

# **BUSINESS FIRST! INITIATIVE**

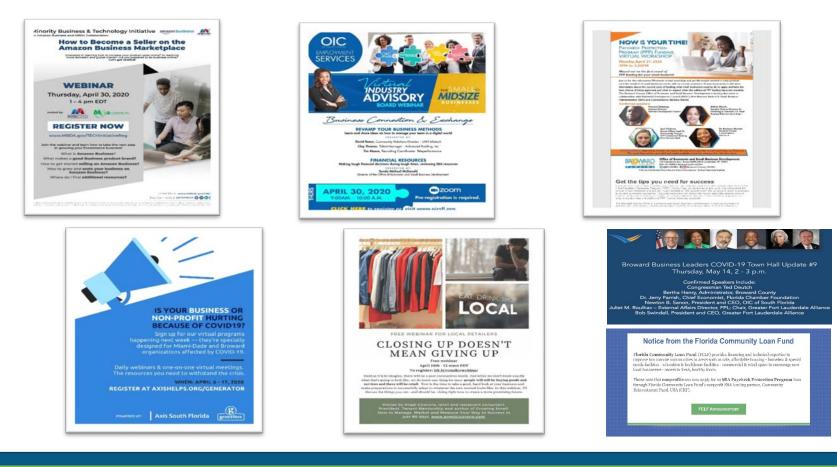
Successful Collaboration = Successful Recovery



Lauderdale Lakes Community Redevelopment Agency

### **Business First! Initiative**

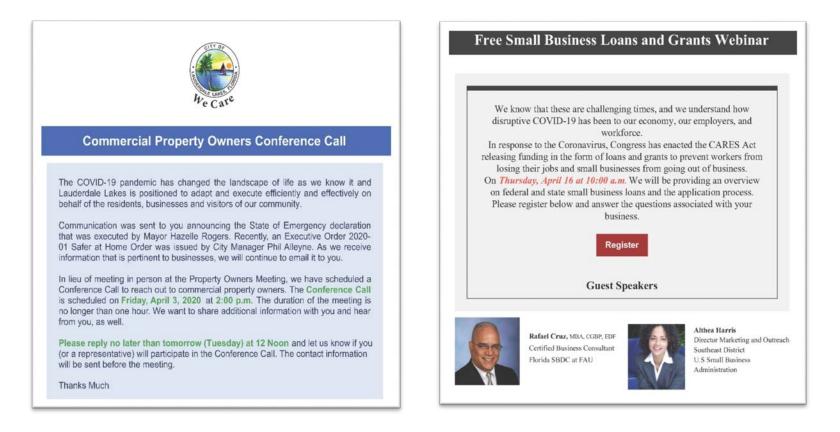
The Business First! Initiative was established to provide special attention to businesses by providing a wide range of programs and services. At the onset of the COVID-19 outbreak, Business First! transitioned into a clearinghouse for economic recovery to help struggling businesses. The CRA disseminated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



#### Lauderdale Lakes Community Redevelopment Agency

### **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.



## **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.

#### Lauderdale Lakes Community Redevelopment Agency