



# **BUSINESS FIRST! INITIATIVE**

*Successful Collaboration = Successful Recovery*

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Lauderdale Lakes Community Redevelopment Agency

# Business First! Initiative

The Business First! Initiative was established to provide special attention to businesses by providing a wide range of programs and services. At the onset of the COVID-19 outbreak, Business First! transitioned into a clearinghouse for economic recovery to help struggling businesses. The CRA disseminated information focused on available funding sources, e-commerce opportunities, marketing strategies, business continuity and related matters.

**Minority Business & Technology Initiative**  
in Amazon Business and MDTB Collaboration

**How to Become a Seller on the Amazon Business Marketplace**

Standard is having how to become your business on Amazon? In this webinar, you will learn how to become a seller on Amazon and how to get started.

**WEBINAR**  
Thursday, April 30, 2020  
1 - 4 pm EDT

**REGISTER NOW**  
[www.MDTB.gov/TECHInitiativeWebinar](http://www.MDTB.gov/TECHInitiativeWebinar)

Join the webinar and learn how to take the next step in growing your business on Amazon.

What is Amazon Business?  
What makes a good business product brand?  
How to get started selling on Amazon Business?  
How to grow and scale your business on Amazon Business?  
Where do I find additional resources?

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**OIC EMPLOYMENT SERVICES**

**Virtual INDUSTRY ADVISORY BOARD WEBINAR**

**Business Connection & Exchange**

**REVAMP YOUR BUSINESS METHODS**  
Learn and share ideas on how to manage your team in a digital world

David Rasmussen, Community Relations Director - LHM Lubach  
Cory Rasmussen, Talent Manager - Advanced Building, Inc.  
Tina Moore, Marketing Coordinator - Performance

**FINANCIAL RESOURCES**  
Making tough financial decisions during tough times, reviewing SBA resources

**APRIL 30, 2020**  
9:00AM - 10:00 A.M.

**CLICK HERE to register and visit [www.oicfla.gov](http://www.oicfla.gov)**

**NOW IS YOUR TIME!**  
Funding Protection Program (PPP) Funded VIRTUAL WORKSHOP

**Thursday April 27, 2020**  
12PM to 3:00PM

Marked out on the first round of PPP funding for your small business

Join us for this free virtual workshop and get the right answers to your questions. We will be discussing the latest news on the PPP, how to apply for the loan, and how to use the funds. We will also be discussing the latest news on the PPP, how to apply for the loan, and how to use the funds.

**BROWARD COUNTY**  
Office of Economic and Small Business Development

Get the tips you need for success

Join the webinar and learn how to take the next step in growing your business on Amazon.

**IS YOUR BUSINESS OR NON-PROFIT HURTING BECAUSE OF COVID19?**

Sign up for our virtual programs happening next week — they're specially designed for Miami-Dade and Broward organizations affected by COVID-19.

Daily webinars & one-on-one virtual meetings. The resources you need to withstand the crisis.

**WHEN: APRIL 6 - 17, 2020**  
**REGISTER AT [AXISHELPS.ORG/GENERATOR](http://AXISHELPS.ORG/GENERATOR)**

POWERED BY | Axis South Florida

**EAT, DRINK, SHOP LOCAL**

**FREE WEBINAR FOR LOCAL RETAILERS**

**CLOSING UP DOESN'T MEAN GIVING UP**

April 16th - 12 noon EDT

To register: [bit.ly/retailerwebinar](http://bit.ly/retailerwebinar)

Join us for this free webinar and get the right answers to your questions. We will be discussing the latest news on the PPP, how to apply for the loan, and how to use the funds.

Presented by Angel Clemente, retail and restaurant consultant, President, Talent Management and author of Growing Small Business to Manage, Market and Measure Your Way to Success in just 90 days. [www.angelclemente.com](http://www.angelclemente.com)

**Broward Business Leaders COVID-19 Town Hall Update #9**  
Thursday, May 14, 2 - 3 p.m.

**Confirmed Speakers Include:**  
Congressman Ted Deutch  
Bertha Henry, Administrator, Broward County  
Dr. Jerry Farish, Chief Economist, Florida Chamber Foundation  
Newton B. Simon, President and CEO, OIC of South Florida  
Juliet M. Roulhac - External Affairs Director, FPL; Chair, Greater Fort Lauderdale Alliance  
Bob Swindell, President and CEO, Greater Fort Lauderdale Alliance

**Notice from the Florida Community Loan Fund**

Florida Community Loan Fund (FCLF) provides financing and technical expertise to improve low-income communities, as well as safe, affordable housing - homes & special needs facilities - education & healthcare facilities - commercial & retail space to encourage new local businesses - more in town, healthy lives.

Please note that non-profits can now apply for an SBA Paycheck Protection Program loan through Florida Community Loan Fund's nonprofit SBA lending partner, Community Redevelopment Fund, USA (CRF).

**FCLF Announcement**

# Business First! Initiative

The Lauderdale Lakes Community Redevelopment Agency, in collaboration with the City of Lauderdale Lakes, facilitated meetings with the business community. These virtual sessions also created a platform to hear from business owners, property owners and other commercial stakeholders.



## Commercial Property Owners Conference Call

The COVID-19 pandemic has changed the landscape of life as we know it and Lauderdale Lakes is positioned to adapt and execute efficiently and effectively on behalf of the residents, businesses and visitors of our community.

Communication was sent to you announcing the State of Emergency declaration that was executed by Mayor Hazelle Rogers. Recently, an Executive Order 2020-01 Safer at Home Order was issued by City Manager Phil Alleyne. As we receive information that is pertinent to businesses, we will continue to email it to you.

In lieu of meeting in person at the Property Owners Meeting, we have scheduled a Conference Call to reach out to commercial property owners. The **Conference Call** is scheduled on **Friday, April 3, 2020 at 2:00 p.m.** The duration of the meeting is no longer than one hour. We want to share additional information with you and hear from you, as well.

**Please reply no later than tomorrow (Tuesday) at 12 Noon** and let us know if you (or a representative) will participate in the Conference Call. The contact information will be sent before the meeting.

Thanks Much

## Free Small Business Loans and Grants Webinar

We know that these are challenging times, and we understand how disruptive COVID-19 has been to our economy, our employers, and workforce.

In response to the Coronavirus, Congress has enacted the CARES Act releasing funding in the form of loans and grants to prevent workers from losing their jobs and small businesses from going out of business.

On **Thursday, April 16 at 10:00 a.m.** We will be providing an overview on federal and state small business loans and the application process.

Please register below and answer the questions associated with your business.

[Register](#)

### Guest Speakers



**Rafael Cruz**, MDA, CGBP, EDF  
Certified Business Consultant  
Florida SBDC at FAU



**Althea Harris**  
Director Marketing and Outreach  
Southeast District  
U.S. Small Business  
Administration

# Business First! Initiative

In collaboration with a network of private and public organizations from the Business First! Network, the Lauderdale Lakes Community Redevelopment Agency (CRA) was able to expand virtual outreach efforts to reach over five hundred businesses. The CRA worked with representatives from the following public and private organizations:

- **Governmental Entities:**
  - City of Lauderdale Lakes
  - Broward County
  - Greater Fort Lauderdale/Broward Alliance
- **Business Development Agencies:**
  - Minority Business Development Center Export Center (Miami Office)
  - U.S. Small Business Administration (Miami Office)
  - Small Business Development Center (Fort Lauderdale Office)
  - OIC of South Florida
- **Institution of Higher Learning:**
  - Broward College
- **Private Sector:**
  - Retail Strategies, LLC
  - Bank of America
  - SunTrust / BB&T (a.k.a. Truist Bank)
  - Chase Bank
  - First Bank
  - Axis (via the Greater Fort Lauderdale / Broward Alliance)

To date, there have been no permanent business closures reported to Lauderdale Lakes. Business First! demonstrated that a successful collaborative effort can lead to a successful recovery.