Welcome Small/Minority/Women Business Enterprises!

RM	CLASSIFICATION	SERVICES
<p>Bluewater Engineering & Development, LLC. Santiago Ruiz (833) 258-3631 admin@bluewatered.com</p>	<p>Certified SBE</p>	<p>Construction, General (Backfill Services, Digging, Ditching, Road Grading, Rock Stabilization, etc.) Box Culverts, Concrete (Construction of Cast-In-Place) Concrete for structures and incidental construction-Furnish Construction, Irrigation System Construction, Curb and Gutter (Includes Maintenance, Repair, and Removal) Curb Construction, Maintenance and Repair Construction, Parking Lot and Alley Construction, Pipe Culvert Construction, Sewer and Storm Drain Construction, Sidewalk and Driveway (Includes pedestrian and Handicap Ramps) Construction, Utility/Underground Projects Construction, Water Systems/Plants, Main and Service Line Construction, Concrete, Pour-in-Place, Form, Place, Finish Paving, Asphalt, Parking Lot General Construction: Management, Scheduling, Cost Estimation - Engineering</p>
<p>Dickey Consulting Services, Inc. Sheryl Dickey (954) 467-6822 sdickey@dickeyinc.com</p>	<p>Certified S/M/WBE Black</p>	<p>Communications: Public Relations Consulting Consulting, Communications, Public Relations</p>
<p>Mbcs Company LLC Tunde Ayantola (561) 814-6030 Mbcs172017@gmail.com</p>	<p>Certified S/MBE Black</p>	<p>Carpentry Services, To include Installation and Renovation Carpet/Flooring Installation and/or Removal Services Door Installation, Maintenance, and Repair (Wood) Kitchen and Bathroom Fixture Repair (Not Plumbing): Bathtubs, Sinks, Cabinets, Counter Tops, etc. Wall and Ceiling Repair and Replacement (Including Drywalling) Painting and Wallpapering Plastering Tile and Marble Work, All Types Construction Management Services Installation, Appliances</p>

FIRM	CLASSIFICATION	SERVICES
Regal Contractors Inc. Paul Martin (561) 906-7321 regalcontractorsinc@gmail.com	Certified SBE	Shelters, Carports, Portable Buildings, etc. Maintenance and Repair Construction, Statues and Monuments Construction, Sidewalk and Driveway (Includes Pedestrian and Handicap Ramps) Construction, Special Foundation Construction, Vertical, Concrete, Pour-In-Place, Form/Place Park, Playground, and Swimming Pool Equipment Maintenance and Repair Recreational, Park, Picnic and Playground equipment and Accessories Rental or Lease Park Area Construction/Renovation
South Florida Professional Cleaners LLC Anetra Hobbs (561) 503-1177 anetrahobbs@gmail.com	Certified SMWBE	Site Clean-up, Pre-Construction Site Clean-up, Post-Construction Janitorial/Custodial Services Sanitizing and Disinfecting Services Cleaning Services, Steam and Pressure
Bobs Auto Glass Inc Edward Tuller (561) 433-1965 bobsautoglasslw@gmail.com	Redertified SMWBE	Glass Replacement and Repair Services Installation Services, Windshield, Automobile Windshield Repair, Automobile Windshield Replacement, Automobile
Colome' & Associates, Inc. Elizabeth Colome (561) 833-9147 icolome@colome-arch.net	Recertified SWBE	Architectural Services, Professional Buildings – Architectural Design Energy Management – Architectural Energy Conservation; New Energy Sources (Solar, etc.) – Architectural Services Environmental – Architectural General Construction – Architectural Graphic Design – Architectural Historical Preservation Interior Design, Space Planning, and Exhibits/ Displays Land Development and Planning – Architectural Lighting (Interior, Exterior) – Architectural Services Models of Layouts and Buildings to Scale, Architectural Recreation Facilities (Parks, Marinas, etc.) – Architectural
AAA International Realtors, Inc. Tanya Woodford (614) 206-1265 realtortanya@bellsouth.net	Certified S/M/WBE Black	Real Estate/Land Consulting (Including Land Survey Consulting) Real Estate Management Services (To Include Listing and Sales Services)
Kathy A. Robinson Kathy Robinson (561) 732-3250 Beyeview@aol.com	Recertification SBE	Audio Recording Video Recording



FIRM	CLASSIFICATION	SERVICES
Hall Hardware Inc Thomas White (561) 832-7324 hallhardwareinc@bellsouth.net	Recertified SBE	Abrasives, Coated Cloth, Fiber, Sandpaper, etc. Abrasives, Solid: Wheels, Stones, etc. Steel Wool, Aluminum Wool, Copper Wool, and Lead Wool Insulation, Interior Irrigation Equipment and Supplies, Agricultural Irrigation System Parts, Agricultural Appliances and Equipment, Household Type Blenders, Household Bread Makers, Can Openers, Household Disposal Units Ironing Tables (Ironing Boards) Ironing Table (Board) Pads and Covers Mixers, Food (Household Types) Skillets, Electric, Household Storage Baskets, Metal and Plastic (For Freezers) Toasters and Toaster Ovens Vacuum Cleaners, Manual (Including Parts and Accessories) Vacuum Cleaners, Electric (Including Parts and Accessories) Vent Kits, Household Laundry Dryer Bags, Burlap or Jute Bags, Sand Bricks, Clay, Refractory Materials, Stone and Tile Products Grout Sealer Grout, tile Stucco Tile-Set (For Ceramic Tiles) Brushes (See Class 485 for Janitorial Type) Solder Flux Paste Brush Wire, Hand Wire, Wheel Builder's Supplies Adhesives, Bonding Agents and Cement Antifreeze Builder's Paper, Kraft Types (Not Felt and Tar Paper) Casement Window Hardware: Latches, Operators, and Handles Construction Materials (Not Otherwise Classified) Curing Mixtures, All Types (For Curing Concrete) Door Bells, Chimes and Hardware

FIRM	CLASSIFICATION	
<p>Hall Hardware Inc Thomas White (561) 832-7324 hallhardwareinc@bellsouth.net</p>	<p>Recertified SBE</p>	<p>Dowels, and Rods, Wood Grout, Drywall Distance Measuring Equipment (Incl. Measuring Wheels) Hardeners, Concrete and Plaster Louvers (See Class 031 for Air Conditioning) Cleavers, Knives, Steels, Stones, and Sharpeners Thermometers, Meat Cleaning Compounds, Detergents, Solvents, and Strippers – Prepackaged Cleaners, Miscellaneous, Not Otherwise Listed Glue Solvents Clocks, Watches, Timepieces, Jewelry and Precious Stones Alarm Clocks, Electric and Spring Clocks, Battery Operated (See 15-80 for Wall Type) Clocks, Electric, Commercial Clocks, Electronic Hourglasses Wall Clocks, Battery Wall Clocks, Electric Cutlery, Cookware, Dishes, Glassware, Silverware, Utensils, and Supplies Aluminum Ware: Cooking Utensils, Dishes, Trays, Pots and Pans Electrical Cables and Wires (Not Electronic) Appliance, Fixture, and Portable Cables and Wires *Up to 600V): Types S, SJ, SJO, SO, SPT, TF, TFF, etc. Bare Cables and Wires: Type ACSR, Bare Copper, Bare Aluminum, etc. Electrical Equipment and Supplies (Except Cable and Wire) Ballasts, All Kinds Batteries and Hardware for Electronic Equipment (Including Recycled Types) Wire and Cable, Electron: Audio, Coaxial, Hook- Up, Lean-In, etc. Blades, Gouges, Knives, Needle Files, Routers, etc. Distance Measuring Equipment (Incl. Measuring Wheels) Drawing Boards, Curves, Protractors, Templates, Triangles, T-Squares, etc. Epoxy Based Formulations for Adhesives, Coatings, and Related</p>



FIRM	CLASSIFICATION	SERVICES
S. F. Holden, Inc. Philip Holden (561) 626-2004 phil@sfholden.com	Recertification SBE	Appraisal Services, Real Estate Real Estate Management Services (To Include Listing and Sale Services)
Shamtec Inc. Shameer Mohamed (561) 352-4208 Shamtec@yahoo.com	Recertification S/MBE Asian	Heating, Ventilating and Air Conditioning (HVAC) Plumbing Services, Plumbing Roofing and Siding Roofing Consultant
Thompson & Associates, Inc. Civil Engineering James Thompson (561) 932-3368 jim@thompson-inc.com	Recertified SBE	Civil Engineering Highways; Streets; Airport Pay-Parking Lots – Engineering Waste Water Treatment Engineering Water Supply, Treatment, and Distribution/ Engineering
Agape Health & Wellness Agathe Milhomme (561) 908-1986 amilhomme@agapehealthwellness.com	Certified S/M/WBE Black	Human Services Consulting (To Include Mental Health Consulting Services) Administration Services, Health Home Health Care Services Health Care Center Services Health Care Services (Not Otherwise Classified) Mental Health Services: Vocational, Residential, Etc. Mental Health/Retardation Management Services (Incl. Operations, Facilities Maintenance, Nursing, Food Service, Etc. 24/7)
1st Source Construction, Inc. Darnell Gardener (800) 875-7447 dgardener@1stsp.com	Certified S/MBE Black	Administration of Contracts: Summary of Work, Quality Control, Project Closeout, etc. C.I.P. Cost Estimate Verification Construction Consulting Construction Management Services Project Management Services
Alen Construction Group, Inc. Katia Beltran (954) 252-1372 katia@alenconstructiongroup.com	Certified S/MBE Hispanic	Masonry, Concrete, and Stucco Maintenance, Finishing, and Repair (Includes Inside Concrete Sawing and Grouting Work) Wall and Ceiling Repair and Replacement (Including Drywalling) Cleaning, Interior/Exterior, New Construction Masonry Plastering Tile and Marble Work, All Types Construction Consulting Concrete Mixers, Maintenance and Repair Airport Facility Construction

FIRM	CLASSIFICATION	SERVICES
Banyan Construction Group, LLC Mark Kroeger (561) 722-0277 bcgllcest@gmail.com	Certified SBE	Construction, Curb and Gutter (Includes Maintenance, Repair and Removal) Construction, Sidewalk and Driveway (Includes Pedestrian and Handicap Ramps) Construction Management Services Construction, Concrete, Pour-in-Place, Form, Place, Finish Curb Construction, Maintenance and Repair
Boom Cleaning and Waxing, LLC Ellicia Brown (561) 714-6221 boomwaxing2019@gmail.com	Certified S/M/WBE Black	Site Clean-up, Post-Construction Building Cleaning, Exterior Janitorial/Custodial Services Cleaning, Interior/Exterior, New Construction Cleaning Services, Steam and Pressure
Clipco, LLC David Acevedo (561) 274-4300 david@anythinginfence.com	Certified S/MBE Hispanic	Fencing, Chain Link (Including Fabric, Gates, Panels, Posts and Fittings) Fence, Ornamental, Aluminum Electric Fence Controllers and Accessories F & OI Fences Fence Installation, Maintenance and Repair
Foster's BBQ, LLC Sherwin Foster (561) 460-3490 sherwin.foster2@gmail.com	Certified S/MBE Black	Food Trucks and Mobile Catering Carts Food Preparation Services (including food canning services)
John Salomon Johny On The Spot, LLC (954) 652-8100 Johnyonthespotllc@gmail.com	Certified S/MBE Black	Site Clean-Up, Post-Construction Building Cleaning, Exterior Janitorial/Custodial Services Cleaning, Interior/Exterior, New Construction Cleaning Services, Steam and Pressure
Senco Construction Corp. Jason Senecal (786) 514-6107 accounting@sencoconstructioncorp.com	Recertified SBE	Construction Management Services
2GHO Inc. Associates, Inc. Kelli Thomasson (561) 575-9557 kelli@2gho.com	Recertified SBE	Landscape Architecture Planning, Urban (Community, Regional, Area Wide, and State) Environmental Consulting Urban Planning Consulting



FIRM	CLASSIFICATION	SERVICES
Coston Marine Services, Inc. Daniel Coston (561) 747-4382 costonmarine@gmail.com	Recertified SBE	Marine Construction and Related Services; Marine Equipment Maintenance and Repair Construction Services, General (Marine) Dredging Services Erosion Control Services
Decision Support Partners, Inc. Surale Phillips (561) 328-3039 surale@suralephillips.com	Recertified S/WBE	Community Development Consulting Feasibility Studies (Consulting) Marketing Consulting Marketing Services (Inc. Distribution, Research, Sales Promotions, etc.) Survey, Public Opinion
Environmental Quality, Inc. Katharine Murray (561) 575-6778 kmurray@eq-inc.com	Recertified S/WBE	Environmental Consulting Auditing Services, Environmental Ecological Services Permitting Services, Environmental Weed and Vegetation Control (Including Trees, Shrubs, and Aquatic Weed Control)
Express Plaque Awards and Trophies, LLC Amy Whelan (561) 746-6184 amy@expressplaque.com	Recertified S/WBE	Novelties and Advertising Specialty Products, Including Biodegradable Souvenirs: Promotional, Advertising, etc. Badges, Buttons, Emblems, and Patches, Metal: Cap, Game Wardens', Officers', Service Awards, Uniform, etc. Badges, Buttons, Emblems, and ID Cards, Celluloid and Plastic: Student, Faculty, Membership, Employee, etc. Card Holders, All Types (See Class 578 for Metal) Fasteners (For Badges, etc.): Metal, Plastic, etc. Folders, Presentation Folders, Presentation Nameplates, Metal, Adhesive Back Nameplates, Metal, Non-adhesive Nameplates, Plastic Ribbons and Rosettes (Awards) Recycled Awards, Convention Items, Trophies, etc. Service Awards, Specialty Type Trophies, Plaques, Awards, Certifications, etc. (Not Otherwise Classified) Display, Exhibit, and Promotional Materials

FIRM	CLASSIFICATION	SERVICES
R&D Paving, Inc. Nancy Rosso (561) 588-6681 nancy@randdpaving.com	Recertified S/WBE	Clearing and Grubbing Services Clearing, Land, Tree and Shrub Construction, General (Backfill services, Digging, Ditching, Road Grading, Rock Stabilization, etc.) Excavation Services Striping Streets, Parking Facilities, Lane Divisions, etc. (Paint) Construction, Highway and Road Construction, Street (Major and Residential) (Includes Reconstruction) Maintenance and Repair, Parking Lot and Alley Maintenance and Repair, Sidewalk and Driveway (Including Removal) Paving/Resurfacing, Alley and Parking Lot Paving/Resurfacing, Street (Major and Residential) Milling Services: Asphalt Hauling Services
Ritzel Mason, Inc. Dennis Ritzel (786) 472-0358 dennis@ritzelmason.com	Recertified SBE	Mapping Services, Digitized, Cartography (See 962-52 for Standard Mapping Services) Surveyor Services, Land Utility Locator Services (Underground)
Systems Integration & Maintenance, Inc. Mike Collier (561) 340-3316 mike.collier@sim-as.com	Recertified SBE	Janitorial/Custodial Services Electrical Electrical Equipment (Except Cable and Wires, and Lighting Fixtures) Maintenance and Repair Janitorial Management Services Inspection Services, Electrical Instrumentation and Control
Taste and See Creations Serena Cerbone (561) 255-0591 info@tasteandsee creations.com	Recertified S/M/WBE Black	Cakes, Cookies, and Pastries Doughnuts, Fried Pies, Bagels, etc. Muffins Pies Cakes, Cookies, Dough, Pastries, etc. Desserts (Except Cake and Pastry) Food Service Consulting

OPPORTUNITIES FOR SMALL BUSINESSES

- **Amber Grant Foundation.** With a simple goal of supporting women entrepreneurs, the Amber Grant Foundation was founded by WomensNet in 1998. The foundation awards a \$10,000 grant each month and an additional \$25,000 grant each December to women entrepreneurs with a compelling story. <https://ambergrantsforwomen.com/get-an-amber-grant/apply-now/>.
- **BIPOC Small Business Grant by Annuity Payment Freedom.** This grant by Annuity Payment Freedom was created in response to the impact of the pandemic on BIPOC-owned businesses. There are both marketing grants to help drive traffic and micro-grant opportunities. These are awarded to businesses on a rolling basis, with winners announced on the last day of each month. <https://www.annuityfreedom.net/financial-literacy/black-grants/>
- **EnrichHER Grant:** Does your small business need new equipment, a new marketing campaign, or product expansion? The EnrichHER small business grant will help your business get the funding you need. This program gives eligible entrepreneurs — especially women and people of color — and businesses \$5,000 to help with smaller expenses. There is a \$37 application fee, and this application round is rolling. <https://enrichher.com/grant/>
- **The Entrepreneurial Spirit Award by SIA Scotch:** SIA was founded by Carin Luna-Ostaseki, one of the first Hispanic entrepreneurs to create a scotch whiskey brand. Part of SIA's brand is to support other small business owners of color and provide them with equal opportunities in the food and beverage industry. The Entrepreneurial Spirit Award will provide 11 small business owners of color with \$10,000 plus mentorship from Luna-Ostaseki herself. Applications close on September 26. https://helloalice.com/grants/sia-scotch-fund/?utm_campaign=sia_scotch_r2&utm_source=partner&utm_medium=social
- **Go. Be. Elevate Fund.** Formerly known as the Good Work Network, [Go.Be.](https://gobe.org/) aims to help entrepreneurs and small business owners with a focus on diverse and minority businesses. To continue to support small businesses led by women and people of color, Go.Be. will grant up to \$4,000 toward any project meant to help grow your small business. To be eligible for this grant, you must be a Go.Be. client, so head to their grant page and see if your small business fits the criteria for entry. <https://gobe.org/programs/>
- **Queer to Stay Initiative.** The Human Rights Campaign (HRC) and SHOWTIME have launched their third year of this initiative, that supports and preserves small businesses that serve the LGBTQ+ community. HRC and SHOWTIME have pledged to support at least 25 businesses across the country that have faced financial hardship due to COVID-19. Business owners with an LGBTQ+-serving business are invited to submit an application for funding between now and August 31, 2022. https://docs.google.com/forms/d/e/1FAIpQLSeO4ieBWhz6LpQG_cAm8Mug50IFunGF1jn_Mm3SmUX2xpK0tA/viewform

MIND YOUR BUSINESS

The Office of Equal Business Opportunity hosted the Mind Your Business 3rd Annual Youth Entrepreneurship Forum on August 8th. Young CEOs, youth entrepreneurs, and young people interested in learning about business ownership joined in via Zoom to take part in workshops, Boss Moves: the Basics of Owning a Business, Network or Not Work: The Art of Networking, and Brand New! Brand You!: Tips on Personal and Business Branding. Two teenage business owners, Liliana Millett and Destiny Davis were featured as panel discussion guests. They shared information about their experiences as entrepreneurs.

Liliana C. Millett founded her handmade candles and crafts business at the age of 10 in 2020 and believes that anyone can become an entrepreneur with the right guidance and mentors in place. During the "Pandemic Year" of virtual school, Liliana was lucky to be able to go to work daily with her mother and learned some entrepreneurial tips, while at Palm Beach County Government. In 2019, Liliana attended the Mind Your Business Youth Entrepreneurship Forum presented by the Office of Equal Business Opportunity. A few months later, she decided to open up her own business, Sunshine Handmade Designs.



Liliana has always been interested in environmental protection and sustainability efforts, and her business falls right in line with that theme. Liliana uses recycled glass yogurt jars, mason jars and teacups and other recycled materials, upcycles them into natural soy candles and other artwork that she can sell. Liliana donates 10% of her profits to St. Jude Children's Research Hospital to help with cancer research and is proud to say that she was able to donate over \$535 in her first year in business.

Recently, Liliana became a registered vendor with Palm Beach County and is currently in the process of becoming a Certified Small Women-Owned Business with the Office of Equal Business Opportunity. Liliana hopes to continue growing her business, as long as it does not interfere with her studies...after all, she is a straight-A student in the 7th grade! On top of being a "kidpreneur," Liliana is also active in sports, including volleyball and horseback riding. For more information, follow her on social media.



Having a party in South Florida? This is the most exciting entertainment company around. Game Go Experience, a climate controlled, mobile gaming truck and theater provides a fun and unique experience for all ages. There are eight separate game stations and ten high definition screens aboard this climate controlled unit. Up to 30 gamers can play at once. Game Go Experience is wheel chair accessible and provides all inclusive entertainment for children with disabilities.

Game Go Experience is owned and operated by daughter-mother team, Serenity and Destiny Davis, and Dawnett McGee. The company offers services from Port St. Lucie to Miami. Game Go Experience offers a luxury game theater, laser tag, bubble soccer, water tag, movie nights, foam bubble parties, popcorn and cotton candy machines. It's the perfect idea for parties, reunions, gender reveals, grand openings, etc. The small owned business specializes in school, church, private, and corporate events.

The Game Go Experience is "We bring the fun to you". For information on how to book the Game Go Experience, call 866-GAMEGO1 (866-426-3461).





OEBO SMALL BUSINESS WEEK 2022 Highlights

The Office of Equal Business Opportunity celebrated National Small Business Week 2022 (May 1-7) with a host of events for business owners and aspiring entrepreneurs in Palm Beach County. The events were planned to help small businesses build capacity, provide technical assistance and support, and provide networking opportunities with other entrepreneurs and industry professionals.

The Small Business Week events started with an OEBO Advisory Board Kickoff Breakfast at the Riviera Beach Marina. Breakfast was provided by certified vendors, Trindy's Gourmet, The Mini Donut Spot, Eat N Cake, and Oceana Coffee.



There was a panel discussion with the advisory board members talking about their roles, the importance of the OEBO certification process, and how small businesses can thrive in the county economy. This event was hosted with the support of OEBO resource partner, the Riviera Beach CRA. The panelists were Javin Walker, Lorna Anderson, Clementine Fleuranvil, Amy Angelo, Scott Johnson, Juan Pagan, and Bill Lesko. District 7 Commissioner, Mack Bernard was also in attendance.

The Palm Beach County Board of County Commissioners presented a proclamation at the May 3 board meeting acknowledging May 1-7 as Palm Beach County Small Business Week. District 1 Commissioner Maria Marino sponsored the proclamation. It was presented to Verdenia Baker, County Administrator, Dorritt Miller, Assistant County Administrator, Tonya Davis Johnson, OEBO Director, Jonathan Brown, Director, Department of Housing and Economic Development (HED), and Sherry Howard, Assistant Director, HED.



During Small Business Week, there were two lunch and learn workshops. The May 3 lunch and learn, Tips for Small Businesses featured four presentations: Soft Skills for Small Businesses by Pamela Toussaint, Marketing Your Small Business by Kellen Coleman, Raising Business Capital by Pamela Stewart, and Strategies to Increase Your Sales by Zar Rogers. The second lunch and learn, May 5 featured presentations, Registering Your Business with Palm Beach County facilitated by Stacey Garced Serrano and Getting Certified with Palm Beach County facilitated by Angela Smith. Lunch was provided by small



business and certified vendor Catering Solutions and S/M/WBE dessert maker Eat N Cake.

SMALLBUSINESS WEEK 2022



District 7 Commissioner, Mack Bernard at SBW Kickoff Breakfast



A guest enjoys Ocean Coffee



SMWBE certified vendor The Mini Donut Spot co-owner Ashlee Parish



Pamela Toussaint CEO The Ultimate Image Coach



Kellen Coleman, President Coleman PR & Consulting



Pamela Steward, Loan Officer, BBIC



Zar Rogers, Executive VP, Zeus Consulting



Patrick Benoit, PB Printing and Branding



Small Business Week Lunch and Learn



Re,mon-a' Rey, Randolph Construction



OEBO SMALL BUSINESS WEEK 2022 Highlights (Cont'd)



May 4 was the Small Business Networking Mixer hosted at Don Ramon's Restaurante Cubano on Dixie. It was an opportunity for guests to mingle and network. People from all aspects of the business community attended, including small business owners, non-profit organizations, aspiring entrepreneurs, and OEBO supporters. The evening included "speed networking" where each guests spent time introducing themselves and their areas of interest to each other. Restaurant owner, Dina Rubio and her staff prepared food from Cuba and Nicaragua. The event was scheduled for 6:00 pm–8:00 pm. Guests were so engaged, they stayed past 8:00.

The last day of the OEBO Small Business Week events was the Palm Beach County Multi-Departmental Design and Outreach Conference: Hard Hats & Suits. This event was planned in collaboration with Airports, Engineering, Facilities Development and Operations, and Environmental Resources Management. The departments came together to discuss project overviews and opportunities for small contractors. This also gave small businesses the chance to meet prime and SBE contractors and opportunities for B2B networking.



Prime contractors, Turner Construction, Lebolo Construction Management, RS&H, Weitz Commercial & Industrial General Contracting, Morganti, and Verdex Construction were at the event to discuss the opportunities their firms have for small business enterprises. The county departments also discussed upcoming projects and opportunities for small, minority, and women owned businesses.



The Office of Equal Business Opportunity continued it's commitment to support small, minority, and women owned businesses by having the event catered by Top Shelf Catering LLC and contracting with photography firm, Masterwing Creative. S/M/WBE, Alicia Williams, owner of Training Source One served as the emcee for the day.





Re,mon-a' Rey, Randolph Construction; Javin Wallker, 2-SBW; Darlin Pyrtle, 2-SBW



Turner Construction



Morganti Construction



Guests taking the opportunity to network at Hard Hats & Suits



Hard Hats & Suits



Hard Hats & Suits



Hard Hats & Suits



Hard Hats & Suits

CALLING ALL HVAC COMPANIES!

Apply to become a vendor with Palm Beach County and serve our clients!

<https://secure.co.palm-beach.fl.us/CsdContractorPortal/>

Palm Beach County Community Services Department, through its Low-Income Home Energy Assistance Program (LIHEAP) is looking to partner with HVAC companies to replace clients' outdated, inefficient, or non-functioning HVAC system. Through the LIHEAP Program, eligible clients can obtain a new HVAC system at little or no cost. The cost of the replacement would be covered by the LIHEAP Program.

REQUIREMENTS

- Must have HVAC License
- Must be registered and approved with Palm Beach County Planning, Zoning & Building Department
- Must be or become an active Palm Beach County vendor



**Palm Beach County
Board of County Commissioners**
 Robert S. Weinroth, Mayor, Gregg K. Weiss, Vice Mayor
 Maria G. Marino, Dave Kerner, Maria Sachs
 Melissa McKinlay, Mack Bernard

GRANT OPPORTUNITIES FOR SMALL BLACK OWNED BUSINESSES

The Coalition to Back Black Businesses (CBBB) is a multi-year initiative to support Black small business owners and the communities they serve as they recover from the COVID-19 pandemic and chart a path forward. Small businesses are critical parts of communities – the strength of these businesses is essential to the recovery of their communities.

Through the Coalition, American Express, ADP, AIG, Altice USA, Dow, S&P Global Foundation, Shopify, Stanley Black and Decker, the National Black Chamber of Commerce, National Business League, U.S. Black Chambers, Inc., Walker's Legacy, and the U.S. Chamber of Commerce Foundation, will work together over the next four years to provide over \$14 million in grants, training, and resources to empower Black-owned small businesses in distressed communities that have long been struggling with economic growth.

From 2020 through 2023, they will distribute \$5,000 grants to applicants each fall, followed by mentorship and training, and select few will receive \$25,000 enhancement grants the following summer. They hope these grants can provide some assistance to the Black business community to emerge from this crisis stronger than ever. CBBB knows the need for assistance is great, and they wish could help everyone who needs it.

<https://webackblackbusinesses.com/>



Choosing The Right Business Entity for Your Small Business

The type of entity chosen for your business drives many future tax consequences. Although it is possible to change the type of business entity later in the life of a business, such a move may be an administrative challenge or have negative tax effects.

Clementine C. Fleuranvil, CPA

WWW.ACCOUNTINGOFTHEPALMBEACHES.COM/BLOG.PHP

THE EASY GUIDE TO SOCIAL MEDIA FOR SMALL BUSINESSES

By: Mikayla Wyman

If you're on a small marketing team, the sole marketing person at your company, or you're running all facets of your business, you know what it's like to wear multiple hats. With countless deliverables to push out to keep your small business running, social media marketing can seem like a non-essential tactic that is easy to push to the wayside when things get hectic. But I wouldn't write social media off that quickly.

We know that people are spending more and more time on their phones, and a lot of that time is spent on social media apps. We also know that social media users regularly interact with companies they are interested in or already do business with. So not only is social media free, but your customers and prospects are already there waiting to hear from you.

You need people to go from here...to here.

And making sure that you're sharing the right [social media content](#) with the right people is also dependent on the platform. [Each of the main social platforms popular now](#) have a specific way they are used by consumers. Businesses, in turn, have begun to use each platform slightly differently to connect with their audiences.

In this guide, I'll take you through each platform and break down everything from **what type of content you should post, how often you should be sharing, and best practices for each channel**. We will be covering the main five social platforms:

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube

Let's get started!

SOCIAL MEDIA STRATEGY FOR SMALL BUSINESS: The Big Five

If you haven't already, you'll need to take the first step in creating your social strategy for businesses: setting up business accounts or pages on each platform. Try to make your username or URL your business name (or as close to your business name as possible) so consumers can easily find you online. On platforms like Facebook, LinkedIn, and YouTube, make sure to set yourself and any of your colleagues or business partners that would need access as admins. You can set different permissions for each person based on the work they will be doing in the account.

Once you have set up each account, entered the necessary information about your business, and added in your logo as your account photo, you're ready to start sharing.

Alright, now it's time to get into your strategy for each of these platforms. When you're done, you may also want to check out our 60+ social media optimization tips for even more intel!

FACEBOOK MARKETING OR SMALL BUSINESS

Facebook is one of the social media platforms. It has a massive user base with [1 billion daily and over 2 billion monthly active users](#). If your target customer is on any social media platform, it's likely Facebook. Bonus: Facebook also makes it easy to [build target audiences](#) for paid ad placements based on people who engage with your organic posts.

WHAT TO POST

Facebook is a fairly conversational platform. However, if a consumer decides to like your Facebook page, they are likely looking to receive updates: they want to know about future sales and promotions, hear about new products, or get information about upcoming launches or events. It's important that you're connecting with those who follow you and providing the right type of content for them.

Try sharing a few different types of content and seeing what resonates well with your audience by driving the most impressions, engagements, and shares. Once you've determined the types of content and updates your audience responds to, keep sharing in that way.



HOW OFTEN TO SHARE

Posting on Facebook doesn't have a limit for businesses, but dominating your followers' feeds is a [social media marketing mistake you'll want to avoid](#). In a study by [Socialbakers](#), engagement rates per post dropped significantly for businesses posting more than twice per day and for businesses posting only once per week.

So if you post too much, you run the risk of people un-liking your account. If you post too little, you risk your engagement metrics. Take into account how much content you have to promote, and then post accordingly. About [one update each day](#) is an optimal rate for most businesses.

TIPS TO BOOST ENGAGEMENT

People scrolling through Facebook will see your business posts alongside photos of their new-born niece and cake decorating videos (just me?), so don't take your social posts too seriously. **Stay casual, but be sure to continue to provide value.** These people followed your business for a reason—make sure you're posting relevant content for them to consume and ultimately get a little closer to your brand.

LINKEDIN MARKETING FOR SMALL BUSINESS

LinkedIn is the oldest of the social media platforms we're covering, with a founding date in 2002. What else was happening in 2002? *Harry Potter and the Chamber of Secrets* was released. Michelle Branch was absolutely killing it. Kelly Clarkson won American Idol. I know—LinkedIn's been around for a minute.

LinkedIn has over 250 million monthly active users, and it's the most used [social media channel for business-to-business](#) (B2B) marketers to share content at [94%](#).

WHAT TO POST

LinkedIn is a place for people to connect with other business professionals and network online. If a LinkedIn user is following your company on LinkedIn, they likely care about the information and insights you can bring them and business-related updates.

LinkedIn is also a great platform for video. If you have the ability to create a product or insight focused video, you can see your engagement rates climb!

HOW OFTEN TO SHARE

Try to post on LinkedIn each week. Companies that post weekly on LinkedIn see a [2x lift in engagement on their posts](#).

LinkedIn is also a great platform for your employees to become your brand advocates. Make sure to utilize them and their network in the proliferation of your content—this is a great way to get your content on the platform more often without oversharing.

TIPS TO BOOST ENGAGEMENT

LinkedIn is a professional environment for people to connect with each other, and your content should reflect that. **Stay helpful in the content you share.** Posts should be a resource for consumers to find ways to better themselves in your area of expertise or hear about product updates. You want to share the best aspects of your business, wins people can learn from, and insights they can't get anywhere else.

Posts with an image see a [2x higher conversion rate](#) than posts without, so make sure to accompany your post or link with an image.

Certainly the most conversational out of all of the social media platforms, [Twitter](#) is a massive network of individuals and brands interacting with each other in a very fast-paced environment. There are over 500 million tweets sent daily, and over 320 million monthly active users on the platform. It is one of the most relied upon social channels for news and has a wide international user base.

WHAT TO POST

In November of 2017, Twitter officially expanded the number of characters allowed in a tweet from 140 to 280, giving people more freedom in what they post per tweet but still limiting the length per post. Most business profiles tweet a wide array of content, including product promotions, online contests, sales, funny thoughts related to their industry, data insights, and new releases.

HOW OFTEN TO SHARE

[With 5,787 tweets sent every second](#), it's easy to get lost in the clutter. Posting multiple times per day will allow you the most opportunity for your tweets to be seen by your followers and give them more chances to engage with you.

TIPS TO BOOST ENGAGEMENT

Again, make sure to continue to provide value to your followers and their audience, but you can also be a little more playful on Twitter than you would be on more business-focused platforms like LinkedIn. **Keep it light, keep it bright.**

INSTAGRAM MARKETING FOR SMALL BUSINESS

The most visual of all of the social platforms, Instagram was founded most recently yet has the [third most people on the platform \(1 billion!\) and active users \(500 million!\)](#). It offers a couple of different posting formats, short-lived stories and permanent posts. With these options, you have the flexibility to curate your presence on Instagram to focus on your business goals and your audience's wants.

As Instagram is affiliated with Facebook, [paid advertisements](#) from your business Instagram account are created directly within Facebook and don't need to be set up in an additional platform.

WHAT TO POST

The type of content you share on Instagram depends on which medium you choose, posts or stories.

Posts on Instagram should be photos, images or short [videos](#) of content that largely embodies your brand. This includes your brand values and personality, your [company story](#), the expertise you can offer them, and some promotional items. A lot of this can be accomplished in your [Instagram captions](#), but if you want the main focus to be the tip or insight itself, you can create an image with the information you are looking to convey as text.

Stories are a more casual and conversational way of posting content for your audience to see. Stories are live for 24 hours and can be done in a wide array of styles. If you are looking to drive engagement on your Stories or would like feedback for a product or campaign, you can use a poll or ask an open-ended question for your followers to answer. You can also overlay music to instill a certain emotion, write a bunch of text for an announcement, take casual photos and videos, pop in a countdown, or tag a person or location. Stories are also a great way to show some behind-the-scenes content for your audience to get more acquainted with your business. These are also great for [ecommerce brands](#), because you can tag products directly from their product feed on Facebook so viewers can [shop your Instagram Stories](#).

HOW OFTEN TO SHARE

Posting on Instagram is all about quality and consistency. If you start by posting a couple of times a week and then suddenly drop off, you could lose followers or engagement. Some brands post multiple times per day; it likely depends on how visual your industry is. **Find what works for your business and stick to it.** Posting Instagram Stories can be more frequent—even daily—as long as you have content and moments you'd like to share with your followers.

TIPS TO BOOST ENGAGEMENT

Keep in mind that **Instagram is all about the visuals**. People are looking to follow businesses on Instagram to get a more visual expression of your brand. Show some [high-quality photos of your product](#), some images that align with the value you bring to your customer, or some behind-the-scenes moments, like the example below. Make sure to take advantage of both types of posts, and use them in tandem to bring value to your followers and [drive social media engagement](#) for your brand. Don't skip the caption, and consider adding a location and popular hashtags to make your posts more discoverable.

YOUTUBE MARKETING FOR SMALL BUSINESS

So far in this guide, we've talked about the most widely used social media platform, the business and [networking](#) platform, the text-based social media platform, and the image-based platform. Now, it's time to take a look at the [video platform](#) YouTube.

With [1.9 billion monthly active users](#), YouTube is a mammoth of a social platform with over a billion hours of video content being watched daily. [It is the second largest search platform and the second most trafficked website behind Google.](#)

Creating video content for YouTube can greatly increase the credibility of your brand and [drive a lot of engagement](#). Optimizing your videos to rank in search is a huge player in making sure your video shows up for users looking for your content. Additionally, as the platform is owned by Google, you can build out your paid campaigns directly in the Google Ads interface with [targeting options](#) powered by the largest search network.

WHAT TO POST

"How to" is [one of the top four content categories on YouTube](#). Your audience is out there looking for content to show or explain something to them. Additionally, YouTube users are [3x more likely](#) to watch a YouTube video to learn how to use a product compared to reading instructions. Reusing existing content from your website in video form is a great way to produce content that will perform well. And as for length, [two minutes](#) is the sweet spot.

HOW OFTEN TO SHARE

As much content as your team can sustainably produce is great for YouTube! Just make sure you don't skimp on quality. As you get going, take a look at your referral traffic from YouTube, and see if it's a channel that you should be investing more heavily in. If so, dedicate more resources to your video content, it's working!

TIPS TO BOOST ENGAGEMENT

Make sure you are [optimizing your videos for SEO](#), using catchy titles, [taking advantage of keywords](#), and tagging your videos correctly. Using cards or annotations with links and CTAs will help bring your YouTube traffic back to your site. Take a look at the landscape, your competitors, comments, and your audience to figure out which posts will resonate well with your followers.

WHAT'S NEXT? Social media tools & tracking

Now that you have all the information you need to set a social media strategy that works for your business and your business goals, you're just about ready to get going.

Tracking your progress will be one of the most important aspects of executing your social media strategy. Based on your account performance, you'll be able to make informed decisions about the direction of your campaigns. Exactly how you measure this progress will depend on your goals and, in some cases, your industry, but you'll want to determine which [social media metrics](#) you keep track of before you get started posting.

And speaking of posting, there are a bunch of social media marketing tools out there to help marketers be more effective in their organic social media marketing campaigns. Take a look at this [list of social media tools](#) to help manage your accounts, monitor engagement, and maybe even advertise on these social platforms.

Once you've settled on your tracking metrics and picked any tools you'll use, you're ready to start posting, tweeting, uploading, and sharing—all according to your social media strategy!

SEXUAL HARASSMENT AND WORKPLACE CULTURE

Empowering employers and workplace supervisors to
stand up against sexual violence.

STOP Sexual Violence in Palm Beach County (STOP SV in PBC) is a rape prevention education program hosted by Palm Beach County Victim Services & Certified Rape Crisis Center. The program addresses the issue of sexual violence by targeting specific communities at risk of both sexual violence victimization and perpetration and by implementing strategies to decrease risk and increase protective factors through preventative measures. These strategies include changing social norms, providing empowerment and leadership opportunities to women and girls and creating protective environments (such as in the workplace) through implementation of sexual harassment policies.

In a committed effort to empower employers and supervisors to create safe working environments, free of sexual assault and harassment of any kind, Victim Services has partnered with the Office of Equal Business Opportunity to offer a free Sexual Harassment and Workplace Culture training - available to small businesses throughout Palm Beach County. Upon completion of the training, attendees receive sexual harassment policy templates, downloadable workplace posters and educational social media graphics to share.

For more information or to request a free “Sexual Harassment and Workplace Culture” training for your organization, visit <https://discover.pbcgov.org/.../victim.../Pages/stop-sv.aspx>

Winter Jones,
STOP SV in PBC
Sexual Violence Prevention Coordinator
Palm Beach County Victim Services & Certified Rape Crisis Center



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Palm Beach County Office of Equal Business Opportunity

presents

The STATE OF BLACK BUSINESS

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Deputy Assistant Secretary for Intergovernmental Affairs
Office of Congressional Intergovernmental Relations
U.S. Department of Housing & Urban Development

SEN. BOBBY POWELL

Florida State Senator, District 30

TONYA DAVIS JOHNSON

Director, Palm Beach County Office of Equal Business Opportunity

Special Guests

Mayor Robert S. Weinroth • Commissioner Mack Bernard
PBC Administrator Verdenia C. Baker



Register Today: <https://survey.pbccgov.com/s3/OEBO-2022-The-State-of-Black-Business>

For details, call: 561-712-6671 or email: asmith5@pbccgov.org



Palm Beach County Board of County Commissioners
Robert S. Weinroth, Mayor, Gregg K. Weiss, Vice Mayor
Maria G. Marino, Dave Kerner, Maria Sachs
Melissa McKinlay, Mack Bernard
County Administrator Verdenia C. Baker



OEBO FEATURED SBE



Song + Associates, Inc. is an award-winning architectural, planning and interior design firm celebrating their 34th year in business. The firm has extensive experience and nationally recognized expertise in public and private projects. Through their history in designing governmental, cultural, education, recreation, infrastructure, and mixed-use projects, they have earned a reputation for innovation in design, financial responsibility and timely delivery.

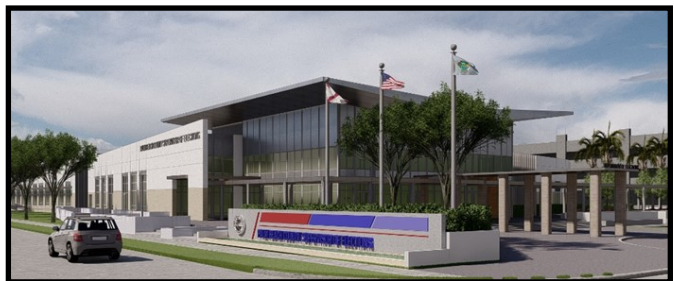


They are best known locally for significant public projects such as the West Palm Beach City Hall and Library. The library was recently ranked among the 'Top 11 Most Beautiful Libraries in the United States'. The new Palm Beach County Supervisor of Elections facility, designed by Song + Associates, is currently under construction.

Song + Associates is headquartered in Palm Beach County with a branch office in Orlando. The firm was established by Young Song in 1988 as a State-certified, woman and minority owned business (WMBE). Young believed strongly in the importance of learning and growing through collaboration and empowering the next generation through mentoring. Over the past 5 years, four of the senior members of the firm joined Young in partnership, Youn Lee, Jill Lanigan, Robert Castrovinci, and Jorge Fuentes. These leaders have an average tenure of 15 years working together at the firm.

Founded on a company culture that celebrates diversity, 90% of the firm's staff are women and/or minorities. The firm is over 50% women. They believe this diversity contributes to the creativity and innovative thinking that results in great, community-centered architectural design and planning. The firm has also greatly benefited and grown through the County's Small Business program. The support and opportunities provided by the program were an invaluable resource to Song + Associates through the years. The firm proudly graduated from the SBE program in September of 2020.

Given their history of public sector projects, the firm has a strong sense of community and giving back has long been a core value of the company. They believe in 'paying it forward' and have continued to engage with the small and minority owned businesses of the County. They have established mentoring relationship with sub-consultant firms, giving those businesses the opportunity to participate in larger scale projects to build on their experience. Jill Lanigan, a principal of the firm stated, "Graduating from the SBE program has energized our team to engage in a robust mentor-protege program to provide professional and business guidance to other firms that are building their companies. We are guided in these efforts by the example set by the amazing OEBO staff." Song + Associates looks forward to a bright future for their company and industry within Palm Beach County.





The Florida Department of Economic Opportunity Announces \$30 Million Available to Florida Rural Communities for Economic Development

TALLAHASSEE, Fla. – Today, the Florida Department of Economic Opportunity (DEO) announced \$30 million in available funds for Florida rural communities through the Rural Infrastructure Fund (RIF). Rural communities can apply for this grant beginning July 15, 2022, to make infrastructure improvements and facilitate economic development activities that have positive, long-term impacts on local economies.

“Governor DeSantis secured a record increase in RIF funding - from \$5 to \$30 million - for the upcoming fiscal year, reaffirming his commitment to fostering generational growth and success within Florida’s rural communities,” **said DEO Secretary Dane Eagle**. “Rural communities are encouraged to apply for this historic funding to

RIF is a reimbursement grant program that facilitates the planning, preparing, and financing of infrastructure projects in rural communities, which encourage job creation, capital investment, and the strengthening and diversification of rural economies by promoting tourism, trade, and economic development.

\$30 million is available for eligible communities listed under the Rural Economic Development Initiative (REDI):

- \$25 million through Federal State and Local Fiscal Recovery Funds (SLFRF) will be available to assist rural communities statewide. These funds can be used for planning and construction of improvements to public water, wastewater, stormwater, and broadband infrastructure.
- \$5 million will be available for inland panhandle local governments in Calhoun, Gadsden, Holmes, Jackson, Liberty, and Washington counties, as well as all municipalities within their boundaries. Eligible uses for those funds include improvements to public infrastructure for industrial or commercial sites, upgrades to or development of public tourism infrastructure, improvements to access and availability of broadband internet service, and enhancements to inadequate infrastructure that has resulted in regulatory action.

Awards will be made on a rolling basis as applications to the program are received. For more information about RIF and the application cycle, as it becomes available, please visit [www.FloridaJobs.org/RIF\[r20.rs6.net\]](http://www.FloridaJobs.org/RIF[r20.rs6.net]).

About DEO

The Florida Department of Economic Opportunity combines the state’s economic, workforce and community development efforts, expediting economic development projects to fuel job creation in competitive communities and promote economic resiliency. For more information, including valuable resources for employers and job seekers, please visit [www.FloridaJobs.org\[r20.rs6.net\]](http://www.FloridaJobs.org[r20.rs6.net]).

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50 S. Military Trail, Suite 202
West Palm Beach, FL 33415



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Terry Newton | Small Business Development Specialist I



Terry Newton started with the Office of Equal Business Opportunity in November 2021. He began his career with Palm Beach County at Court Administration in 1999 as Judicial Case Manager for Judge Sandra K. McSorely and Judge John D. Wessel with Court Administration. Subsequently, he was promoted to Judicial Assistant for the South County Administrative Judge. After Judge James T. Carlisle retired, Terry began working with the educational program, Head Start. He worked in various capacities from social services to center management. While there, he earned his college degree in Psychology. Terry was a strong advocate for fatherhood initiatives and worked to secure scholarships for high school students who went through the Head Start Program.

Terry returned to Criminal Justice in 2014 as a Consumer Affairs Investigator with the County Public Safety Department Consumer Affairs. During his tenure with Consumer Affairs, he became certified with the Florida Supreme Court as a mediator and was the agency's representative on the Palm Beach Economic Crimes Unit and Child Care Advisory Council. Originally from Barbados, Terry enjoys documentaries, Seinfeld and the movie *What About Bob*. Serving his community is very important and he accomplishes that as a community champion with United Way, a judge for the Dwyer Awards and a member of the Criminal Justice Committee Racial Equity Task Force and Community & Policing Action Forum in Royal Palm Beach-Acreage-Wellington-Loxahatchee.