



SOUTH FLORIDA ANCHOR ALLIANCE

2023 YEAR IN REVIEW





A NOTE FROM

HEALTH FOUNDATION OF SOUTH FLORIDA LEADERS

The South Florida Anchor Alliance (SFAA), an initiative of Health Foundation of South Florida, is a collaborative of 20 regional institutions, including hospitals and healthcare systems, education enterprises, and municipalities that joined forces in 2019 **to create a more inclusive South Florida economy through collective equitable procurement and workforce development initiatives**. SFAA is a key pillar to advance the Health Foundation's strategy to address and positively impact the social and economic disparities that affect community health and well-being.

Each day, the dedication of our Working Groups brings the Anchor Alliance to life. These institutional leaders invest their time and social capital to engage small businesses, create programs for students and job seekers, and develop strategies to make this work sustainable. We are grateful for their talents and their tenacity. They are the heart and soul of our effort. Additionally, we acknowledge our Health Foundation colleague, Megan Gamwell, who serves as the Director of Programs; Lisa Martinez of LM Genuine Solutions, who serves as lead facilitator; and Carla Crossno of Hatched, who serves as our communications counsel.

As with any new venture, we have celebrated milestones such as the well-attended launches of the Regional Marketplace and encountered hurdles like the challenges of technology integrations. We are humbled by the collective problem-solving abilities of the Anchor Alliance team.

In 2024, we look forward to accelerating the connections between procurement opportunities with Anchor Members and the small, minority-owned businesses in South Florida seeking those opportunities. In the coming year, we envision a productive year advancing our workforce development efforts. Finally, we anticipate a Fall 2024 convening of Anchor Leadership and will be announcing those details soon.

Thank you for your collaboration.

LOREEN CHANT
CEO

JANISSE SCHOEPP, Ph.D, MPH
Chief Strategy Officer



LOREEN CHANT



JANISSE ROSARIO-SCHOEPP



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EQUITABLE PROCUREMENT

REGIONAL MARKETPLACE UPDATE

2023 REGIONAL MARKETPLACE RESULTS



11

ANCHORS



\$500K

EXTERNAL FUNDING
LEVERAGED



1,306

SMALL BUSINESSES
VENDORS ACTIVATED



1,179

MATCHES
SINCE LAUNCH*



495 RFPS

POSTED SINCE LAUNCH

*Total Number of Vendors Matched with Available RFPs

REGIONAL MARKETPLACE LAUNCHED IN MAY WITH SMALL BUSINESS EVENTS IN BROWARD AND MIAMI-DADE

In May, the South Florida Anchor Alliance officially launched the Regional Marketplace, aimed at helping local, small, and minority-owned businesses access contracting opportunities at regional anchor institutions.

The Health Foundation team is grateful to the 11 anchor institutions that joined the Marketplace: Miami-Dade County, Broward County Government, City of Miami, Florida International University, Broward College, University of Miami, Miami-Dade County Public Schools, Broward County Public Schools, University of Miami Health System, Broward Health, and Jackson Health System (coming soon).

The Marketplace is a shared digital platform designed to make the process of finding opportunities and bidding on contracts to do business with large institutions easier, more accessible, and more inclusive. Together, the participating institutions procure more than \$10 billion a year in goods and services, so this project has the potential to be a significant economic engine for local, small, and minority-owned businesses.

The Marketplace launch also introduced a free capacity-building program funded by the Health Foundation that assists local, small, and minority-owned businesses strengthen operations. Led by Broward College, in partnership with Prospera and the Small Business Development Center, the Anchor Alliance provides local small businesses with guidance and access to an ecosystem of resources to strengthen their capacity to do business with anchor members.

We were delighted to be joined by Mayors Daniella Levine Cava and Lamar P. Fisher to celebrate the occasion. Two events, one in Miami Dade County and one in Broward County marked the launch as nearly 300 small business owners learned how to access and engage in the virtual Marketplace.



2023 REGIONAL MARKETPLACE LAUNCHES

BROWARD



MIAMI-DADE





2023 CAPACITY BUILDING RESULTS



85

SMALL BUSINESSES ASSESSED



60

SMALL BUSINESSES TRANSFERRED TO SBDC/PROSPERA FOR TECHNICAL ASSISTANCE



3

BUSINESSES WITH INCREASED CAPACITY

SMALL BUSINESS CAPACITY BUILDING PROGRAM LAUNCHED IN JUNE

Led by Broward College, in partnership with Prospera and the Small Business Development Center, the program provides local small businesses with guidance and access to an ecosystem of resources to strengthen their capacity to do business with anchor members.

The Small Business Capacity Building program, funded by the Health Foundation, is a two step process.

1

An online assessment. Co-developed by anchor members, the application tool determines the readiness of a small, local, diverse, women-owned and/or minority-owned businesses, based on a universal scoring profile. Readiness is based on the following categories:

- Ready Now – able to submit a Bid
- Ready Soon – minor resource needs
- Not Ready Yet – will receive training
- Not Ready – unable to meet standards

2

A Capacity Building Referral. Based on the outcome of the online assessment, Broward-based businesses are referred to the Small Business Development Center and Miami-Dade County based businesses are referred to Prospera for assistance in achieving next-level readiness.





ANCHORS ENGAGED IN THE REGIONAL MARKETPLACE PILOT STRENGTHEN TIES AND ENGAGE VENDORS

Since the **Regional Marketplace** launched in May, relationships among working groups and between the institutions have strengthened. As part of our year-one review of the program, we asked anchor members what they valued most about participating in the Regional Marketplace.

Most responded that enhanced partnerships with other anchor institutions were the top outcome, followed by the program’s alignment with their institution’s goals to provide more significant opportunities for their local, small, minority-owned vendors.

A few comments:

“(Anchor) firmly believes in the power of community so by coming together we are creating greater opportunities for our vendors.”

“The Regional Marketplace aligns with (Anchor’s) mission of providing access with ease for local small businesses to participate in procurement opportunities via this innovative “one stop-shop.”

Further, the survey revealed the two most pressing challenges facing the group:

- 1 Technology Integrations:** To resolve the integration issues, we have **expanded engagement to include our technology partners** and the IT departments of the Anchor Members. Further, the working group has been involved in extensive problem solving with the technology vendor, Avisare, about data access and integration issues.
- 2 Vendor Activations:** To accelerate vendor activations, we **launched a collective marketing and engagement effort.** Our marketing and communications toolkit, a few samples of which follow, has proven effective in empowering the anchors. In the fourth quarter, we hosted three online trainings to educate local, small, minority-owned vendors about the benefits of the Regional Marketplace and activating their Marketplace accounts.

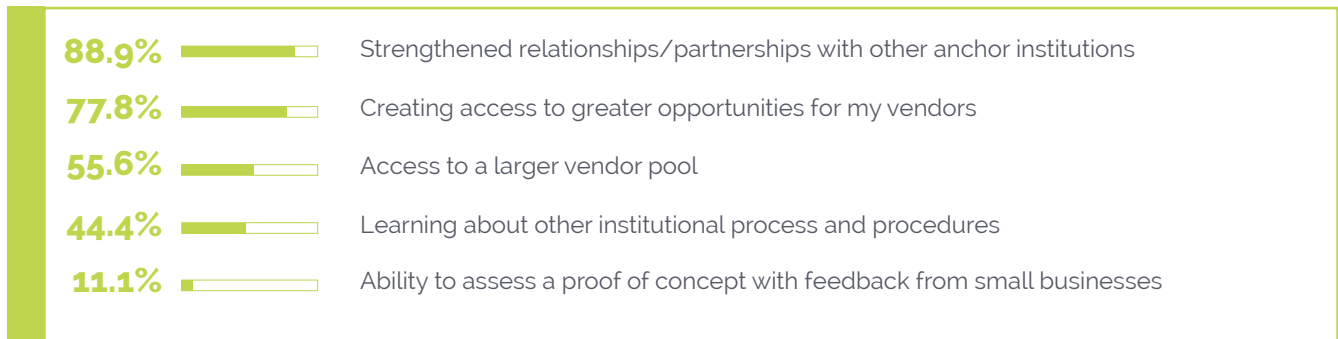
MARKETPLACE ENGAGEMENT TOOLKIT





SELECTED SURVEYS RESULTS

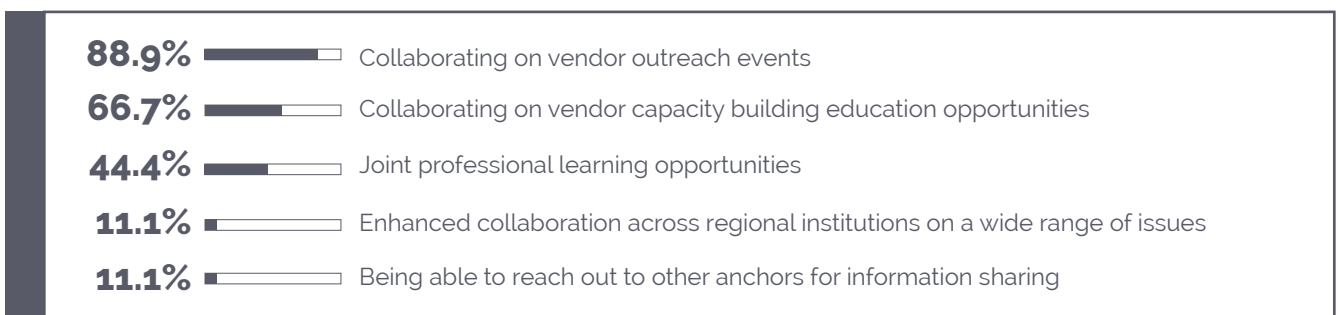
WHAT ARE THE GREATEST BENEFITS THUS FAR FROM PARTICIPATING IN THE SFAA REGIONAL MARKETPLACE?*



WHAT ARE THE MOST SIGNIFICANT CHALLENGES THUS FAR REGARDING THE SFAA REGIONAL MARKETPLACE?*



WHAT COLLABORATIVE OPPORTUNITIES EMERGED DUE TO YOUR PARTICIPATION IN THE SFAA?



*Each survey participant could select multiple responses.

**A HEALTHY,
THRIVING
SOUTH FLORIDA**



WORKFORCE DEVELOPMENT

HIRING AND TRAINING UPDATE

2023 WORKFORCE DEVELOPMENT RESULTS



110

NURSING STUDENTS
RECEIVING SCHOLARSHIPS

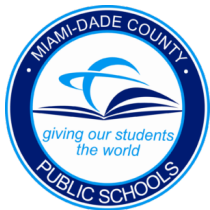


123

HARD TO FILL JOBS FILLED AT
ANCHOR INSTITUTIONS

HEALTH FOUNDATION FUNDS PROGRAM TO ASSIST ANCHORS IN FILLING VACANT POSITIONS

Two Anchor Members (Miami Dade County Public Schools and the City of Miami) partnered with a community-based organization, Catalyst Miami, **to support the recruitment of individuals for hard-to-fill positions** identified by the Anchors. Catalyst Miami assigned job candidates a Workforce Navigator to support them through the application process and connect them to rapid certification programs. Through the program, which concluded in 2023, 123 individuals gained employment at Miami Dade County Public Schools and the City of Miami.



CATALYST
MIAMI



STUDENTS PURSUING CAREERS IN HEALTHCARE BENEFIT FROM HEALTH FOUNDATION INVESTMENTS IN SCHOLARSHIPS AND ENROLLMENT SUPPORT

In Fall 2022, as healthcare workforce shortages faced South Florida Anchor Alliance members, the **Health Foundation invested \$1.3 million to fund expanded enrollment, scholarships,** and other support services for nursing, health sciences, and healthcare administration students at three local public colleges—Broward College, Florida Memorial University, and Miami Dade College. With the funding, the Health Foundation sought to bolster South Florida's healthcare workforce and increase access to well-paying, in-demand jobs for students from the region's underserved, Black, and Hispanic communities.

While this work is underway at all three institutions, Dr. Bryan Stewart, the President of the Medical Campus of Miami Dade College, shared, "We are happy to partner with the Health Foundation of South Florida to serve more underserved and underrepresented populations in South Florida and to help address the unprecedented nursing shortage facing our community's hospital and health systems."

Miami Dade College nursing students are using the funds from the Health Foundation grant for textbooks, uniforms, supplies, and other enrollment requirements.





LOOKING FORWARD

ANCHOR ALLIANCE LEADERSHIP CONVENING PLANNED FOR FOURTH QUARTER 2024

Our plans for 2024 include an Anchor Alliance Leadership Convening later this year. We anticipate our agenda will include updates on our collective equitable procurement and workforce development initiatives and facilitated discussions about accelerating our impact in the areas of access to capital and and policy system changes within member anchor institutions.

WORKING GROUP MEMBERS ADVANCE ALL ASPECTS OF OUR BLUEPRINT FOR ACTION WITH PLANNED UPDATES THIS YEAR

In 2024, our working groups will be revising our blueprints for action to ensure our strategies and activation plans are modified for lessons learned and reflect our best thinking. **We are immensely grateful to the members of each of our Working Groups for their energy, ideas, and commitment.** The advancement of our Blueprint for Action is only possible via the ongoing engagement of our Working Groups, who meet often, exchanging ideas and solving issues as they arise.

We thank each of them for their service.

THE SUSTAINABILITY OF THE ANCHOR ALLIANCE

Anchor Members are interested in a shared governance model with the Health Foundation as the backbone organization. In response, a Governance Subcommittee was established to explore a governance model that moves the South Florida Anchor Alliance into formalizing a shared governance, and clearly identifies the rules and procedures governing the Alliance's decision- making.

TRANSFORMATIONAL INVESTMENT FROM CITI FOUNDATION

This year, 2023, concluded the second year of support as a Citi Progress Maker. We thank The Citi Foundation for their transformational \$500,000 investment in the South Florida Anchor Alliance and the Regional Marketplace.



SOUTH FLORIDA ANCHOR ALLIANCE

MEMBERS

PARTNERING | ALIGNING



MIAMI BEACH



PARTNERS

BUILDING | GROWING



SUPPORTERS

INVESTING | ENGAGING



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**SOUTH FLORIDA
ANCHOR ALLIANCE**
2023 YEAR IN REVIEW
southfloridaanchoralliance.org

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thank you.

GRAPHIC DESIGN BY SOLEDAD PICÓN OF HATCHED

