



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

**#18-0403**

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

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

**DATE:** May 1, 2018

**TITLE:** Motion Authorizing the City Manager to Execute a Strategic Alliance  
Memorandum with the United States Small Business Association

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**Recommendation**

It is recommended that the City Commission approve a motion authorizing the City Manager to execute a Strategic Alliance Memorandum with the United States Small Business Association.

**Background**

It has been almost a year since the Economic & Community Investment Division (ECI) introduced the Fort Lauderdale **B**usiness **E**ngagement, **A**ssistance, and **M**entorships (BEAMs) program to the City Commission. ECI has established effective collaborative relationships with a long list of local, regional, state, and federal organizations to establish and implement the BEAMs Academy - the workforce training element of the BEAMs program. The BEAMs Academy was specifically designed to enhance the viability and longevity of our businesses. Each collaborative associate has contributed to the BEAMs Academy with their particular expertise and/or resources that range from advice on the program curriculum, hosting the classes, and/or teaching the classes. The quality of education presented by the BEAMs Academy is as much a reflection on our collaborative associates as it is on ECI, which includes:

- Greater Fort Lauderdale Chamber
- Greater Fort Lauderdale Alliance
- Fort Lauderdale CRA
- US Department of Commerce
- CareerSource Broward
- Florida Atlantic University
- Greater Fort Lauderdale Sister Cities
- Small Business Development Center
- Broward SCORE
- Broward County Office of Economic and Small Business Development
- Port Everglades
- Enterprise Florida
- Florida Export Finance Corporation
- US Export-Import Bank
- US Commercial Service

Currently, the BEAMs Academy provides training in three major focus areas:

1. "Solid Foundation": for new and start-up businesses

2. “Build On Success”: for experienced businesses poised for growth.
3. “Global Commerce”: for businesses engaged in international trade.

Through the efforts of ECI and the emerging reputation of BEAMs, the U.S. Small Business Administration (SBA) has expressed an interest in formally supporting BEAMs. SBA support will include, but not be limited to, providing pamphlets, brochures, and other publications; providing speakers and participating in workshops, conferences, seminars, and other activities; offering SBA-sponsored training; and assigning a local point of contact to serve as liaison with SBA.

The availability of these services and the use of the SBA logo require the execution of a “Strategic Alliance Memorandum” (SAM) between the City and SBA, Washington, D.C. There is no fee charged for the described SBA services. The SAM does not create an exclusive relationship or any binding legal obligations and the SAM may be terminated by either party at any time with 30 days written notice.

### **Resource Impact**

There is no resource impact.

### **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.
    - Initiative: Work with partners to implement a City Economic Development Strategy that will include Economic Development Profile Report, Entrepreneurial Development and Empowerment Strategy, and a Targeted Industry Growth Strategy.
  - Objective 2: Facilitate a responsive and proactive business climate.
    - Initiative: Implement a Small Business Development Program to enhance long-term viability of our local economy.

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

### **Attachment**

Exhibit 1 – US Small Business Administration Strategic Alliance Memorandum

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

Department Director: Anthony Greg Fajardo, Sustainable Development