



**CITY OF MIRAMAR
INTEROFFICE MEMORANDUM**

TO: Mayor and City Commissioners

FROM: Dr. Roy L. Virgin, City Manager 

BY: Anita Fain Taylor, Director, Economic Development & Housing

DATE: November 14, 2024

RE: Temp. Reso. No. 8281, Q3 2024 Economic Development Advisory Board Update

1. Introduction

Economic Development Advisory Board (EDAB)

Meeting Information

Day: 2nd Thursday/month

Time: 5:30 PM

Location: Room W-202E (2nd Floor, 2200 Civic Center Place)

Staff Liaison: Richard Hughes (rhughes@miramarfl.gov; 954-602-3267)

The Economic Development Advisory Board (EDAB) was created through ordinances approved from 1996 to 1999. Its primary purpose is to advise the city administration and commission on matters related to business attraction, retention and expansion. Early in its history it focused on business attraction using economic development incentive offers for companies to locate in the city, such as NBC6. That activity was formalized by creating the economic incentive program (*Section 2-261 City Code of Ordinances*). Since then, the board has been involved in the development of citywide economic development plans; proposed land development code amendments; proposed small business assistance programs; and held some of its meetings at local businesses to gain insights on their experiences operating here. The purpose of this report is to highlight the board's activities in the most recent quarters (Q1 – Q2 2024) and those that are planned soon.

2. Board Composition

There are seven city commission-appointed members on the board: one appointed by each commissioner; one who owns, manages or operates a minority-owned business; and one who represents a commerce park. A board chair and vice chair are elected annually in April. Below is information on the current board members:

NAME	ROLE	APPOINTMENT DATE	BACKGROUND	ATTENDANCE
Trever Wade	Chair	5/19/21 (Mayor Messam)	Insurance	96%
Maggie Morales	Vice Chair	5/5/21 (Commissioner Chambers)	Accounting	69%
Darryl Holsendolph	Member	5/17/17 (Commissioner Colbourne)	Special Events	61%
Peter Apol	Park of Commerce rep. (Miramar Park of Commerce)	2/16/22 (At Large)	Commercial Leasing	58%
Shawn Jones	Member	6/21/23 (Vice Mayor Davis)	Finance	100%
Anneline Carter	Minority business owner	5/19/21 (At Large)	Realtor	61%
Irina Pinos	Member	1/17/18 (Commissioner Barnes)	Educator	73%

3. Meetings and Activities

At the meetings in Q3 2024, the board was involved in the following activities:

- Members served as the evaluation committee for grant applicants who graduated from the 2023 Miramar Business academy program and are city residents or who intend to open their business in the city. The MBA program is intended to support Miramar-based start-ups/early stage companies to grow the city's small business ecosystem.
- New Economic Development Plan. Input/feedback on the 85% completed draft was provided. The plan is intended to guide economic development decisions for the next five years.
- Received an emergency preparedness presentation from staff of the Miramar Fire Department with a focus on businesses having continuity of operations plans.

- New business assistance. Continued discussion on how to assist new businesses with opening in the city.

4. Accomplishments and Outcomes

Board members approved funding for seven 2023 Miramar Business Academy grant applicants to implement their business plans.

As the steering committee to the city's Economic Development Plan consultant, the board provided valuable input/feedback to staff and the project consultant on goals, strategies, actions and key performance indicators.

To assist new businesses with operating in the city, the board assisted staff with drafting an email message to send to commercial property owners/managers with a how to do business pamphlet. The message will request their assistance in informing their prospective tenants so they know the steps to follow. The board advised staff to follow-up quarterly with the property owner/managers.

5. Challenges and Lessons Learned

During the board's discussion of key performance indicators for the Economic Development Plan, it was challenging to decide whether to use general indicators or to be specific. The consensus was to propose indicators that follow the SMART principle (specific, measurable, attainable, realistic and timely) while recognizing not all goals need KPIs.

6. Financial Overview

There are no funding sources associated with this board.

7. Future Plans and Recommendations

For Q4 2024, the board will be involved with the following:

- Hold a Pitch Competition for 2024 Miramar Business Academy grant applicants. EDAB will serve as the evaluation committee.
- Finalize the draft Economic Development Plan with a recommendation to the City Commission.

8. Conclusion

The EDAB has been involved in a variety of economic development related activities since its inception. As the city experienced high growth in the late 1990s and early 2000s, it focused the city's corporate attraction strategy through incentives. During

updates to the city's development regulations, it has provided input on issues affecting businesses (e.g., signage regulations). On a broader scale, it has guided the work on Economic Development Plans that provide direction on the city's future growth. Finally, by periodically holding meetings at businesses the board has been able to learn about the city's diverse business community and hear directly about their experiences being in the city.