

Date: February 1, 2013

To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

From: Carlos A. Gimenez
County Mayor 

Subject: Proposed Implementation procedures for the Annual Local Business and
Manufacturer Expo

Pursuant to the adoption of Resolution No. R-592-12 at the July 3, 2012 meeting of the Board of County Commissioners, the following plan is designed to implement an Annual Local Business and Manufacturer Expo that is revenue neutral and that will assist in identifying, showcasing and promoting the goods and services which are available from local businesses and manufacturers.

- **Venue and Costs:**

Since this will be a first-time event that must be revenue neutral, it is anticipated that the event will be held at a Miami-Dade County facility where space can be used free of charge. A terminal at PortMiami (POM) has been used (during non-peak times for cruise travelers) for events in the past, and this could again serve as a venue. No registration fee should be charged to local participating businesses in the first year in order to attract as many participants from the local business community as possible. In subsequent years, if the event garners greater interest and participation, a conference facility such as a local hotel or Convention Center could be used and a registration fee can be charged to offset the facility rental costs and other ancillary fees.

- **Participation of local businesses and manufacturers (sellers):**

Utilizing the registry of County based manufacturers (developed by the Department of Regulatory and Economic Resources (RER) in conjunction with the Information Technology Department (ITD)), which will help identify the materials manufactured locally, local businesses and manufacturers will be invited to showcase and promote their goods and services during the Expo. Depending on the level of interest, they will be allowed to occupy a small space at the event to set up a display booth/table to showcase their goods and services to potential purchasers.

- **Participation of potential purchasers (buyers):**

Depending on the makeup of participating local manufacturers, targeted procurement professionals from Miami-Dade County's Internal Services Department (ISD), other local municipalities, hospitals, Miami-Dade County Schools, grocery stores and other large organizations will be invited with the intent of matching buyers with sellers.

- **Informational / Educational segment:**

In addition to having a networking session where potential buyers can visit display booths/tables and converse with local businesses and manufacturers about their products and services, key local and regional agencies will make presentations to the local businesses and manufacturers:

- **South Florida Manufacturers Association** (based in Broward) will present a summary of the services they offer including various training programs for manufacturers.
- **U.S. Commercial Service (U.S. Export Assistance Centers)** will provide information that can assist local businesses and manufacturers in expanding their sales internationally.

- **Small Business Development Unit** of the Business Affairs Division of RER will provide information on how small businesses can register to do business with Miami-Dade County.
- **Economic Development and International Trade Unit** of the Business Affairs Division of RER will provide information on business opportunities during its outbound and inbound business development mission programs, and how small businesses can gain access to information about such events.
- **Local Chambers of Commerce** such as the **Greater Miami Chamber of Commerce and the Miami-Dade Chamber of Commerce** will be present to provide information about their services, recruit new enrollee's and provide information on membership benefits (since part of the intent of the resolution is to target the local population to join local Chambers).

If you have any questions or need additional information please contact RER Assistant Director for the Business Affairs Division, Mario E. Goderich, at 305 375-5952.

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