

**RESOLUTION No. 20-199**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING AN AGREEMENT WITH THE ECONOMIC DEVELOPMENT CONSULTANT PROSPERA TO CONDUCT THE “STAND UP DORAL FOR SMALL BUSINESS” PROGRAM IN AN AMOUNT NOT TO EXCEED \$12,500.00; AUTHORIZING THE TRANSFER OF FUNDS FROM THE GENERAL GOVERNMENT ACCOUNT No. 001.50005.500490 TO THE PLANNING AND ZONING PROFESSIONAL SERVICES ACCOUNT No. 001.40005.500310 IN THE AMOUNT OF \$12,500.00; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT AND EXPEND BUDGETED FUNDS ON BEHALF OF THE CITY; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, The City of Doral seeks to engage Prospera, an economic development, nonprofit organization specialized in providing bilingual assistance to Hispanic entrepreneurs trying to establish or expand their business, for the purpose of conducting the “Stand Up For Doral Small Business” Program as specified in “Exhibit A;” and

**WHEREAS**, the “Stand Up Doral For Small Businesses” program will focus on helping disadvantaged business owners to become more economically resilient during COVID 19 and the economic recession, by providing mentoring and other individualized services creating strong business continuity actions and financial strategies, accessing capital, and being more resilient towards any future disasters; and

**WHEREAS**, the “Stand Up Doral For Small Business” program is designed to provide the personalized direction and orientation that local small businesses require to survive the recovery phase of COVID 19, and rebuild their businesses during the next 12 months; and

**WHEREAS**, during this period, Prospera and the City of Doral will host a co-branded virtual business seminar to provide resources for small businesses to understand existing options for back office operations and will also provide 20 personalized sessions assisting businesses to overcome challenges and access capital; and

**WHEREAS**, Prospera is the leading Hispanic nonprofit economic development organization in Florida, specializing in providing bilingual business development services to underserved Hispanic entrepreneurs and having worked closely with the City of Doral Economic Development division on programs like Import-Export Academy and on the presentation of numerous business education workshops; and

**WHEREAS**, Prospera also works closely with such Doral partners as the SBDC @ FIU and the Miami-Dade Beacon Council; and

**WHEREAS**, Prospera was funded in the 2020-2021 budget as a \$12,500.00 line item in the General Government Account, #001.50005.500490; and

**WHEREAS**, As per Section 2-321, Waiver of Competitive Bidding, the city council may by majority vote, waive the competitive bidding procedures outlined in this article upon recommendation of the City Manager that it is in the best interest of city to do so. Prospera is specifically funded in the City's 2020-2021 budget for \$12,500.00 in the General Government Account #001.50005.500490. Staff is requesting that these funds be transferred to #001.40005.500310 (Planning and Zoning) in the amount of \$12,500.00 for the Economic Development division to oversee this consulting agreement.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:**

**Section 1. Recitals.** The above recitals are confirmed, adopted, and incorporated herein and made part hereof by this reference.

**Section 2. Approval.** The City Manager is authorized to enter the City into an agreement, for the term of the contract to engage Prospera to conduct the “Stand Up Doral For Small Business” program, a framework to help small businesses through COVID-19 by offering individualized consultations with expert mentors, in an amount not to exceed \$12,500.00 per the contract’s terms of service.

**Section 3. Authorization.** The City Council of the City of Doral, Florida hereby authorizes the City Manager to transfer funds from the General Government Account #001.50005.500490 in the amount of \$12,500.00 to the Planning and Zoning Professional Services Account # 001.40005.500310 and to expend funds in an amount not to exceed \$12,500.00 for services outlined above.

**Section 4. Effective Date.** This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Councilmember Mariaca who moved its adoption. The motion was seconded by Councilmember Cabrera and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Christi Fraga	Yes
Councilwoman Digna Cabral	Yes
Councilman Pete Cabrera	Yes
Councilwoman Claudia Mariaca	Yes

PASSED AND ADOPTED this 14 day of October, 2020.

  
\_\_\_\_\_  
JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:  
  
\_\_\_\_\_  
CONNIE DIAZ, MMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

  
\_\_\_\_\_  
LUIS FIGUEREDO, ESQ.  
CITY ATTORNEY

# EXHIBIT “A”



# Stand Up Doral for Small Business

A framework to lift  
small businesses through Covid-19

**PROSPERA**™  
DESARROLLANDO NEGOCIOS HISPANOS

# The Mission

**Stand Up Doral for Small Business** focuses on helping disadvantaged business owners to become more economically resilient, by providing a stand-up system with strong business continuity actions and financial strategies, including accessing capital, to both recover from COVID-19 and operate with fewer interruption during future disasters.

revitalize local business corridors

bring low-income individuals and families closer to achieving economic stability.



# Leverage Support Resources



Prospera has leveraged support resources with local organizations related to the City of Doral to provide the required framework. This integration effort will channel assistance in a one-stop fashion.

Collaborating partners:



**ACCION**

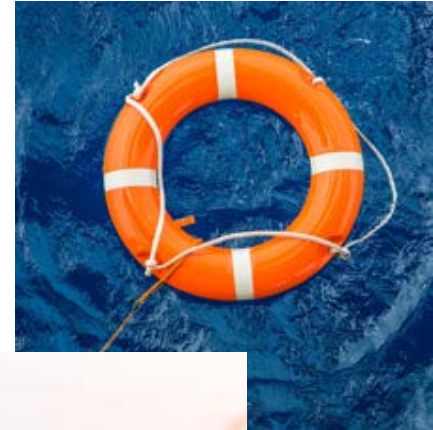
**Stand Up Doral  
Small Business  
Ecosystem**





# The Need

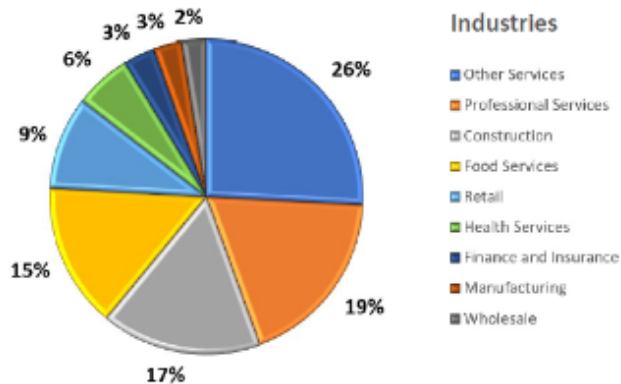
- The COVID-19 pandemic has challenged small businesses throughout the country severely, disrupting their ability to generate revenue and forcing them to re-think their ability to continue operating or even whether they will ever be able to open their doors again.
- Most of them have had to:
  - a. send employees home, uncertain of how to continue paying them if they remain closed
  - b. contact us inquiring about assistance available to cover payroll and fixed monthly expenses.
- Small business owners are lost in the middle of all available disaster relief funding and resources: how to access them and comply with all forgivable requirements is a challenge.



# The Need

## Client Poll

The data below was obtained by conducting a poll among 1,014 unique Prospera consulting clients with established businesses in Florida and North Carolina.



### Industries

- Other Services
- Professional Services
- Construction
- Food Services
- Retail
- Health Services
- Finance and Insurance
- Manufacturing
- Wholesale

If affected, has your business closed, even temporarily?



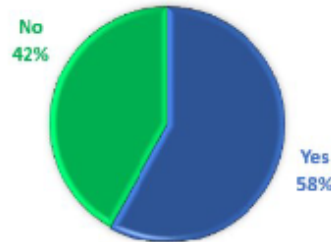
**Over \$16 million lost in revenues**

\* 26% of Prospera clients surveyed have reported reopening their business to date\*

Has your business been affected by the pandemic?



Are you applying to any government relief programs?



- 40% of the small businesses impacted by one or two latest big storms in the area (such as Irma and Michael), will never recover. More than half of those that did recover will close during the first year after reopening, due to COVID-19 (SBA Forecast).
- Main reason: lack of disaster and financial preparedness (SBA).

# Program Goals



- Increase resources to provide the personalized direction and orientation local small businesses require to survive the recovery phase, and re-build and/or re-open their businesses during the next 12 months (October 2020 to September 2021).
- Build our capacity to meet the demand of disadvantage minority business-owners, most severely impacted by the pandemic.

# About Prospera



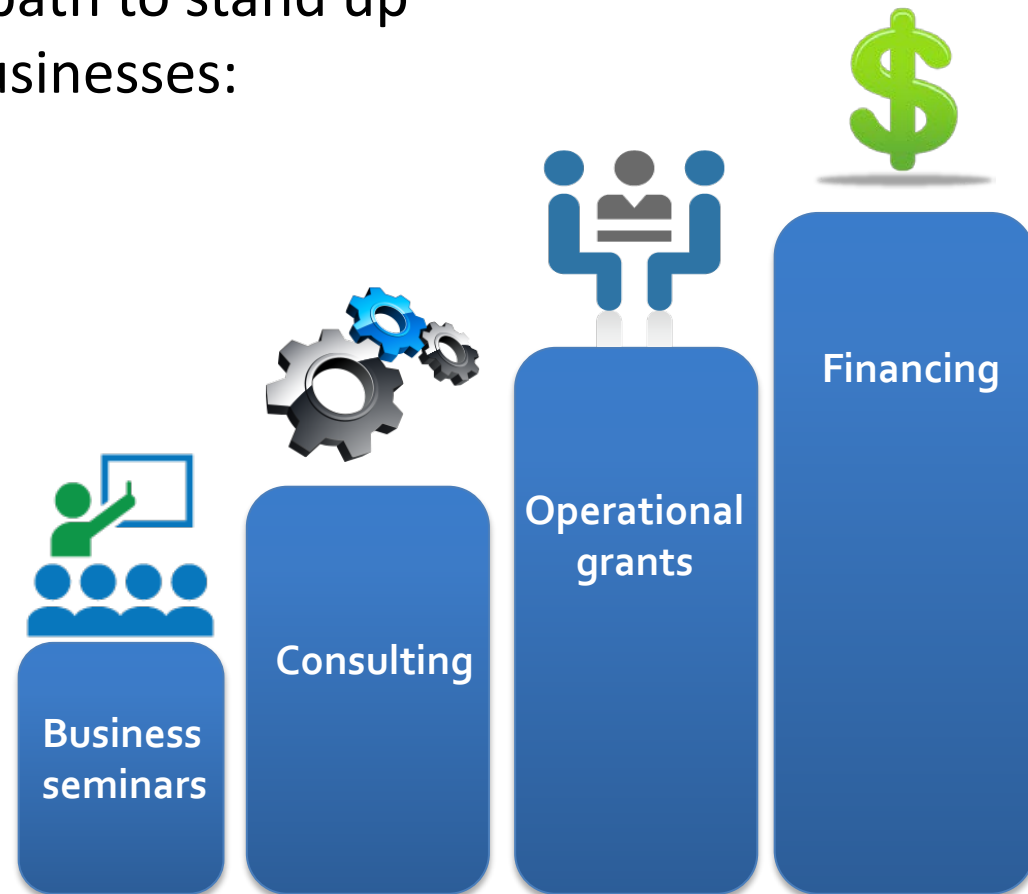
- Prospera is the leading Hispanic nonprofit economic development organization in Florida, specializing in providing bilingual business development services to underserved Hispanic entrepreneurs.
- The organization provides expertise and resources to existing and prospective micro-businesses, empowering entrepreneurs through training, support, and resources so their businesses can grow and prosper.
- Prospera has offices in Florida's Central, South, and West regions, an office in Charlotte, NC, and offers services in other areas of both states on a regular basis.



# Approach to businesses

Prospera provides a structured path to stand up the recovery process of small businesses:

1. Attending business seminars with topics related
2. Receiving one-on-one consulting approach
3. Obtaining subcontracted operational services
4. Accessing disaster relief or business driven lending programs



# Approach to businesses



Over the 12-month period of October 2020 through September 2021

1. **Business Seminars** – We will host 1 cobranded session, presented in Spanish and virtually, in which we will provide resources for small businesses to understand existing options for back office operations and accessing capital as they adjust for the recovery phase of the crisis.
  
2. **Business Consulting** – We will conduct 20 personalized sessions assisting existing and prospective clients to identify and overcome challenges and identify and access capital sources to foster sustainability.
  - a. Track and measure business status after three and six months, from the initial consulting session.



# Program outcomes



## Summary of outcomes from Stand-Up Doral for Small Businesses

- 1 cobranded educational session, presented in Spanish and virtually.
- 20 personalized consulting sessions, assisting existing and prospective clients.
- At least 50% jobs retained within small businesses assisted through this program.



(12-month period of October 2020 through September 2021)



# Budget



## Matching Your Funding:

The \$12,500 investment match budget will be distributed as follows:

Category	\$ per item	% of budget requested	% of total project cost
In-House Technical Assistance	\$7,500	60%	4,5%
Educational Programs	\$3,125	25%	1,8%
Marketing	\$625	5%	0,3%
Support Services	\$1,250	10%	0,7%
Total	\$12,500	100%	7%

Annual Operating Budget/Prospera:	\$3,224,300
Overall Program Budget:	\$200,000