



## Department Report

**MEETING DATE:** May 20, 2024  
**FROM:** Gigi Chazu, Director, Economic Development  
**SUBJECT:** Monthly Report – April

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### BACKGROUND

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The following report provides activity within the Department of Economic Development for the reporting period from April 1st - 30th, 2024.

#### 1. Building Partnerships:

- Collaborated with the procurement department at the reverse trade show, connecting with 60 businesses.
- Received training from the SBDC at FAU on prospect management.
- Continued involvement with SCORE Broward, planning tailored business education sessions.

#### 2. Community Outreach:

- Connected to IHeart media to brainstorm on ways to get mentions through their channels.
- Attended the Artist Meet and Greet event, introduce the department to several attendees.

#### 3. Business / Resident Assistance:

- Assisted 2 entrepreneurs in the field of personal services and liability insurance.
- Hosted the recurring Pop-Up Business Assistance in partnership with Prospera USA, facilitating business consultation to 6 individuals.
- Hosted a Business Workshop in Spanish on How to Access Business Capital, with participation of 21 individuals.
- Conducted a Ribbon Cutting event of a local organization.

#### 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 2,091 organic impressions in April.

#### 6. Ongoing Projects:

- Finalized the organization of the First Annual Small Business Summit.
  - Collaborating with the Department of Communications on the City rebranding Request for Proposal.
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