



MIAMI BEACH

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LETTER TO COMMISSION

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

FROM: Jorge M. Gonzalez, City Manager

DATE: September 30, 2009

SUBJECT: City of Miami Beach CARES – Miami Beach Business Academy

The purpose of this LTC is to announce a new program that is designed to assist local businesses in better understanding City Government, as well as how providing information that may be useful during this difficult economy. As you may recall, several months ago Mayor Matti Herrera Bower hosted a Miami Beach CARES (Community Action to Restore Economic Stability) event, in partnership with the Miami Beach Chamber of Commerce. In addition to providing resources to assist local residents during an afternoon session, the morning program provided tips to local businesses on how to survive these tough economic times.

In an effort to continue to provide support to our local businesses, and in response to frequent feedback we receive from local businesses about difficulties understanding the many, often complex, city processes that they navigate to open and operate a business in our City, we are launching the first-ever Miami Beach Business Academy.

This program, loosely modeled after our successful Leadership Academy, will include a series of workshops intended for new, existing, expanding or prospective businesses. The sessions will be held every other month beginning in November, 2009. Each two hour workshop will focus on a different element – from the ins and outs of permitting, to dealing with city codes, business assistance, special events and opportunities. Speakers will be from internal City departments, other local governments, area businesses, and related industries. The proposed program schedule and content was shared with the Mayor's Gay and Lesbian Task Force, who had suggested a similar program. Information on the program will be shared with local businesses via our available mediums (Facebook, Emails, Website, PSAs, etc.), and by our outreach teams. The program is free.

The Miami Beach CARES Business Academy will meet on the following dates:

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| Thursday, November 12, 2009 | Opportunities – What's Going on in Miami Beach |
| Thursday, January 14, 2010 | The ABC's of Permitting and Licensing |
| Thursday, March 9, 2010 | City Codes You Should Know |
| Thursday May 13, 2010 | Business Assistance |

All sessions will be held in the Miami Beach Police Department, first floor Meeting Room from 3:00 p.m. to 5:00 p.m.

For further information, please contact Lynn W. Bernstein, City of Miami Beach Community Outreach Coordinator, 305-673-7000, ext. 6178 or email lynnbernstein@miamibeachfl.gov.

JMG/HMF/lwb