

Condensed Title:

A resolution authorizing the execution of a Strategic Alliance Memorandum (SAM) between the City and the Small Business Administration.

Key Intended Outcome Supported:

Increase Resident Satisfaction with Availability of Commercial Service Options

Supporting Data (Surveys, Environmental Scan, etc.): 35% of residents felt that there are too few stores in their neighborhood to serve basic daily needs; 58% of businesses said in 2007 that the City was meeting their needs, up 16% from 2005.

Issue:

Shall the Mayor and City Commission authorize execution of the SAM?

Item Summary/Recommendation:

The mission of the United States Small Business Administration (SBA) is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. The City and the SBA each provide separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served. The City, in conjunction with the SBA and other strategic partners, will provide the tools necessary for success and economic development.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and the City in order to strengthen and expand small business development in the local area. The Parties acknowledge that specific joint training and outreach activities contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA's co-sponsorship authority. Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two (2) years.

The Administration recommends approving the resolution.

Advisory Board Recommendation:

N/A

Financial Information:

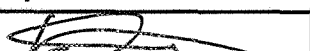

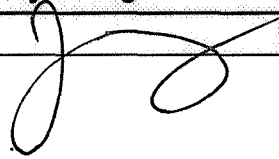
Source of Funds:	Amount	Account	Approved
<div style="border: 1px solid black; padding: 5px; width: fit-content;">N/A</div> OBPI	1		
	2		
	3		
	4		
	Total		

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Kevin Crowder, City Manager's Office

Sign-Offs:

Department Director	Assistant City Manager	City Manager
KC 	TH 	JMG 

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MIAMIBEACH

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

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: December 10, 2008

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, AUTHORIZING THE CITY MANAGER TO EXECUTE A STRATEGIC ALLIANCE MEMORANDUM BETWEEN THE CITY OF MIAMI BEACH AND THE UNITED STATES SMALL BUSINESS ADMINISTRATION, FOR THE PURPOSE OF ENHANCING AWARENESS OF AND ACCESS TO FEDERAL SMALL BUSINESS PROGRAMS BY MIAMI BEACH BUSINESSES.**

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

BACKGROUND

The mission of the United States Small Business Administration (SBA) is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. The City and the SBA each provide separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served. The City, in conjunction with the SBA and other strategic partners, will provide the tools necessary for success and economic development.

ANALYSIS

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and the City in order to strengthen and expand small business development in the local area. The Parties acknowledge that specific joint training and outreach activities contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA's co-sponsorship authority. Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two (2) years. The Scope of Services is as follows:

Within the limits of its available and/or appropriated resources, the SBA through its South Florida District Office will:

- Provide the City with up-to-date information about SBA's programs and services.
- Make available, upon request, information regarding SBA's resource partners, including but not limited to, the Small Business Development

Centers (SBDCs), SCORE, and the Women's Business Centers (WBCs) (collectively, "SBA's Resource Partners").

- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other publications.
- Advise City of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in the City workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite the City's clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at the City's location when appropriate.
- Provide a text-only hyperlink from SBA's website to the City's website pursuant to SBA's linking policies.
- Provide information to the City's staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and the City.

Within the limits of its available resources, the City will:

- Cooperate with SBA's Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its clients/members SBA pamphlets, brochures, and other publications.
- Inform City's small business clients/members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from the City's website to SBA.
- Assign a local point of contact to serve as liaison between the City and SBA.

Following execution of the SAM, the City and SBA will negotiate and execute an Action Plan, which will establish action items and activities to meet goals and objectives, such as increasing participation in SBA loan and other programs.

CONCLUSION

Execution of the SAM will provide the City with an enhanced relationship with the U.S. Small Business Administration, and will strengthen and expand small business development efforts in the City. The Administration recommends that the Mayor and City Commission approve the Resolution.

JMG/TH/kc

Attachment

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, AUTHORIZING THE CITY MANAGER TO EXECUTE A STRATEGIC ALLIANCE MEMORANDUM BETWEEN THE CITY OF MIAMI BEACH AND THE UNITED STATES SMALL BUSINESS ADMINISTRATION, FOR THE PURPOSE OF ENHANCING AWARENESS OF AND ACCESS TO FEDERAL SMALL BUSINESS PROGRAMS BY MIAMI BEACH BUSINESSES.

WHEREAS, the mission of the Small Business Administration is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government; and

WHEREAS, the City recognizes the importance of their business community comprised of an estimated 4,000 separate businesses; and

WHEREAS, the City, in conjunction with the SBA and other strategic partners, will provide the tools necessary for success and economic development; and

WHEREAS, each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

WHEREAS, the purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and the City in order to strengthen and expand small business development in the local area; and

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 authorize the Mayor and City Clerk to execute a Strategic Alliance Memorandum between the City of Miami Beach and the United States Small Business Administration, for the purpose of enhancing awareness of and access to federal small business programs by Miami Beach businesses.

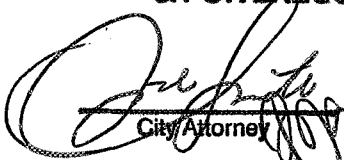
PASSED and ADOPTED this 10th day of December, 2008.

MAYOR MATTI HERRERA BOWER

ATTEST:

ROBERT PARCHER, CITY CLERK

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

11/25/08

Date



Strategic Alliance Memorandum

with the

United States Small Business Administration

and the

City of Miami Beach, Florida

I. PURPOSE

The United States Small Business Administration (SBA) and the City of Miami Beach (City) (each a "Party" or, collectively the "Parties") are joined by a common mission: **helping start, maintain, and expand small businesses**. The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

The City recognizes the importance of their business community comprised of an estimated 4,000 separate businesses. In an effort to support the needs of business owners, the City, in conjunction with the SBA and other strategic partners, will provide the tools necessary for success and economic development including training, counseling, the promotion of key business programs.

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and the City in order to strengthen and expand small business development in the local area. The Parties acknowledge that specific joint training and outreach activities contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA's cosponsorship authority. Nothing in this SAM permits the City to use the SBA logo or seal. The "U.S. Small Business Administration" name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to the City

In order to further their common goals, the Parties agree to the following:

II. SCOPE AND RESPONSIBILITIES

SBA Undertakings:

Within the limits of its available and/or appropriated resources, the SBA through its South Florida District Office will:

- Provide the City with up-to-date information about SBA's programs and services.
- Make available, upon request, information regarding SBA's resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, and the Women's Business Centers (WBCs) (collectively, "SBA's Resource Partners").

- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other publications.
- Advise City of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in the City workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite the City's clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at the City's location when appropriate.
- Provide a text-only hyperlink from SBA's website to the City's website pursuant to SBA's linking policies.
- Provide information to the City's staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and the City.

City of Miami Beach Undertakings:

Within the limits of its available resources, the City will:

- Cooperate with SBA's Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its clients/members SBA pamphlets, brochures, and other publications.
- Inform City's small business clients/members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from the City's website to SBA.
- Assign a local point of contact to serve as liaison between the City and SBA.

III. TERM

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two (2) years from date of signature unless otherwise terminated by one or both Parties as per paragraph V below.

IV. AMENDMENT

The Parties agree to consult each other on any amendment, modification or clarification to the provisions of this SAM. This SAM may only be amended or modified in writing and shall be consistent with applicable laws, regulations and SBA policy.

V. TERMINATION

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

VI. RELATIONSHIP

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to the City and SBA.

VII. RESPONSIBLE OFFICIALS

The responsible officials and points of contact for administrative matters pertaining to this SAM are:

City of Miami Beach:

Name: Kevin Crowder
Title: Economic Development Director
Address: 1700 Convention Center Dr
Miami Beach, FL 33139
Tel: (305) 673-7010
e-mail: kcrowder@miamibeachfl.gov

SBA:

Name: Francisco A. Marrero
Title: District Director
Address: 100 South Biscayne Blvd., 7th Flr
Miami, FL 33131
Tel: (305) 536-5521
e-mail: francisco.marrero@sba.gov

VIII. SIGNATURES

The signatories below represent that they have the authority to make such commitments on behalf of their respective City of Miami Beach:

U.S. Small Business Administration:

_____ Date
Administrator/Deputy Administrator/Associate Administrator, OSA

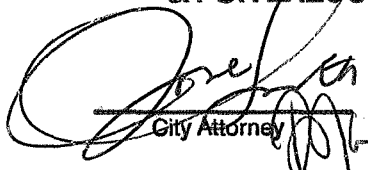
Note: District Directors may also co-sign.

_____ Date
Francisco "Pancho" Marrero, District Director
South Florida District Office

City of Miami Beach:

_____ Date
Jorge M. Gonzalez
City Manager

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

 _____ Date
City Attorney