



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee

FROM: Alina T. Hudak, City Manager

DATE: July 29, 2022

SUBJECT: **Update from the Economic Development Department regarding Steps Taken to Streamline Process, Improve Business Retention, and Attract New Business**

HISTORY:

The mission of the Economic Development Department (the “Department”) is to establish, maintain, and grow the City’s business community by promoting the City’s image, supporting businesses, and creating a diverse economy for our dynamic and resilient global community. The previous quarterly update to the Finance and Economic Resiliency Committee (the “Committee”) appeared in the March 30, 2022 agenda.

ANALYSIS:

i. Revitalize Targeted Areas and Increase Investment

Ocean Drive Corridor/Lummus Park: G.O. Bond Project. On September 16, 2020, City Commission Resolution No. 2020-31388, as amended by Resolution No. 2021-31885, authorized Zyscovich Architects to prepare a comprehensive land use, mobility, and economic development planning strategy and vision concept for the Art Deco Cultural District (the “ADCD Vision Plan”). On February 18, 2022, the Mayor’s Art Deco Cultural District Panel prepared a final report endorsing the ADCD Vision Plan. On February 23, 2022, the Mayor and City Commission adopted Resolution No. 2022-32056 accepting the ADCD Vision Plan, in concept, and authorizing preparation of a Request for Quote (RFQ) for design and construction administration services for G.O. Bond Project No. 31 (Ocean Drive Corridor), including Lummus Park.

On June 22, 2022, the City Commission authorized issuance of RFQ 2022-436-ND for Architectural Design Services for the Ocean Drive Corridor Improvement and Lummus Park Enhancement Project. The Administration intends to recommend a firm for

architectural design services, including complete design and construction documents, a feasibility study and master plan for Ocean Drive, 30% plans for Lummus Park enhancement, and the receipt of Historic Preservation Board approval. The project scope will include the implementation of a new streetscape, including landscape with irrigation, and the development of walkable areas which will increase connectivity and access while protecting the district's character and history. The solicitation was issued on June 26, 2022 and responses are due on August 8, 2022. The G.O. Bond Program's June 21, 2022 Project Implementation Update noted an estimated 15-month design process following the RFQ, with an anticipated start date in early 2023.

a. Commercial Lease Subsidy Pilot Program

Faced with challenges associated with the commercial character of the Entertainment District, the City has endeavored to revitalize the district by infusing arts and culture. In addition to a citywide effort at economic diversification, focus is being placed on promoting and attracting commercial activities that support the cultural arts ethos. During the FY 2022 budget process, the Department proposed a pilot incentive program for eligible businesses/landlords, within the Art Deco Cultural District, to receive financial assistance in exchange for providing cultural/art offerings in the area through experiential and artisanal retail. Participation would require formal application and approval by the City Commission. The program framework will also address and prioritize transitioning away from legal nonconforming uses within the District.

On April 6, 2022, the City Commission referred a discussion to the Land Use and Sustainability Committee (LUSC) regarding development of a program to encourage and motivate property owners to convert nuisance uses, including, but not limited to, package liquor stores, smoke shops, and tattoo parlors, into permitted uses. On May 13, 2022, the LUSC unanimously recommended the establishment of a Commercial Lease Subsidy Program to promote arts and culture business activity and motivate property owners to convert nuisance non-conforming establishments in the Art Deco/Miami Modern Commercial Character Overlay District. On July 8, 2022, the City Commission accepted this recommendation, establishing the program, and, authorizing funding in the amount of \$120,000 in FY 2023, subject to annual budget appropriation. The Department is currently developing the program application and agreement in anticipation of FY 2023 Budget approval.

b. Vacant Storefront Cover Program

The Department relaunched the Vacant Storefront Cover Program in mid-2021 to improve the appearance of vacant street-level commercial spaces and to support the activation and development of commercial corridors. The voluntary initiative allows property owners to cover their vacant storefronts at no cost with preapproved artistic designs fully subsidized by the City. The Program features an updated [application packet/guide](#) that

has been shared with our business improvement districts, business associations, and the Chamber of Commerce.

The Department, in collaboration with the Code Compliance Department, continues to reach out to commercial real estate brokers and property owners to market the Program and conduct targeted recruitment, which has yielded fifteen (15) new participating properties to date in FY 2022. The Department has made significant progress in Mid-Beach and North Beach commercial areas, previously underrepresented in terms of participation, including installing over 2,000 sq. ft. of vacant and prominent storefront windows at a major intersection in the Atlantic Heights neighborhood.

To increase FY 2023 participation in the program among the business community, the Administration would like to supplement the design options. The Department is planning a Call to Artists to select additional designs. The Department estimates that three (3) new design options could be accomplished with a budget of approximately \$6,000 to compensate the designers.

c. North Beach Community Redevelopment Agency

The Department provides, management and coordination for the North Beach Community Redevelopment Agency (North Beach CRA) of various matters including staff support for the Ad Hoc North Beach CRA Advisory Committee. In light of the favorable outlook from Miami-Dade County's preliminary tax rolls and forecasted tax increment financing (TIF) revenue estimated for the North Beach CRA, the Administration has recommended prioritizing funding for beautification, enhanced city services, arts and culture, small business development, administrative services and funding for project set-asides. As noted in LTC_285-2022, on July 12, 2022, the Advisory Committee unanimously recommended FY 2023 budget priorities to the North Beach CRA Board (the Mayor and City Commission).

ii. Real Estate Assets and Joint Development (Public-Private-Partnerships)

a. Class A Office RFP Lincoln Lane

Efforts to elevate the Miami Beach office portfolio have included the exploration of methods for attracting private investment, including legislative land use incentives and repurposing underutilized public assets. On February 23, 2022, City Commission Resolution 2022-32054 authorized simultaneous negotiations with two developers pursuant to Request for Proposals (RFP) 2021-173-KB for the development of mixed-use structures incorporating Class A office space and parking facilities on three City-owned parking lots (P25, P26, P27). On April 29, 2022, the FERC discussed the projects and

transmitted the negotiated Term Sheets to the City Commission with a favorable recommendation. On May 4, 2022, the City Commission authorized the preparation of development agreements and ground leases for the projects, which were approved by the City Commission on second reading/public hearing on July 20, 2022.

The Department, along with the City Attorney's Office, negotiated these +\$140M mixed-use projects that will considerably enhance public assets, activate the neighborhood, and spur economic development—at zero financial cost to taxpayers. Referendum questions, pertaining to the ground leases and the use of rent proceeds, will be put to the voters at the November 8, 2022 General Election.

b. Workforce & Affordable Housing Development Incentive (Waivers)

On January 13, 2021, the City Commission authorized a ground lease and development agreement with a housing developer for the public-private-partnership known as the Collins Park Artist Workforce Housing Project. Faced with increasing interest rates, escalating construction costs, supply chain deficiencies, and a fluctuating bond market -- market forces that render income-restricted rental projects less attractive to investors, the project has not yet secured tax-exempt bond financing. In light of the current rental housing conditions, the City Commission directed the Administration to explore citywide affordable and workforce housing incentives that could benefit the project and future developments.

On March 9, 2022, the City Commission referred a discussion to the FERC, and, on May 27, 2022, the FERC unanimously supported the Administration's recommendation for an ordinance amendment waiving the applicability of the following fees to promote affordable and/or workforce housing: (1) Sustainability, (2) Art in Public Places, (3) Mobility, (4) Parks Concurrency, and (5) Design Review Board / Historic Preservation Board / Board of Adjustment review fees. On June 22, 2022, the City Commission referred the ordinance amendment to the Planning Board, where it will be considered on July 26, 2022. Pending review by the Planning Board, the City Commission could consider the ordinance on first reading in September 2022.

iii. Public Outreach: 41st Street Mixed-use Development on City-owned Assets

The Mayor's 41st Street Blue Ribbon Committee ("41st Street Committee") adopted two (2) motions in March and April 2021 in support of the City exploring redevelopment of municipal surface parking lots adjacent to 41st Street. On February 25, 2022, the FERC recommended that the City Commission issue a Request for Letters of Interest (RFLI) to gauge interest among the development community in mixed-use development on City real estate assets near 41st Street. On March 9, 2022, via Resolution No. 2022-32087, the City Commission accepted the FERC recommendation and authorized the City

Manager to issue a RFLI for mixed-use developments on five (5) municipal parking lots abutting private properties along 41st Street.

Prior to preparing a RFLI, the Administration has worked with the 41st Street Committee to host community meetings to inform the public and gather input regarding potential development on the five (5) city-owned surface parking lots in the 41st Street commercial corridor. Two (2) interactive public meetings have occurred: a virtual webinar on the morning of Wednesday, April 27, 2022, and an in-person meeting on the evening of Wednesday, May 18, 2022, at the Miami Beach Golf Club. The Administration's efforts to engage the community regarding this process were detailed in LTC 236-2022 dated June 16, 2022. The next step is to complete preparation of the RFLI for issuance in October 2022.

iv. 41st Street Streetscape Revitalization Project

The G.O. Bond 41st Street Streetscape Revitalization project is in the conceptual design phase, and the City's engineering consultant is developing a 3-D model that will offer a contextual depiction of the thoroughfare. Preparation of the modeling includes documentation of every detail of the corridor by surveyors, including streetways, utilities, trees, parking configuration, buildings, and even the entrances to businesses. The consultant has conducted multiple walking tours both day and night to become familiar with varying conditions and traffic patterns, and geotechnical exploratory borings were performed to establish existing subsurface conditions. Conceptual design documents are anticipated for City review in the next two months, with presentation of a draft concept to stakeholders and the public in Fall 2022. The project schedule's targeted milestones include the Design Review Board's review in June 2023 and delivery of the finished design concept in February 2024. Once completed by the consultant, the design plans must undergo permitting and review by the City, Miami-Dade County, and the Florida Department of Transportation (FDOT). Construction is targeted for commencement in Fall 2024 and completion in Spring 2026.

v. Business Assistance, Business Attraction, and Market Research

The Department actively initiates internal and external collaborations and partnerships that position the City as a meaningful participant in the technology and financial services ecosystem of Miami-Dade County. The Department is engaging with local organizations to further market, recruit, and retain, including engagements with the Miami-Dade Beacon Council to support and leverage their efforts.

a. Expedited Plan Review and Permitting Incentive Program

Pursuant to Resolution No. 2021-31619, the Mayor and City Commission authorized the creation of the Expedited Plan Review and Permitting Incentive Program, a no-cost incentive intended to encourage targeted relocations or expansions and associated development among technology and financial services firms as well as corporate headquarters (including regional headquarters) for any industry. Building permit applications for office uses that support the targeted industries are eligible for a 10-business day plan review and permitting process.

Over the past quarter, Program participants have included JAWS, family office of Starwood Capital's Barry Sternlicht and PennantPark Investment Advisers (PennantPark), a venture capital firm previously headquartered in New York City, now opening a new office location at 1671 Michigan Avenue. In addition, Andreessen Horowitz, or a16z, a prominent venture capital firm that invests in both early-stage start-ups and established growth companies, is planning to expand into an 8,000 sq. ft. Class A office space in the Starwood Capital headquarters building at 2340 Collins Avenue.

b. Job Creation Incentive Program

The Job Creation Incentive Program (JCIP) is a performance-based financial incentive developed to attract targeted companies and expand existing businesses within Miami Beach, while also increasing the number of quality, high-wage jobs in the city. To receive the incentive, the JCIP participant must create or relocate a minimum of ten (10) new, fulltime equivalent jobs with average annual wages meeting or exceeding 125% of the Miami-Dade County or State of Florida average wage, whichever is higher, at the time of the application. The maximum incentive for new-to-market companies is \$60,000 per year for up to four (4) years. The maximum incentive for expanding companies is \$60,000 per year for up to three (3) years. Recommendations for award of this incentive must be reviewed by the Committee and approved by the City Commission.

On April 6, 2022, the JCIP was amended, via Resolution No. 2022-32117, to provide additional industry incentives including:

Applicants specializing in technology and/or financial services industry subcategories related to cryptocurrency, blockchain, web3, decentralized finance, sustainability, resiliency, hospitality, tourism, health and wellness, and arts and culture are eligible for additional incentives, and may not exceed:

- a. \$650 per employee for the first 50 jobs (minimum of 10)
- b. \$450 per employee for each job added between 51 – 100
- c. \$300 per employee for each job added above 100

Applicants specializing in technology and/or financial services industry subcategories related to cryptocurrency, blockchain, web3, decentralized finance, sustainability, resiliency, hospitality, tourism, health and wellness, and arts and culture are eligible for additional bonuses for new hires and relocated employees:

- a. An additional \$175 per employee if a business is located within the North Beach area, as defined by the City of Miami Beach
- b. An additional \$175 per employee if new hire received a degree from a university, college, or technical school located within Miami-Dade County
- c. An additional \$175 per employee if previously unemployed or employed below the Living Wage Rate immediately preceding employment with Applicant
- d. An additional \$200 per employee if their primary residence is within the City of Miami Beach.

On May 4, 2022, following the March 30, 2022 recommendation of the Committee, the City Commission approved venture capital firm PennantPark for the JCIP. PennantPark is currently in the building permitting process to facilitate renovation of their office space. The Department is in talks with companies interested in the JCIP and will make recommendations to FERC at the appropriate time.

c. Parking Incentive Program for Business Attraction & Retention

On June 22, 2022, the City Commission approved creating and funding a pilot Parking Incentive Program aimed at business attraction and retention. If approved with the FY 2023 Budget, the program will provide a financial incentive to participating businesses to defray the cost of public or private parking access. Participation in the program will be contingent upon City Commission approval and is targeted towards businesses within the hospitality, technology, financial services, and health and wellness industries. The three (3) year pilot program may support, at least five (5) businesses at a maximum incentive of approximately \$58,320 per business inclusive of up to approximately \$25,920 in year 1, \$19,440 in year 2 and \$12,960 in year 3. The Administration is currently preparing the application and guide for an October 2022 implementation subject to budget appropriation.

d. Commercial Corridor Business Meet & Greets

The Department attends business association meetings and regularly visits commercial corridors throughout the city by walking the corridors and talking face-to-face with local businesses and hearing firsthand issues, concerns, suggestions, and compliments. These informal conversations enable the Department to build relationships and raise awareness about the array of business assistance programs and resources, including business concierge services, the Miami Beach Business Academy (detailed below), the

Vacant Storefront Cover Program, and small business grants. The Department has canvassed neighborhoods alongside the Normandy Fountain Business Association, members of the 41st Street Committee, the Washington Avenue Business Improvement District (WAVE), and the Ocean Drive Association (ODA) over the past few months. In the next few weeks the Department will visit the Sunset Harbour and South of Fifth neighborhoods in response to the Land Use and Sustainability Committee's (LUSC) June 6, 2022 request for input from the business community on the City's live entertainment regulations applicable to commercial establishments.

e. Miami Beach Business Academy: Monthly Technical Assistance Program

The Department strives to serve as an ombudsman, connecting the public and private sector by facilitating solutions. The Department serves as liaison to local businesses and economic development organizations, committees and task forces, which advance Miami Beach's economic strategy. In addition to various in-house services provided by the Department, the City has engaged a not-for-profit community partner, Prospera, who specializes in bilingual small business assistance for entrepreneurs desiring to start, grow, and sustain their businesses. Through their engagement with the City via the Department, Prospera, provides 1-on-1 business consulting services to individual proprietors and conducts live virtual training webinars on topics related to business finance, operations and management. The technical assistance training sessions are offered free of charge to Miami Beach small businesses. Prospera is providing twelve (12) training webinars including recent sessions held in May, June and July on the following topics: "Operations and Capacity: Best Practices", "How to Access Capital", and "Digital Marketing on Social Media". To date, an average of twenty-five (25) participants attend per session. The training webinars will continue through October 2022.

f. Small Business Incubator and Accelerator Program

Healthy business ecosystems rely on business retention as a foundation with business attraction and creation as feeders to replace businesses that may close for a variety of reasons. The City of Miami Beach is looking to diversify the economy and appeal to the next generation of innovators and business leaders. One proposed way to achieve these goals is to consider the positive impact of a business incubator/accelerator. While most business creation is organic, a business incubator/accelerator is used to enhance start-ups/new businesses by promoting sound business growth and management early on.

A business incubator or accelerator is a program that provides services to new and/or existing business ventures to boost their scale and development. When properly implemented, a business incubator/accelerator maximizes the probability of success of a small business while minimizing inefficiencies and losses. A business

incubator/accelerator in Miami Beach could be a source of innovation, high-wage jobs, and quality of life for our targeted technology and financial services industries.

The Department is in the early stages of planning for a Miami Beach incubator/accelerator program that will provide services that assist small businesses and entrepreneurs preserve capital and gain external support, mentorship, capital, experience, and information to grow their business. The program will be for Miami Beach businesses and leverage the services and opportunities available via local, regional, and national programs including, but not limited to, educational institutions and recognized training facilitators. The program will focus on capturing Miami Beach entrepreneurs' uniqueness, offer capacity building, and focus on services to enhance business potential as well as serve to attract new business and industries that align with Miami Beach's brand and evolving business characteristics.

The purpose of the program is to give companies the tools and knowledge needed to excel. While the program concept is under development, the Department will return at a later meeting of the FERC with greater detail of a program structure that responds to actual market conditions and the needs of Miami Beach's emerging businesses.

g. Business Attraction Marketing and Public Relations Campaign

i. Media Campaign

The Department worked with the Marketing and Communications Department to produce a comprehensive marketing, media, and public relations campaign that will promote and enhance the city's efforts at attracting local, regional, and national businesses and entrepreneurs. The campaign's objectives are to attract and create high-paying jobs, entice new and existing local talent, fill vacant office spaces, and showcase Miami Beach's assets, attractions, and incentive programs by marketing Miami Beach as a top business destination. To accomplish this, the campaign's strategy highlights the nationwide trend of companies relocating and expanding to more livable cities, as the popularity of alternative work options and telecommuting continues. The primary target audience are decision-makers and talent within the technology, financial services, and other high-wage industries, with the goal of recruiting and attracting businesses that will meaningfully contribute to the prosperity of our beautiful city.

The Administration, working with Sparkloft Media, developed innovative and comprehensive creative collateral (in English and Spanish) that focus on key industries, and encourage and embed memorable messaging and imagery to build awareness about Miami Beach assets, attractions, and amenities.

Market research and creative design began earlier this year and the **Make A Bold Move** campaign was launched in May 2022. The campaign focuses on small and medium sized businesses in the technology and financial services industries who are looking to adapt their business to the changing priorities of top-tier talent. The campaign creative entices these businesses by showing that Miami Beach offers, in addition to innovative and creative incentives and programs, the cultural and lifestyle benefits employees are demanding.

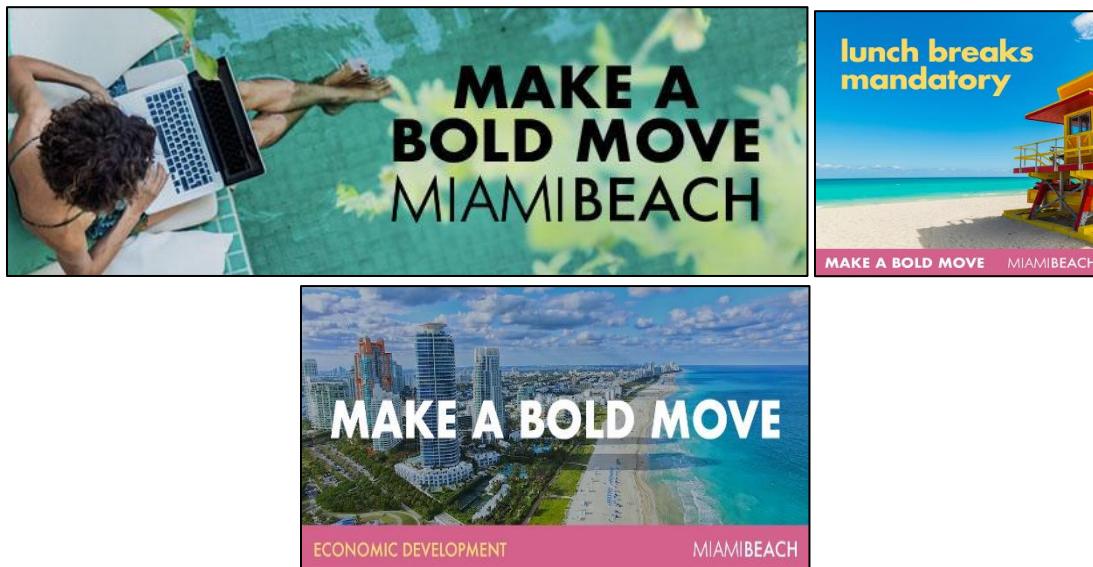
The primary target for the campaign is owners, founders, and CEOs looking to relocate and/or expand as work from home business environments become the norm. Secondary targets are creative class workers (tech and finance) and local talent. The primary markets the campaign is intended to appeal to are Silicon Valley, Los Angeles, San Francisco, New York City, Chicago, Connecticut, and Florida. Miami Beach's primary competitors are Austin, Denver, Salt Lake City, Portland, Houston, New York City, Atlanta, Tampa and Orlando. The primary channels used to reach the target audience include LinkedIn, Google Search, Facebook, Instagram and digital programmatic.

Research revealed that to attract our key industry leaders, the campaign has to show them why they will attract top talent when they choose Miami Beach. To attract the creative class, the campaign showcases the Miami Beach lifestyle, the ability to blend work with play, highlights the ability to have an extended or permanent "workcation". As for local talent, the campaign drives home the strengths of Miami Beach and encourages those that moved away to return.

Make A Bold Move is founded in the fact that the work culture and workplace has changed. The ability to live a full life outside of work is becoming the norm, and companies that don't adapt will be left behind. The following ideals are at the core of the campaign:

- Stepping away from the computer will inspire productivity and innovation;
- Making a move can feel like a daring choice, but moving to Miami Beach is not just a move – it is a solution;
- Miami Beach is a place where work-life balance is non-negotiable;
- Miami Beach is a city where you can catch a sunrise over white sand beaches by day, and then is electric by night;
- Miami Beach offers the perfect work-life balance, with excitement and experiences around every corner; and
- It is time to **make a bold move**...for Better Opportunities...Better Lifestyle...Better Inspiration...Better Everything...in Miami Beach.

General Audience creative:



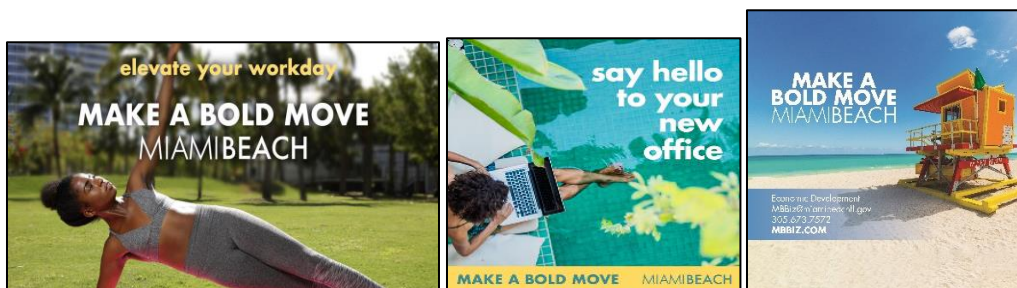
*Why not have it all? Give your business and your lifestyle a major promotion. Miami Beach – it is where your work life meets your best life. It's time to **Make A Bold Move**.*

Business Leader creative:



*Thinking about making a move can feel like a daring choice, but what if there was a city that was so enticing it would feel risky not to move there? The kind of place where you could step out of your office and onto the beach. Create a community in a forward-thinking tech hub on the rise. **Make a Bold Move**.*

Creative Class creative:



*There is a place that offers a sunny solution for everyone in your life. A city where your work-life balance is non-negotiable. Join a thriving tech community with picture-perfect weather, international cuisine, and all the finest life has to offer. Convincing everyone will be the easy part. It's time to **Make A Bold Move**.*

May and June Phase One results include the data below and secured coverage with the Miami Herald and South Florida Business Journal – additional local, regional and national business and trade publication coverage is in progress.

Phase One: May 2022 Results									
Platform	Cost	Impressions	Clicks	CTR	CPC	CPM	Frequency	Video Views	Reactions
Facebook	\$ 1,336.78	543,936	294	0.05%	\$4.55	\$2.46	1.26	22,686	18
Instagram	\$ 1,344.21	561,937	172	0.03%	\$7.82	\$2.39	1.28	24,474	21
Twitter	\$ 1,408.21	334,659				\$4.21			13
LinkedIn	\$ 1,492.93	101,053	321	0.32%	\$4.65	\$14.77			9
Reddit	\$ 755.53	155,415	160	0.10%	\$4.72	\$4.86			2
Google Display	\$ 1,061.70	241,647	1,167	0.48%	\$0.91	\$4.39			
Google SEM	\$ 581.14	23,832	260	1.09%	\$2.24	\$24.38			
YouTube	\$ 869.69	63,543	33	0.05%	\$26.35	\$13.69		50,210	
TOTALS and AVGS	\$ 8,850.19	2,026,022	2,407	0.12%	\$ 3.68	\$ 4.37	1	97,370	63

Phase One: June 2022 Results									
Platform	Cost	Impressions	Clicks	CTR	CPC	CPM	Frequency	Video Views	Reactions
Facebook	\$ 1,500.00	420,981	415	0.10%	\$0.00	\$3.56	2.15	31,161	9
Instagram	\$ 1,500.00	395,708	132	0.03%	\$0.00	\$3.79	1.99	23,178	131
Twitter	\$ 1,500.00	239,296		0.00%	\$0.01	\$6.27			25
LinkedIn	\$ 1,497.06	47,065	792	1.68%	\$0.03	\$31.81			11
Reddit	\$ 1,157.47	202,749	192	0.09%	\$0.01	\$5.71			4
Google Display	\$ 1,198.23	79,587	1,424	1.79%	\$0.02	\$15.06			
Google SEM	\$ 1,051.38	14,367	245	1.71%	\$0.07	\$73.18			
YouTube	\$ 1,129.53	85,794	39	0.05%	\$0.01	\$13.17		68,468	
TOTALS and AVGS	\$ 10,533.67	1,485,547	3,239	0.22%	\$ 3.25	\$ 7.09	2	122,807	180

The campaign continues with virtual ads, thought leadership and op-ed that are topical and timely insights themed on the changes in business culture and employee demands.

ii. Recent press and monthly newsletter data

A selection of recent City of Miami Beach press releases and pertinent media articles are attached as Exhibit A. The Department's monthly business e-newsletter, originally launched in June 2021, continues to excel at digital marketing performance, with a 45% average open rate (higher than the 29% industry average), a 10% average click-through-rate (also well above the 1.2% industry average), and newsletter subscribership increasing by three times the initial amount since the first publication. A sample of recent content from the monthly newsletter is attached as Exhibit B. The Department's MBbiz.com website is updated regularly to provide business assistance resources for the community, including current employment and labor statistical data powered by Local Intel, an advanced retail data technology provider. The Department is in the process of a website redesign to coincide with the marketing campaign.

iii. Events, Tradeshow, and Conferences

The Department continues to develop and execute its plans for active engagement at local technology and business conferences this year with heightened visibility through exhibition space rental and the purchase and distribution of collateral and promotional material. The Department is exploring plans to travel out-of-state to national events during FY 2023. The Department has, however, initiated and/or participated at several pertinent events at nearby locations including at the Miami Beach Convention Center (MBCC) this past quarter:

April 2022:

- Crypto thought leadership event (Sky Yard – Lincoln Lane)
- Bitcoin conference (MBCC)
- eMerge Americas conference (MBCC)

May 2022:

- International Economic Development Week (City Hall Cafecito break)
- GMCVB - State of Tourism and Hospitality (The Fillmore)
- FTX Off the Grid (Lummus Park)
- Police Department block party (Flamingo Park)
- Cloud Summit (MBCC)

July 2022:

- Florida International Medical Expo (FIME) (MBCC)





h. CDBG-CV-funded Business Assistance

The City Commission's original allocation of Community Development Block Grant Coronavirus (CDBG-CV) funds in June 2020 provided fourteen (14) qualified small businesses with reimbursement of up to \$10,000 for eligible business expenses. On October 28, 2020, the City Commission allocated an additional \$600,000 of CDBG-CV funds for the Emergency Small Business Reimbursement Grant Program, with the aim of assisting small businesses and microenterprises with up to \$20,000 for reimbursement of eligible business expenses.

Since launching the second cycle in January 2021, the Administration has awarded twenty-eight (28) qualified businesses with a grant for a total of \$560,000 in grant awards, of which:

- 15 businesses are in the Job Creation/Retention category;
- 13 businesses are in the Microenterprise category;
- 20 businesses are located in South Beach;
- 4 businesses are located in Mid-Beach; and
- 4 businesses are located in North Beach.

The Department continues to accept and review Emergency Small Business Reimbursement Grant Program applications on a rolling basis. Additional CDBG-CV funding has been leveraged to provide technical assistance training, including the creation of a City position dedicated to providing small business support services, grant administration, and technical assistance coordination.

Conclusion

The Department continues to provide small and larger-scale programs, services and resources to foster and promote economic investment, business welfare, quality of life in Miami Beach. The Department will continue to administer funding, allocated by the City Commission, for small business assistance in furtherance of the Department's objective of providing for the growth and vitality of the business community and strengthening the Miami Beach economy.