

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: January 24, 2025

TITLE: DISCUSS THE ESTABLISHMENT OF A PRIVATE SECTOR ECONOMIC DEVELOPMENT BOARD

### **RECOMMENDATION**

The Administration supports the creation of a private sector economic development board, with a mission to explore, research, strategize, plan and deliver at least one achievable key initiative or recommendation per year.

### **BACKGROUND/HISTORY**

During the October 30, 2024 City Commission meeting, at the request of Commissioner Magazine, the Mayor and Commission referred an item (C4 W) to the Finance and Economic Resiliency Committee (FERC) to discuss the establishment of a private sector economic development board to foster collaboration between the city and business leaders on the City's efforts to diversify its economy.

Miami Beach is known for its tourism, hospitality, and cultural industries and organizations. To ensure a sustained economy, it is important to strategically diversify the Miami Beach economic base by attracting targeted industries or organizations that are limited or not currently in the Miami Beach market. Industries, such as technology, finance, and professional services have the potential to thrive in Miami Beach given our desirable location, workforce, and infrastructure. To effectively position the city for this type of growth, it could be beneficial to establish a private sector economic development board. This board may be instrumental in guiding economic development strategies.

A private sector economic development board could consist of leaders from Miami Beach's business community and other key stakeholders who are best positioned to provide insight into industry trends, networking opportunities, and potential business partnerships and relationships.

The board's responsibilities could include:

- Advising on policies and initiatives that will attract targeted industries to Miami Beach.
- Assisting in outreach to companies considering relocation or expansion.
- Collaborating with the City on incentive packages and workforce development initiatives.
- Developing a plan to better promote a business-friendly regulatory environment.

By pursuing these initiatives, Miami Beach could strengthen its economic resilience and build a more diverse economy that benefits residents, businesses, and future generations.

### **ANALYSIS**

An economic development board (or committees) could serve in an advisory capacity with a unique view of the performance of the Miami Beach economy and analyze our viability

collaboratively. Such a board could also provide a meaningful way for community and business leaders to encourage measurable economic growth throughout the city. The creation of a private sector economic development board may offer several benefits, including: increased collaboration between public and private entities, improved access to capital and expertise, enhanced ability to attract new businesses, stimulate job creation, foster innovation, and ultimately contribute to a more vibrant local economy by leveraging the strengths of both sectors to address local economic challenges.

### **Key Potential Benefits:**

#### Shared Vision and Strategy:

A board with both public and private sector representatives can help refine a comprehensive economic development strategy that aligns with the needs of the community and the capabilities of businesses.

#### Leveraging Expertise:

Private sector members bring valuable business insights, market knowledge, and networking connections, while the public sector provides understanding of regulations, infrastructure needs, and community priorities.

#### Access to Funding:

The City can leverage private sector relationships to spur investment and access to capital through partnerships and incentives, facilitating projects or programs that might not be feasible solely through government funding.

#### Streamlined Decision Making:

A collaborative board can expedite decision-making processes by bringing together key stakeholders to make recommendations to address issues quickly and efficiently.

#### Attracting New Businesses:

By presenting a united front, a board can effectively market the community to potential investors and businesses, highlighting its advantages and potential for growth.

#### Job Creation:

Facilitating business development through a private sector board can lead to increased job opportunities for local residents, boosting the economy.

#### Community Development:

A board can help to identify and prioritize projects that address community needs, such as infrastructure improvements, workforce development, and revitalization initiatives.

#### Innovation and Entrepreneurship:

By fostering collaboration between businesses and organizations, a board can encourage innovation and support the growth of new ventures.

#### Transparency and Accountability:

Involvement of a board can enhance transparency and accountability in economic development decisions.

### **Other Important Considerations:**

#### Balanced Representation:

Ensuring a diverse membership with representation from various industries, organizations, groups, and government levels is crucial for a well-rounded perspective.

### Clear Goals and Metrics:

Establishing measurable objectives and performance indicators helps track progress and assess the effectiveness of a board's initiatives.

### Communication and Engagement:

Maintaining open communication with the community is essential to build trust and support for economic development strategies.

A successful economic development board should involve key stakeholders from both the City of Miami Beach and the private sector, and the charge could be to serve as advisors to the Miami Beach Economic Development Department by establishing a clear structure with defined member roles and responsibilities. Following discussion with the item sponsor, it is proposed that the Office of Commissioner Magazine take a lead role in liaising with and staffing the board, with the assistance of the Economic Development Department.

The members should focus on delivering trusted insights and reasoned solutions in the best interest of the city. Members should be chief executive officers, board directors, visionary entrepreneurs and key executives of leading and emerging Miami Beach companies who bring their unique experience from every sector of the economy to address today's pressing policy issues. In collaboration with the Administration, an economic development board could develop policies to grow a sustainable economy and provide opportunities for all residents and businesses of Miami Beach.

Lastly, to ensure the members are focused on substantive, achievable, and measurable solutions, the board could have a limited lifespan, potentially an initial two (2) years, to prove its benefits.

### **FISCAL IMPACT STATEMENT**

TBD

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

### **FINANCIAL INFORMATION**

### **CONCLUSION**

The Administration recommends the creation of a private sector economic development board, with a mission to explore, research, strategize, plan and deliver at least one achievable key initiative or recommendation per year to enhance economic growth and diversity within the city.

### **Applicable Area**

Citywide

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

**Is this item related to a G.O. Bond Project?**

No

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

**Department**

Economic Development

**Sponsor(s)**

Commissioner Joseph Magazine

**Co-sponsor(s)**

**Condensed Title**

Discuss the establishment of a private sector Economic Development Board