



**Economic Development Committee
Semi-Annual Report to Council
Dec. 5, 2017**

Members:

Name	Committee Position	Nominated by:
Michael Huffaker	Chair	Tim Daubert
Yefrei Musa	Vice Chair	Manny Cid
Andrea Rechichi	Secretary	Cesar Mestre
John Tingle	Vice Secretary	Nelson Rodriguez
Jorge Alvarez	Member	Frank Mingo
Elizabeth Coto	Member	Tony Lama
Marta Diaz	Member	Nelson Rodriguez
Mara Falero	Member	Cesar Mestre
Ladd Howell	Member	Tony Lama
Ivan Lambert, Jr.	Member	Manny Cid
Paul Marino	Member	Frank Mingo
Luis Marquez	Member	Tim Daubert
Neill Robinson	Member	Luis Collazo
Magaly Rubio	Member	Luis Collazo

On behalf of the Economic Development Committee, I am pleased to offer this semiannual report as a detailed update on our activities. As reported in past updates to the Council, the Committee has continued to focus on not only promoting economic development in Miami Lakes by attracting new businesses, but also ensuring that our current businesses remain satisfied and ensure their desire to remain in our town. Our goal is to reinforce, strengthen and promote the livability and sustainability of our commercial and industrial business districts.

The following summarizes the activities of the committee from May 2017 to the present:

1) Best of Miami Lakes Campaign

In order to support the Small Business Saturday concept the Committee decided to conduct a Best of Miami Lakes campaign. Along with the Town's staff, the Committee designed, advertised, tabulated results and executed the campaign.

Seven local businesses were voted as the Best of Miami Lakes and were recognized with live Facebook presentations at their locations by the Mayor and Council Members and an award presentation at the Town's Festival of Lights and Small Business Saturday on November 25th.

With almost 1200 citizens voting these businesses were voted the Best of Miami Lakes:

- Best Café/Cup of Coffee
 - Vicky's Bakery
- Best Lunch Spot
 - Casavana
- Best Dinner Restaurant
 - Anacapri
- Best Retailer
 - Blacc Boutique
- Best Salon/Spa
 - The Spa at Shula's
- Best Medical Service
 - Miami Lakes Dental Associates
- Best Professional Services
 - Keyes Realty

2) Networking Events

In response to the results of our survey of local businesses conducted early in 2017, the Committee conducted four networking events at different venues in the Town. With attendance averaging about 50 at each event the networking sessions appear to be popular with entrepreneurs, job seekers and more. The events were:

- June 1 – Shula's 2 on Main Street
- July 20 – Anacapri
- September 21 – Anthony's Coal Fired Pizza
- October 26 – Italy Today

3) ICSC Convention (International Council of Shopping Centers)

As we have in previous years, the Committee sponsored a two-person delegation to the annual ICSC Convention in Orlando, August 27 – 29. The year the Town was represented by Town Manager Alex Rey and Nicole Singletary, Communications and Community Affairs Director. By staffing the Town's booth, mingling with the business attendees and distributing marketing materials, they were able to introduce Miami Lakes to retailers and businesses that make decisions about relocating to South Florida.

4) Misc. Activities

- a) The Committee was a major underwriter of the annual Business Expo hosted by the Miami Lakes Chamber of Commerce. At least 400 businesses and individuals attended this event at Shula's Hotel on November 16th.
- b) The Town and the Economic Development Committee hosted the Beacon Council Life Science Committee meeting on September 28th.
- c) The committee continues its efforts in reaching out to all of the new businesses moving into the Town. Each month every committee member is responsible to reach out to a new business by phone, email or a personal visit. We remind these business owners about all the great

opportunities that Miami Lakes offers including the free listing on the Marketplace, grand opening ceremonies and the sponsorship opportunities available for Town events. This has generated a very positive response from each of the new businesses. In 2017 members of the Committee contacted approximately 40 new Miami Lakes' businesses.

- d) Due to lack of interest the Town decided to discontinue the SCORE training and consulting sessions that were being held at the Town Center.

5) Future Activities

In 2018 the Committee intends to continue its most successful programs including "The Best of Miami Lakes", business networking events, Business Expo, participating in the ICSC convention, welcoming new businesses and hosting Beacon Council meetings.

The Committee will also consider pursuing new programs such as supporting public-private infrastructure projects, a Wine and Food Festival as well as pursuing marketing and advertising opportunities with publications such as the American Airlines inflight magazine.

In summary, the Economic Development Committee will continue its efforts to market Miami Lakes as a superb place to locate a business, to maintain a business and to expand a business. We will attempt to do so in a manner that is responsive to the needs of the existing business community and consistent with the overall strategic plans of the Town.

On behalf of all the members of The Economic Development Committee, I would like to thank the Town Council and staff for their continued support.

Michael Huffaker, Chair