

Favors, LaToya (ISD)

Subject: VERIFICATION OF AVAILABILITY FOR DIGITAL MARKETING-BW-10238

Good Morning,

Project No: BW-10238

Project Title: **DIGITAL MARKETING MASTER CLASSES**

The above-referenced contract is being considered for small business contract measures. **PLEASE NOTE THAT YOUR PARTICIPATION IN THE AVAILABILITY TO BID PROCESS IS VITAL IN ORDER FOR MEASURES TO BE PLACED ON THIS PROJECT.** If you are interested in participating as a Small Business Enterprise – Goods & Services firm to perform work in connection with these projects and meet the requirements listed, please complete and return the attached by placing a check mark next to the line item(s) your firm can provide. Please reply to the Verification of Availability to Bid by

10:00 A.M. , TUESDAY, MAY 24, 2022.

The letter of availability may be via email to lquitao@miamidade.gov.

Note, you are NOT bidding at this point, as such no pricing information is required at this phase of the process (this was included as an FYI).

Laquita Oliver, Capital Improvement Project Specialist
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ATTENTION! Small Business Development is here to assist our small businesses with your COVID-19 resources and updates.

Please visit <https://mdcsbd.gob2g.com/Default.asp?> and click on "View Outreach opportunities" 

NEW Internal Services Department
Small Business Development's New Contract Management Website:
Business Management Workforce System (BMWS)... To Log In or Register for Training, visit MDCSBD.GOB2G.COM 

SCOPE OF SERVICES

A. Introduction

Miami-Dade County (the "County") is seeking a firm to provide digital marketing master classes to local small businesses in connection to the County's Strive 305 program, which was designed to accelerate the growth of small businesses countywide and support budding entrepreneurs as they launch and grow new businesses.

B. Background

The Strive 305 program is designed to accelerate the growth of small businesses countywide and to support budding entrepreneurs as they launch and grow new businesses.

The program will support the small business community through:

1. An online small business and entrepreneurship hub that will inform, educate, and connect small businesses to the resources offered by the County and its partners.
2. A virtual small business incubator that will feature a full educational curriculum coaching, and mentorship opportunities for companies for all types and states of growth.
3. A Countywide network of physical incubators, co-working spaces and maker studios equipped with the tools entrepreneurs need to launch new ventures.
4. Multi-week technical assistance bootcamps to help small businesses overcome common challenges such as access to capital, finances, business planning, branding, digital marketing, sales, operations, and more.

The COVID-19 pandemic accelerated the adoption of new technologies and business models that no longer rely on physical spaces and in-person interaction. Companies who could pivot to virtual or e-commerce models were able to withstand economic shocks and leverage new opportunities while others that were unable to leverage these new technologies have struggled and find it increasingly difficult to remain viable.

This trend includes how companies market themselves, with some companies increasingly using online networks and paid social campaigns to reach and attract new customers. Digital marketing is one of the most powerful tools at a business's disposal for getting their product or service in front of many eyes as possible. Perfectly targeted, digital marketing can significantly promote and support any business's success. However, for many small business owners, especially in disadvantaged communities, these opportunities remain elusive as they require training, experience, practice, and guidance.

The requested digital marketing master classes offered through the Zoom platform are going to feature experts sharing critical concepts in using social media platforms, such as Facebook, Instagram, LinkedIn, thought leadership, lead generation, branding, and other services. They will give participants an extensive overview of new technologies, approaches, and ways to use these insights to attract more paying customers.

C. Required Services

Contractor shall:

1. Provide and coordinate the registration process of participants for a total of twelve (12) virtually held digital marketing master classes via the Zoom platform:

Class 1: "Business Storytelling" Date: Wednesday, June 15, 2022 Time: 12:30 P.M. – 1:30 P.M. Platform: Zoom	Class 7: Date: Time: Platform:
Class 2: "Identify Your Marketing Strengths and Weaknesses" Date: Wednesday, June 22, 2022 Time: 12:30 P.M. – 1:30 P.M. Platform: Zoom	Class 8: Date: Time: Platform:
Class 3: "Who's in Your Marketing Seat?" Date: Wednesday, June 29, 2022 Time: 12:30 P.M. – 1:30 P.M. Platform: Zoom	Class 9: Date: Time: Platform:
Class 4: Date: Time: Platform:	Class 10: Date: Time: Platform:
Class 5: Date: Time: Platform:	Class 11: Date: Time: Platform:
Class 6: Date: Time: Platform:	Class 12: Date: Time: Platform:

CAN YOUR FIRM PROVIDE THE REQUIRED SERVICES AS MENTIONED ABOVE IN ITS ENTIRETY?
 YES ___ NO ___

HAS YOUR FIRM EVER PROVIDED SUCH SERVICES FOR ANOTHER ENTITY? ___ YES ___ NO

PLEASE INCLUDE A PROFESSIONAL RESUME WITH TWO (2) SIMILAR PROJECTS

NAME OF FIRM: _____

EMAIL ADDRESS: _____