



Memorandum

TO: Mayor and City Commissioners

THROUGH: Terrance Stewart, Interim City Manager

FROM: Francine Ramaglia, Assistant City Manager
Joan K. Goodrich, Economic Development Director

DATE: October 29, 2014

RE: November 13, 2014 Workshop Item:
Growing Delray Beach's Small Business Program and Approaches

In June 2014, City Staff was asked to determine how the city could implement a Small Business Program and to determine if the City could partner with Palm Beach County in their disparity study. The interest of the City Commission to grow efforts with small and minority businesses continues an on-going dialogue by previous City Commissions in 2005, 2007 and 2010 to do the same. On June 5, 2014, Terrill Pyburn, Interim City Attorney issued a similar opinion (see attached) to Susan Ruby in 2007 and Brian Shutt in 2010 that the best course forward is to “set up a small business enterprise program that encourages the economic development of the entire community.”

To that end, the City Manager's Office and the Office of Economic Development with the support of Finance and the City Attorney's Office benchmarked and sought the best practices from more than 25 cities and counties in Florida and beyond.

After an initial round of one-on-one meetings with most of you to seek additional thoughts and perspectives, the team published a draft report in August 2014 entitled “Growing Delray Beach's Small Business Program and Approaches” focused on how the City of Delray Beach could elevate its efforts in procurement, business assistance and economic development to support and promote local small businesses.

Ten (10) initial recommendations were made in the report and most are now incorporated into the work and business plans of City Departments (pages 2-3) and funded by the City's FY 2015 Budget. One recommendation related to a new local-small business preference policy is thought-provoking and will require additional time and expertise to draft appropriately. It also needs more input from the City Commission and vetting through the City Attorney's Office and Finance Department.

The team has already gathered extensive research, identified key decision points and even suggested possible language (see memo dated October 24, 2014) on how to possibly approach a new local-small business preference policy. We will meet internally next week with Finance and the City Attorney's Office to continue conversations and will schedule another round of one-on-one meetings with you to hear your thoughts and to gain consensus for moving forward.

At the conclusion of those conversations, we will return at a subsequent commission meeting with an ordinance for your consideration. We look forward to working with you and thank you for your support to grow small business in Delray Beach.

**2014-15 City of Delray Beach Action Plan
for Growing Delray Beach’s Small Business Program and Approaches**

Recommendation	Leadership Resources	FY 2015 Timing	Current Status
Review and update Delray Beach Purchasing Policies	Finance-Purchasing, CMO	TBD	
Local-Small Business Preference Policy	CMO, CAO, Finance-Purchasing	November 2014	Research of 21 Cities and Counties Completed; Proposed language drafted; Initial meeting held with CAO; subsequent meeting to be held on 11/5/14
Guide to Doing Business with Delray Beach	Finance-Purchasing, CMO	1 Qtr. FY 2015	
Guide to Opening and Growing a Business in Delray Beach	OED, CI, P&Z	2 Qtr. FY 2015	Best practices studied
Business Resources Portal	OED, CMO (Public Information)	Initial Portal in November 2014; On-Going Thereafter	Resources to be placed on mydelraybeach.com; delraybeach.com and nextdelray.com
2014-15 Business Development Series with Partners	OED, Chamber, PBSC (SBDC), EFI, SBA (Miami)	1 Qtr. FY 2015	1 st seminar scheduled on 11/5/14 China/Asia Cultural Awareness and Business Etiquette Seminar
Online Capital Matrix	OED	2 Qtr. FY 2015	Developed new relationships with Florida First Capital Finance Corporation and IBM Credit Union.
Microenterprise Loan Program	CI, OED, CRA	1 Qtr. FY 2015	1 st Session held on 10/20, 10/22, 10/23; one-on-one sessions with program consultant in November and December; 2 nd Session – 1/26, 1/28, 1/29/15; Program Guidelines being reviewed and updated.

Recommendation	Leadership Resources	FY 2015 Timing	Current Status
Delray Beach Business Retention & Expansion Program	OED, Chamber, DDA	2 Qtr. FY 2015	Target list proposed; survey instrument drafted
Telling the Delray Beach Business Story	OED, City, Chamber, CRA, DBMC, DDA,	On-Going	Economic Development Marketing Strategy Session conducted on 10/20/14; Next Meeting to be held before Thanksgiving.
Small Business Month	OED, City, Chamber, DDA	3 Qtr. FY 2015 (May)	DDA Celebrating National Small Business Saturday on November 29, 2014
Global Entrepreneurship Week	OED, City Commission, Public Information	November 2014 November 17 – 23, 2014	Requesting proclamation and will promote 3 rd party events, activities and initiatives
Community Conversation and Support	Stakeholders and Partners	On-Going	Meeting with WARC Chairman held on 10/3/14 and a meeting with Alphonso Mayfield is being rescheduled for November 2014.

Leadership Key:

- CAO – City Attorney’s Office
- CI – Community Improvement Department
- CMO – City Manager’s Office
- CRA – Community Redevelopment Agency
- DBMC – Delray Beach Marketing Cooperative
- DDA – Downtown Development Authority
- EFI – Enterprise Florida Inc.
- OED – Office of Economic Development
- PBSC – Palm Beach State College
- P&Z – Planning & Zoning Department
- SBA – Small Business Administration, Miami District