

# THE POWER OF PARTNERSHIP

## DISNEY & LOCAL

## BUSINESSES

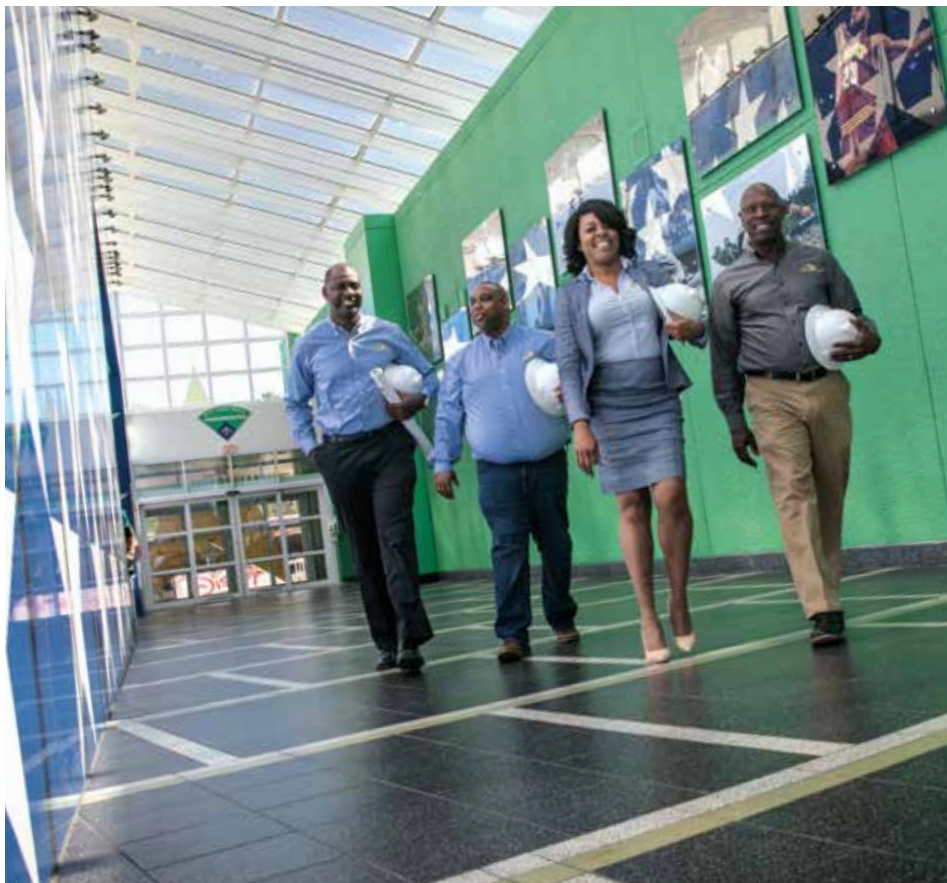
## GROW TOGETHER

by ERIN O. HESTON

Here in Central Florida, Disney has a starring role in virtually every aspect of our community, whether as the area's largest employer, supporter of civic initiatives, or champion of the arts, education and inclusion.

But it may surprise you to know Walt Disney World Resort also plays a key role in the success of local small businesses, minority- and women-owned companies, and entrepreneurial groups serving people with disabilities.

"Over the years, we've built relationships with local businesses and entrepreneurs. For Disney, it's a win-win," said Leonard Spencer, senior manager of Supplier Diversity. "We get high-quality services and products, while the businesses grow and contribute to the local economy."





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AND FINANCIAL  
SELF-SUSTAINABILITY.”*

*– Kyle Johnson  
Lighthouse Central Florida*





One of Disney's unique local connections is with Lighthouse Central Florida, a private nonprofit serving people with blindness and visual impairment. Through its nonprofit social enterprise company, Lighthouse Works, the organization provides job training, competitive employment and career opportunities. Last year, Lighthouse Central Florida won a competitive bid to pre-assemble MagicBand boxes at a rate of about 100,000 each month.

"Our focus on quality, performance and value has helped us secure contracts with various agencies and organizations including Orange and Seminole County, and many others," said Kyle Johnson, vice president of sustainability at Lighthouse Central Florida. "For our team, this work means independence, pride, a life of purpose and financial self-sustainability."



For Smith, Broomfield & Howard, a local construction company, the connection with Disney started small, with a simple office renovation in 2010. This project led to others, including the complete renovation of the End Zone Food Court at Disney's All-Star Sports Resort and a large kitchen facility near Epcot.

"Thanks to Disney, we've added full-time staff in our offices and 10 workers in the field," said Lamar Smith, president and CFO of Smith, Broomfield & Howard. "We've grown beyond our wildest dreams."


Disney Guests who enjoy sweet treats love Selma's Cookies, founded by local-broadcast-professional-turned-baker Selma Sayin. After delivering samples to a contact at Walt Disney World Resort, Selma began supplying cookies and treats to theme parks, resorts and merchandise locations throughout the resort. She credits Disney with her business success.

"We have more than 100 employees all thanks to Disney. It gives everybody a sense of pride that we have our products in the theme parks," said Selma. "I've worked with many companies over the years and there's nobody like Disney."



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 - Selma Sayin  
*Selma's Cookies*



 Last month, Walt Disney World Resort was awarded the Supplier Diversity Procurement Cup by the Hispanic Chamber of Commerce of Metro Orlando.