

Date: July 11, 2022

To: Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners

From: Daniella Levine Cava *Daniella Levine Cava*
Mayor

Subject: Report Regarding the Declaration of August 2022 and the Month of August Each
Year Thereafter as “Black Business Month” – Directive No. 220699

Executive Summary

This report is in response to Resolution No. R-443-22, sponsored by Commissioner Kionne McGhee and adopted by the Board of County Commissioners (Board) on May 3, 2022, directing the County Mayor or County Mayor’s designee to: (1) collaborate with community-based organizations and County boards including the Greater Miami Convention & Visitors Bureau, the Miami-Dade Chamber of Commerce, the Black Affairs Advisory Board, and the Miami-Dade Economic Advocacy Trust, with the assistance of the County’s Small Business Development Division, to develop an advertising and marketing campaign to promote black businesses in Miami-Dade County, which at a minimum shall include (a) advertising August as Black Business Month in public spaces throughout Miami-Dade County, such as in all Miami-Dade County buildings and transit stations, as well as on Miami-Dade County buses, trains and metro-mover vehicles, and on all Miami-Dade County media platforms, including social media; and (b) marketing that encourages the patronage of Black-owned businesses located in Miami-Dade County (2) identify funding in the Fiscal Year 2021-2022 budget and future budgets to undertake the actions set forth in this Resolution. The Miami-Dade Economic Advocacy Trust has been assigned the lead on this endeavor and has organized regularly scheduled meeting to plan this event.

Background

National Black Business Month was created in 2004 by historian John William and engineer Frederick E. Jordan, Sr., to bring attention to the needs of more than two million Black-owned businesses across the country. Miami-Dade County has supported its Black Businesses through print and digital media. The Miami-Dade Office of Black Affairs and the Miami-Dade Economic Advocacy Trust have collaborated over the years to create a directory of Black Businesses and organizations entitled “the Black World Guide”. Additionally, the Miami-Dade Economic Advocacy Trust sponsors a website of Black businesses entitled “Miami Black Pages”. Both these

efforts are to research, promote, advertise and provide the public with information regarding Black businesses and the many services they provide.

Miami-Dade Economic Advocacy Trust led a coalition of partners (among them Miami-Dade Black Affairs Advisory Board and Greater Miami Conventions Visitors Bureau) to develop an action plan, Themed Support BOB 305, that includes a robust marketing campaign, calendar of events, and programming activities to accomplish the following:

1. Promote the breadth and depth of contributions Black-owned businesses (BOB) make to the greater Miami-Dade County community.
2. Promote resources that support the growth and development of BOBs in Miami-Dade County; and
3. Connect with community organizations to advance the needs of BOBs

Miami-Dade Economic Advocacy Trust has successfully engaged community partners and targeted Chambers of Commerce to help co-promote Support BOB 305. Additionally, MDEAT has secured media coverage with MIA Media Group, local radio stations, Caribbean Today Newspaper, Gospel Truth, among others. The collaborative is continuing to strategize how best to promote “Black Business Month” in public spaces throughout Miami-Dade County. This includes Miami-Dade County public building and transit stations as well as on Miami-Dade County buses, trains, and metro-mover vehicles.

These collaborative meetings were conducted at weekly interval to accomplish the objectives of Resolution No. R-443-22. The collaborative group has created an abbreviated calendar of events (Exhibit B)

In response to the resolution’s directive, Miami-Dade Economic Advocacy Trust recommends a \$260,397 budget to support and promote the value and viability of the County’s Black-owned businesses. At a time when governments and corporate America are emphasizing diversity, equity and inclusion now is an opportune moment to highlight the consistent value Black businesses deliver to the region.

The collaborative effort as directed by the Mayor and lead by the Miami-Dade Economic Advocacy Trust created a budget of \$260,397.00 to carry out Directive No. 220699 (Exhibit A). The proposed budget was reviewed by the Miami-Dade County’s Office of Management and Budget (OMB) to determine the availability of funding for the directive. OMB determined that there was available funding from general funds to support the Directive.

The collaborative is continuing its efforts to make this inaugural August Black Business Month a success.

Pursuant to Ordinance No. 14-65, this report will be placed on the next available Board agenda. Should you require additional information, please contact William Diggs, Executive Director, Miami-Dade Economic Advocacy Trust, at 305-375-5661.

Attachments:

Exhibit A - Black Business Month 2022 Budget

Exhibit B – Abbreviated Calendar of Events

c: Geri Bonzon-Keenan, County Attorney
 Gerald K. Sanchez, First Assistant County Attorney
 Jess M. McCarty, Executive Assistant County Attorney
 Office of the Mayor Senior Staff
 Department Directors
 William Diggs, Executive Director, Miami-Dade Economic Advocacy Trust
 Jennifer Moon, Chief, Office of Policy and Budgetary Affairs
 Yinka Majekodunmi, Commission Auditor
 Basia Pruna, Director, Clerk of the Board
 Eugene Love, Agenda Coordinator

BLACK BUSINESS MONTH 2022		
BUDGET		
EVENTS		
CATEGORY	DESCRIPTION	COST
Kickoff Event: The Urban	Includes Venue, Décor, Entertainment, Photographer	\$ 7,000.00
I Support BOB Workshop Series	Includes Venue, Décor, Materials, Refreshments, Video and Other equipment	\$ 25,500.00
SUBTOTAL		\$ 32,500.00
KEYNOTE SPEAKER		
Stipend	Charge for Engagement	\$ 20,000.00
Travel Expenses	Extra flat fee to cover expenses with tickets and accommodation	\$ 5,000.00
SUBTOTAL		\$ 25,000.00
MARKETING/PUBLICITY		
Miami-Dade County (<i>Multimedia</i>)	Branding, Graphic Creation, Radio Spots, Video Spots, QR Codes, etc.	\$ 60,000.00
Miami-Dade County (<i>Print</i>)	Bus Wraps two-routes	\$ 20,000.00
	500 Copies of the Black World Guide	\$ 6,362.00
Island TV (<i>Video</i>)	TV Spots	\$ 3,600.00
South Florida Times (<i>Newspaper</i>)	Half-Page Ad	\$ 6,000.00
Legacy Miami (<i>Print</i>)	Half-Page Ad	\$ 3,019.00
Caribbean Today (<i>Print</i>)	Half-Page Ad	\$ 1,916.00
Miami Times	Half-Page Ad	\$ 6,000.00
Miami Herald	Multimedia Ads	\$ 17,000.00
Moguldom	Two-week campaign	\$ 2,800.00
Comcast (<i>Video/TV</i>)	5,618 spots on Linear and Streaming Verticals	\$ 30,000.00
PIP	Perfect Binded Books	\$ 12,700.00
Mnemonic (Production)	4 Video pieces	\$ 30,000.00
Lobby Installation	Display featuring Past & Present Black Business Owners	\$ 3,500.00
SUBTOTAL		\$ 202,897.00
TOTAL		\$ 260,397.00

ABBREVIATED CALENDAR OF EVENTS:

DATE	AUGUST 2022
Thursday, August 4	Kickoff Event: The Urban
Tuesday, August 9	Youth Services Appreciation Banquet: FIU Kovens Conference Center
Wednesday, August 10	The Youth Summit – Isiah Thomas: FIU Kovens Conference Center
Thursday, August 11	Fireside Conversation – Dr. Andre Perry, Brookings Institute
Wednesday, August 17	I Support BOB Workshop Series: In-Person & Virtual
Wednesday, August 24	I Support BOB Workshop Series: In-Person & Virtual
Wednesday, August 31	I Support BOB Workshop Series: In-Person & Virtual

FOUR-PART MARKETING STORY ARC: VIDEO CAMPAIGN

- Four (4) 30 - second commercials promoting Miami-Dade County’s Black-owned businesses and showcasing their value, viability, and challenges. This content would be produced by Comcast.

MESSAGE	PLAYERS
PHASE 1: Intro to and Thank You BOB 305	Mayor Daniella Levine Cava, Commissioner McGhee
PHASE 2: BOB. Can Do Great Things	MDEAT Executive Director William Diggs
PHASE 3: How Miami-Dade Supports BOB.	Commissioners Gilbert and Cohen Higgins
PHASE 4: BOB is Valuable and Viable	Commissioner Monestime and Hardemon

VOLUNTEER VIDEO OPPORTUNITY: 15-SECOND VIDEO OF SUPPORT

- 15-second PSAs announcing support of Support BOB 305 initiative. This would be produced by the Miami-Dade County Communications and Customer Experience Department