

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATIONS OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE, AT ITS MARCH 22, 2019 MEETING, AND DIRECTING THE CITY MANAGER TO CREATE PROGRAMS TO WELCOME AND ASSIST NEW BUSINESSES IN MIAMI BEACH, HOLD TWO TOWN HALL MEETINGS, AND PURSUE FUNDING FOR THE PROGRAMS THROUGH BUDGET DEVELOPMENT WITHIN THE ECONOMIC DEVELOPMENT DEPARTMENT.

WHEREAS, the City of Miami Beach ("City") is reviewing its practices to attract new and retain existing businesses; and

WHEREAS, the City recognizes the initial nurturing and first impression of a new business could be a crucial bridge for growing a successful business; and

WHEREAS, the City is working to develop resources for businesses and is exploring the following support programs:

1. Creating dedicated staff to welcome, nurture, and guide new and relocated businesses/industries;
2. Creating an online New Business Welcome Tool Kit which provides easy access to the who, what, where, and how to navigate through the City's regulatory system, programs, and services (e.g., checklists, online licensing, permits, etc.);
3. Create an online MB Business Directory as an incentive to showcase and advertise business products and services available and offered by businesses in Miami Beach;
4. Offer to showcase new businesses, on the CMB communications channels, for 3-6 months (e.g., a "New Business Spotlight" in print and digital collateral);
5. Encourage the introduction of new businesses in community and committee meetings;
6. Offer capacity building/information sharing workshops/meet-ups through the City and its partners. Explore developing a small business development curriculum to work with prospective, new, and existing businesses on issues that impact their operations, e.g. business planning, access to capital, human resources, accounting, social media, lease negotiations, etc.;
7. Explore opportunities to engage subject matter expert volunteers—retired business owners/executives could provide pro bono/volunteer business assistance for new businesses;
8. Work with Miami Beach Chamber of Commerce to provide discount memberships at events that provide capacity support for businesses and encourage the Chambers to provide ribbon cuttings and other networking events and activities;
9. Explore developing a small business investment program to work with new, existing, and expanding businesses; and
10. Explore programs/initiatives that encourage and assist small business relocation to the City; and

WHEREAS, on March 22, 2019, the Finance Citywide Projects Committee ("FCWPC"), reviewed the program ideas and recommended that the City Administration:

- Create programs to welcome and assist new and relocated businesses in the City;

- Work in partnership with the City Commission to sponsor two town hall meetings at City Hall and North Beach to have a dialogue and hear from the small business community on how to open and operate a business in Miami Beach, improve our processes and become stronger partners; and
- Pursue funding for the programs through budget development within the Economic Development Department.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendations of the Finance and Citywide Projects Committee, at its March 22, 2019 meeting, and directing the City Manager to create programs to welcome new businesses to Miami Beach, hold two town hall meetings, and pursue funding for the programs through budget development within the Economic Development Department.

PASSED and ADOPTED this 10th day of April, 2019.

Mayor Dan Gelber

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

Rafael E. Granado
City Attorney

4-9-19
Date