



Department Report

MEETING DATE: April 15, 2024
FROM: Gigi Chazu, Director, Economic Development
SUBJECT: Monthly Report – March

BACKGROUND

The following report provides activity within the Department of Economic Development for the reporting period from January 1st through February 29th, 2024.

1. Building Partnerships:

- Sustained collaborative efforts with the SBDC at FAU, ensuring local business access to pertinent resources and programs.
- Continued involvement with SCORE Broward, selecting tailored business education sessions.
- Initiated discussions with the Hispanic Entrepreneur Initiative (HEI) to initiate business roundtables.

2. Community Outreach:

- Conducted a Spanish-language webinar in conjunction with SCORE, drawing 45 participants.
- Attended the SCORE Palm Beach quarterly chapter meeting, introducing the City to 35 consultants.
- Implemented a second mass mailing for the Business Survey.

3. Business / Resident Assistance:

- Facilitated a webinar with SCORE on White Label in Spanish with 45 attendees.
- Assisted an online merchandise entrepreneur with resources to kickstart their venture.
- Continued Business Assistance:
 - Juice distribution business.
 - Catering Business.
- Hosted the first Pop-Up Business Assistance in partnership with Prospera USA, facilitating business consultation to 7 individuals.
- Hosted a Business Workshop in Spanish on How to Access Business Capital, with participation of 21 individuals.

4. Development Initiatives:

- Continued with the Urban Land Institute Leadership Project.

5. Digital Presence:

- Maintained an active presence on the City's LinkedIn page, with posts reaching 2,881 organic impressions in March.
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6. Ongoing Projects:

- Organizing the First Annual Small Business Summit scheduled for Thursday, May 2nd, with panelists secured from 8 organizations.
 - Collaborating with the Department of Communications on the City rebranding Request for Proposal (RFP).
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