



Broward County

Legislation Details (With Text)

File #: 21-1069 **Version:** 1

Status: Agenda Ready

In control: County Commission

On agenda: 6/15/2021 **Final action:** 6/15/2021

Title: MOTION TO DIRECT County staff to create an online business directory of all Broward County businesses. (Commissioner Holness)

Sponsors:

Indexes: Established Commission Goals

Code sections:

Attachments: 1. Exhibit 1 - Example of Online Business Directories (Norwalk, Killarney, Chester)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

Broward County Commission Regular Meeting

Director's Name: Dale V.C. Holness
Department: County Commission

Information

Requested Action

MOTION TO DIRECT County staff to create an online business directory of all Broward County businesses. (Commissioner Holness)

Why Action is Necessary

Approval by the Board of County Commissioners (“Board”) is required to direct staff to create an online directory for all Broward County businesses.

What Action Accomplishes

Directs County staff to create an online business directory for all Broward County businesses.

Is this Action Goal Related

Yes

Previous Action Taken

Summary Explanation/Background

The Broward County Board of County Commissioners envisions “A vibrant economy with a diverse, skilled workforce, in a County offering unique advantages that attract all types of businesses to create equitable, countywide prosperity.” This item supports the Commission Value “Ensuring economic opportunities for Broward’s diverse population and businesses” and the Commission Goal to “Attract and retain all types of business, especially high-wage industries that offer employee benefits, through partnerships with the Alliance, chambers of commerce, colleges and universities,

CareerSource, and any other available avenues.”

Helping businesses thrive is a win-win situation for local government. Due to the COVID-19 pandemic, many individuals utilize online resources more than ever. Business directories are a comprehensive channel that allow prospective customers, business owners, and professionals to identify and contact businesses relevant to them. An online business directory is a database that would contain information about a company including the website, address, contact number, and emails. An online directory of all Broward County Businesses will make many businesses more resilient and innovative than ever. The County now gathers some of this information from Business Tax Receipt and so do the cities. Additionally, approximately 79,955 businesses in Broward County have local business taxes (formerly known as occupational licenses). This is important, as the benefits of paying tax revenues allows for the County to generate more money.

Benefits of online business directories include:

- Open Broward businesses to the world
- Enhance online presence
- Help customers easily find businesses and improve local visibility
- Assist businesses build stronger brand awareness
- Increase business credibility
- Help Broward grow our economy

Source of Additional Information

Heidi Richards, Chief of Staff, District 9, 954-357-7009

Fiscal Impact

Fiscal Impact/Cost Summary

None.