

**CoreNet Economic Development Awards  
Miami-Dade County Beacon Council  
Local Business Local Jobs**

**Category: Leadership / Innovation**

**1. How were the goals and objectives of the program or tool clearly defined?**

The goals and objectives of Local Business Local Jobs were clearly defined at the launch of the program, and are based upon the underlying premise that was the catalyst for the program: Miami-Dade had lost a number of relocating businesses without any prior warning. Since the majority of new jobs created in any community are attributed to Local Business, The Beacon Council identified the need to address existing industry through **Local Business Local Jobs**, which was developed to implement outreach and engagement of existing industry **before** they need assistance, or are evaluating new areas outside Miami-Dade County.

The program's goal is to enhance **local business investment** and **employment**.

The program's objectives are to:

- 1) Enhance Miami-Dade County's self image as a global business center,
- 2) Identify and eliminate obstacles to employment growth,
- 3) Communicate Beacon Council Services,
- 4) Recognize local businesses' economic contribution, and
- 5) Increase employment.

The Beacon Council has thus far reached out to over 3,000 local businesses in targeted industries. The Targeted Industries include:

- |                              |                          |
|------------------------------|--------------------------|
| 1) Aviation,                 | 5) IT/Telecom,           |
| 2) Biomedical and Healthcare | 6) International and     |
| 3) Film and Entertainment,   | 7) the Visitor Industry. |
| 4) Financial Services,       |                          |

The goals and objectives of the program are translated into annual performance measures, which are managed by a volunteer Taskforce composed of The Beacon Council members and program partners.

**2. What was innovative about the program or tool?**

Local Business Local Jobs is innovative due to numerous successful partnerships that were developed to leverage all available resources. The **Local Business Local Jobs** program is staffed by The Beacon Council. Volunteers from the Local Business Local

Jobs Taskforce enhance the staff's efforts with referrals for on-site visitations and consultations with local businesses to assess any obstacles and strategize an assistance action plan. Taskforce members are selected based on expertise in site selection, finance, international markets, education and workforce. Additionally, marketing and public relations promotion of the program is done jointly with the **Miami-Dade Marketing Initiative** – a campaign in which funding resources are leveraged from local Miami-Dade County government matching private sector donations at a 2 to 1 ratio.

The Beacon Council has also been very proactive and successful in establishing partnerships to leverage federal and state financial resources to increase the program in the areas of community outreach, labor and training. One example was a partnership with South Florida Workforce, which included a direct mail and on-line campaign.

In 2005, a new Co-Branding campaign was also developed with The Miami Herald, CBS4 and Univision to publicize the program in print, TV and radio media. For the first time in history, the local media outlets offered substantial in-kind services and airtime to promote the message. In addition, The Beacon Council has a TV Show, Miami Business Profile which airs on the local public access channel and highlights the Local Business Local Jobs program. This program has been innovative due to the high level of business response and interest to participate as guests on the show.

### **3. How impactful were the results?**

As a result of the program, four major impacts have been realized. Five years ago, Miami-Dade County was continually confronted with businesses lured away without prior notice. Today, we have announced many retention projects including Ryder System and Burger King and due to a multi-pronged outreach program, we have a comprehensive system in place to identify potential companies at risk.

The second impact was a major turnaround of the media's support to promote the program. New locations, despite the number of jobs created and local expansions were always ignored by print, TV and radio. This past year has resulted in a new impact where all the top media avenues have volunteered to get the story out.

The third impact was the creation of a new local incentive, the Targeted Jobs Incentive Fund (TJIF) which may be utilized for new job creation and /or investment and is patterned after State incentives and provides as a base award \$3000, and then up to \$6000 for each new job created.

The fourth impact was the creation of a mechanism to identify and track local businesses' concerns to any impediments to growth and increase a forum for improvement by the public and private sector. A web based Business Survey is issued annually to determine what factors are critical to business expansion and retention in Miami-Dade County. Economic development factors on the survey include: 1) labor force availability and cost 2) transportation 3) education and training 4) markets and market access 5) business climate 6) cost of doing business and 7) quality of life

factors. The survey responses give substantial feedback on the current assessment of the advantages and disadvantages of the local business environment, as well as indicators of short-term business plans.

#### **4. How were the results measured?**

Results of the Local Business Local Jobs program are quantifiable and have been measured utilizing three main areas of performance criteria as follows:

- 1) Elevating awareness of the program and henceforth, increasing contacts and intelligence from the local businesses evaluating expansion or relocation.
- 2) Increasing outreach by meeting with businesses in a Visitation Program for target industries.
- 3) Completing expansion and retention projects that will create new jobs and occupy new square footage and new capital investment.

As a result of the launch of **Local Business Local Jobs**, The Beacon Council receives calls from businesses that are evaluating new facilities but may not have known who to call or that there are assistance services available to make it easier to remain and expand in Miami-Dade County. Since the launch of the program, **over 350 Visitations of Local Businesses** have been completed. These companies employ a total of **over 41,000 employees**.

During visitations, businesses have been provided with information in the following areas: 1) State and Local Incentives, 2) Research and Marketing Analysis, 3) Permitting Assistance, 4) Procurement of Financing, 5) Enterprise/Empowerment Zone, 6) Labor Training, and 7) Networking Opportunities.

Since 2002 and as a result of the **Local Business Local Jobs** initiative, **60 Miami-Dade County businesses** have completed Expansion and Retention Projects with The Beacon Council and in combination have created **4,895 new jobs**. The **60** expanding businesses have utilized an **additional 3.5 million square feet of commercial space and added new capital investment of \$397 million** in Miami-Dade County.

A sample of highlights of the completed Local Business Local Jobs Expansion and Retention projects include:

**Alienware**  
**American Sales and Management**  
**Badia Spices**  
**Boston Scientific**  
**Burger King Corporation**  
**Caterpillar**  
**Cigarette Racing**  
**Cordis Corporation**

**Fiberforce**  
**IVAX Corporation**  
**JetBlue**  
**Pharmed Group**  
**Ryder System**  
**Seitlin Insurance**  
**Sysco Food Services**  
**World Fuel**