

Memorandum



Date: June 11, 2008

To: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

From: George W. Burgess
County Manager

Subject: Approving Economic Development Strategic Plan and Authorizing the Release of the Business Tax Receipt Revenues

EDHS
Agenda Item No. 3(A)

Recommendation

The attached resolution is being placed on the agenda for Board of County Commission (BCC) consideration on behalf of the Metro-Miami Action Plan (MMAP) Trust. This item will: 1) approve the Economic Development Strategic Plan adopted by the Metro-Miami Action Plan (MMAP) Trust and attached hereto as Exhibit A for the use of Business Tax Receipts revenues, and 2) authorize the Mayor or his designee to release the eight percent of the Business Tax Receipt Revenues that are being held by the Office of Community and Economic Development (OCED) on behalf of MMAP as authorized by the BCC during the September 20, 2007 budget hearing.

Once this resolution is adopted by the BCC, the FY 2007-08 Budget Ordinance will be amended at the end of year to reflect the appropriation of Business Tax Receipts and its corresponding expenditure authority under MMAP.

Scope

MMAP will use the Business Tax Receipt Revenues to implement its Economic Development Strategic Plan, which has a countywide impact.

Fiscal Impact/Funding Source

Approval of this resolution does not create a fiscal impact to the County.

Track Record/Monitor

MMAP will continue to administer the use of eight percent of the Business Tax Receipt revenues as it has since 1993. The Economic Development Strategic Plan will set the policy on how Business Tax Receipt revenues are used.

Background

At the September 20, 2007 budget hearing, the BCC adopted staff's recommendation to keep MMAP's portion of Business Tax Receipt revenues with OCED until concerns regarding the use of these revenues were addressed. A committee, comprised of County staff from various departments, was established to accomplish this assignment.

Subsequent to the BCC's action, MMAP developed the Economic Development Strategic Plan, to be funded by the Business Tax Receipts. The intention of the Economic Development Strategic Plan is to develop a blueprint in which Business Tax Receipts can be used in a manner that is in compliance with Florida Statutes 205.033. More specifically, MMAP's Economic Development Strategic Plan will create business opportunities for inspiring entrepreneurs, expand businesses, retain businesses, and attract new businesses to Miami-Dade County's underserved communities. The committee reviewed this plan with the participation of the MMAP Trust and the Office of the County Attorney.

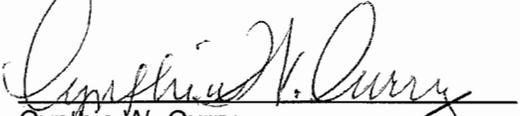
It was the position of the committee that if MMAP's proposed activities in the plan are consistent with applicable law, the committee would then recommend that the funds be released to MMAP. The Office

Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners
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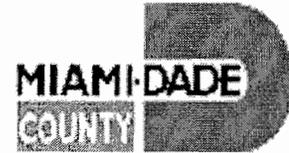
of the County Attorney opined that the Economic Development Strategic Plan comports with the requirements in the Florida Statutes. The MMAP Trust Board has also approved the Plan. It should be noted that the Beacon Council continues to have concerns regarding MMAP's role as a "marketing agency" and the prescribed use of the Business Tax Receipts.

The Economic Development Strategic Plan and the release of Business Tax Receipts to implement such plan is now presented to the BCC for consideration on behalf of the MMAP Trust Board.

Attachment

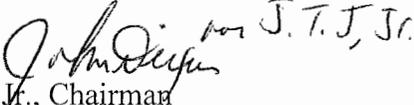


Cynthia W. Curry
Senior Advisor to the County Manager



Date: May 8, 2008

To: George M. Burgess
County Manager

From: 
John T. Jones, Jr., Chairman
Metro-Miami Action Plan Trust

Subject: Transmittal of Memorandum and Resolution Regarding release of MMAP's eight percent of Business Tax Receipts Revenues

Attached please find a copy of the Economic Development Strategic Plan developed by the Metro-Miami Action Plan Trust (MMAP). This plan has been reviewed by the County Attorney's Office, who has determined that the recommended uses of the Business Tax Receipt Revenues outlined in the plan are consistent with applicable law. This determination by the County Attorney's Office resolves those concerns regarding the use of these revenues raised at the September 20, 2007 Board of County Commissions Budget Hearing.

I am respectfully requesting that you, on behalf of MMAP, place on the Miami-Dade Board County Commissioners' agenda the resolution approving the Economic Development Strategic Plan and authorizing the release of the eight percent (8%) of the Business Tax Receipt Revenues from Office of Community and Economic Development to MMAP in order to accomplish the objectives of the Economic Development Strategic Plan.

Thank you for your assistance with this most urgent matter.

C Honorable Commissioner Edmonson , EDHS Chair
Members of the MMAP Board of Trustees
Terrence Smith CAO



MEMORANDUM

(Revised)

TO: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

DATE: June 3, 2008

FROM: 
R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No.

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved _____ Mayor

Agenda Item No.

Veto _____

Override _____

RESOLUTION NO. _____

RESOLUTION APPROVING THE METRO MIAMI ACTION PLAN TRUST (MMAPE) ECONOMIC DEVELOPMENT STRATEGIC PLAN AND AUTHORIZING THE COUNTY MAYOR OR HIS DESIGNEE TO RELEASE TO THE EIGHT PERCENT OF THE BUSINESS TAX RECEIPT REVENUES THAT ARE BEING HELD IN ESCROW BY THE OFFICE OF COMMUNITY AND ECONOMIC DEVELOPMENT ON BEHALF OF MMAPE AS AUTHORIZED BY THE MIAMI-DADE BOARD OF COUNTY COMMISSIONERS DURING THE SEPTEMBER 20, 2007 BUDGET HEARING

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board approves the Metro Miami Action Plan Trust (MMAPE) Economic and Strategic Plan in substantially the form attached hereto as Exhibit A; and authorizes the County Mayor or his designee to release the eight percent (8%) of the Business Tax Receipt Revenues that are being held in escrow by the Office of Community and Economic Development on behalf of MMAPE as authorized by the Board of County Commissioners during the September 20, 2007 budget hearing.

The foregoing resolution was offered by Commissioner who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

Bruno A. Barreiro, Chairman
Barbara J. Jordan, Vice-Chairwoman

José "Pepe" Díaz
Carlos A. Gimenez
Joe A. Martinez
Dorin D. Rolle
Katy Sorenson
Sen. Javier D. Souto

Audrey Edmonson
Sally A. Heyman
Dennis C. Moss
Natacha Seijas
Rebeca Sosa

The Chairperson thereupon declared the resolution duly passed and adopted this 3rd day of June, 2008. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



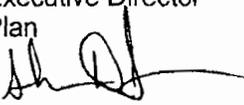
Shannon D. Summerset

Memorandum



Date: February 21, 2008

To: John Dixon, Interim Executive Director
Metro-Miami Action Plan

From: Shannon Summerset 
Assistant County Attorney

Subject: Opinion on use of business tax for MMAP's Economic Plan

You have requested an opinion on whether the use of business tax dollars, collected pursuant to Fl. Stats. 205.033, to fund MMAP's attached Economic Strategic Development Plan comports with the requirements of that statute. I have reviewed the plan, and it is my opinion that funding of this comports with the requirements of the statute. The overriding goals outlined in the Plan are to attract businesses to and retain businesses within Miami-Dade County. The strategies set forth in the Plan seek to promote Miami-Dade County as a place to do business using a wide array of techniques. Based on the above, the business tax dollars may lawfully be used to implement this comprehensive economic development plan.

Should you have any questions related to this opinion please do not hesitate to contact me.
Thank you.

cc: Jose Cintron
OCED

Shannon D. Summerset
Assistant County Attorney
Miami-Dade County Attorney's Office
111 N.W. 1st Street, Suite 2810
Miami, Florida 33128
Phone: 305-375-5488
Fax: 305-375-5634
Email: SDS22miamidade.gov

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**Metro-Miami Action Plan Trust
Economic Development
Strategic Plan**

Metro-Miami Action Plan Trust
19 West Flagler Street, Mezzanine 106
Miami, Florida 33130
www.miamidade.gov/mmap

John T. Jones, Jr., Chairman
Milton D. Vickers, Executive Director

September 2007

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A handwritten signature in black ink, located in the bottom right corner of the page.

Metro-Miami Action Plan Trust Economic Development Strategic Plan

Metro-Miami Action Plan Trust has developed a plan within Miami Dade County's underserved communities, which will benefit our communities by advertising, promoting, and marketing into these areas keeping in mind, lack economic opportunity and high unemployment. These attainable goals market a collaborative relationship with community leaders, MMAP Collaborating Partners, and private partners that will reap business development, employment, and training opportunities.

Mission

To effectively promote Miami-Dade County by creating business opportunities for inspiring entrepreneurs, expanding businesses, retaining business, and/or attracting new companies in Miami-Dade County. MMAP will accomplish this through advertising, promoting activities and other sales and marketing techniques, as well as, technical assistance. In order to address business and unemployment issues recommended in FIU Disparity Study.

Background

In order to address the economic disparities MMAP will collaborate with private partners and several municipalities, which are the following:

- Florida Memorial University Entrepreneurial Institute
- M-D Chamber of Commerce
- Collective Banking Group
- Miami Gardens
- Opa-Locka
- North Miami
- City of Miami
- Florida City
- Homestead

Goal I: Continue to work with the Florida Memorial Entrepreneurial Institute entity that will assist companies expanding or relocating into these areas. This entity will provide technical assistance and related services to inspiring entrepreneurs and new companies.



Strategy: This entity will provide assistance in business contacts and developing business strategies for new companies by providing an array of services.

Goal Attainment Steps

1. Carry out programs that will attract and bring new job-generating investment to Miami-Dade County
2. Assist existing businesses in their efforts to expand
3. Market Miami-Dade County as a "viable and attractive business location"
4. Provide a variety of free services to companies interested in relocation
5. Market diverse community assets

Technical Assistance (provided by FMU Entrepreneurial Institute)

Expand present no-cost Technical Assistance Services available to local clients to include those businesses referred from agencies contacted for assistance to relocate to Miami-Dade County. Additional services include assistance with:

- Concept development - product or service
- Business plan preparation - new starts and expansion
- Market plan preparation
- Recommendations for sources of funding
- Strategic planning

Education (provided by FMU Entrepreneurial Institute)

Offer seminars/workshops to improve entrepreneurial skills as well as emphasize marketing Miami-Dade County as a good place to start a new business and/or expand an existing business. Seminars/workshops are as follows:

- Doing Business in Florida (seminar for individuals desiring information and available relocation assistance)
- How to Start a Business
- How to Expand a Business – Planning for Growth
- Preparing a Business Plan



- Marketing Your Product or Service in the Local Neighborhoods and in Miami-Dade County
- Marketing Your Product or Service outside of Miami-Dade County (i.e., Monroe County, Broward County, Palm Beach County, and beyond)
- Managing an Efficient Business for Greater Profits
- Accounting - Keeping Good Financial Records
- Exporting – International Trade
- Importing – International Trade
- Financial Decision-Making and Planning

Goal II: Continue to work with the Miami-Dade Chamber of Commerce to assist in marketing, advertising, and provide assistance to new companies coming into these areas.

Strategy: Develop promoting to build economic wealth in the Black business community through various programs such as access to business capital information clearing house and marketing tools. Through these initiatives Miami Dade Chamber of Commerce will assist in business development and entrepreneurship within the greater Miami area to realize its potential.

Goal Attainment Steps

1. The Chamber will collaborate with public and private entities to host informative workshops/seminars for members and small black businesses on how to access financial resources from non-traditional and traditional sources. The workshops/seminars will be held quarterly. The expected attendance for the workshops/seminars is 200 people.

Accountability

Measurement: # of attendees (4 workshops)

Verification: Attendance log

2. The Chamber will utilize the services of its corporate members to look within their companies to identify untapped resources and opportunities.

3. The Chamber will identify corporations to partner and assist small businesses.

Accountability

Measurement: Facilitate 10 business assistance/matching

Verification: Number of business assistance agreements

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4. The Chamber will provide information on certification and doing business with the government.

Accountability

Measurement: 2 certification workshops – Number of attendees

Verification: Attendance log

5. The Chamber will host informative workshops/seminars for members and small black businesses on how to develop marketing tools that will assist them in increasing their sales. The workshops will be held bi-yearly.

Accountability

Measurement: 2 workshops – Number of attendees

Verification: Attendance log

6. The Chamber will publish monthly calendars creating awareness and events of opportunities.

Accountability

Measurement: Monthly

Verification: Entire database will be informed via online

7. The Chamber will publish quarterly newsletters promoting members and opportunities.

Accountability

Measurement: Quarterly

Verification: Entire database will be informed via online/print

8. Publication on the Chamber=s website will be another venue used to keep members abreast.

Goal III: Continue to work in collaboration with the Collective Banking Group of Miami-Dade County & Vicinity to identify and relinquish the disparities that exist among the African American community.

Strategy: Develop workshop and seminars that provide critical topics such as; small business success strategies for new companies, credit and debt management, and college and workplace tips for youth.



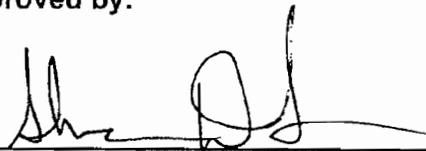
Goal Attainment Steps

1. Host workshops and training to target market
2. Identify and support small and mid-sized businesses throughout our community, called Strategic Partners that can provide services and education to community.
3. Prepare youths in underserved community for careers in banking and finance by setting up internship programs with covenant banks
4. Create relationship for youth with financially savvy members.

Performance Measure

The strategies will use the Management and Performance Assessment Team to assist in reaching the Economic Development Strategic Plan goals.

Approved by:



**Shannon D. Summerset, Assistant County Attorney
Miami-Dade County Attorney's Office**

