



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#17-0624

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: June 6, 2017

TITLE: Motion to Approve a Memorandum of Understanding with the University of
West Florida

Recommendation

It is recommended that the City Commission approve a motion allowing the proper City officials to enter into a Memorandum of Understanding (MOU) with the University of West Florida (doing business locally as the Florida Small Business Development Center Fort Lauderdale, or SBDC) to support the Economic and Community Investment Division's Business Engagement, Assistance, and Mentorships Program (BEAMs).

Background

Since its separation from the City's Community Redevelopment Agency in February of 2016, the newly renamed Economic and Community Investment Division (ECI) of the Department of Sustainable Development has been extremely busy, providing support to our local businesses, helping to create new jobs within the community, and forging stronger collaborative ties with outside organizations.

Jeremy Earle, formerly the Deputy Director of Sustainable Development, presented the BEAMs Program on April 16 at the City Commission Conference Meeting. The purpose of the program is to support the retention and expansion of existing businesses within the City and to aid in attracting new businesses to Fort Lauderdale whether they are locally, nationally, or internationally based.

Through effective collaborative relationships with the Greater Fort Lauderdale Alliance, Greater Fort Lauderdale Chamber of Commerce, Greater Fort Lauderdale Sister Cities, Broward County Office of Economic and Small Business Development, Florida Atlantic University, Broward SCORE, Enterprise Florida, Florida Small Business Development Center Fort Lauderdale (SBDC), Export-Import Bank of the United States, the US Commercial Service, and others, ECI has been able to develop the BEAMs Program exclusively for small businesses within the City of Fort Lauderdale.

SBDC in partnership with Broward SCORE will develop and deliver several facets of the BEAMs Program including structuring the certification modules (classes), teaching classes, assessing community/business needs, developing training strategies, conducting

mentorships, and providing general expertise. In order to perform these services, SBDC needs an MOU with ECI to satisfy its reporting requirements to the federal government.

The MOU will document the initial terms of a City/SBDC partnership beginning on June 1, 2017 and ending whichever may come first: December 14, 2017, or the date the MOU is terminated by either party at any time by providing notice in writing to the other party.

Resource Impact

There is no current year budgetary impact for this action.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, port, and rail connections.
- Objective 1: Define, cultivate, and attract targeted and emerging industries.

This item also advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We are Prosperous*.

Attachment

Exhibit 1 - University of West Florida MOU

Prepared by: Michael Chen, Citywide Economic & Business Development Manager,
Department of Sustainable Development

Department Director: Anthony Greg Fajardo, Sustainable Development