



Peggy R. Bell
Mayor

MEMORANDUM

To: Honorable Members of the Town Council
From: Mayor Peggy R. Bell
Date: May 20, 2015
Re: Creating the Economic Growth Committee

REQUEST

A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, CREATING THE ECONOMIC GROWTH COMMITTEE; AND PROVIDING FOR AN EFFECTIVE DATE.

BACKGROUND AND ANALYSIS

The Cutler Bay Economic Growth Committee is charged to conduct research into the economic conditions and trends in the Town and to make recommendations to Town officials and agencies regarding actions to improve the Town's economic condition and development. The Economic Growth Committee (EGC) will promote and develop the economic resources of the Town consistent with the Town's green initiatives, quality of life and natural environment. EGC will promote and enhance the Town's economy by:

- Promote business development and growth.
- Promote the Town's economy, environment, and quality of life.
- Improve Cutler Bay's image with effective promotions and marketing campaigns
- Improve in and outbound market of existing community events to encourage visitor and resident participation.
- Research and recommend a marketing action strategy.
- Identify existing weaknesses and opportunities to enhance the perception of Cutler Bay.





- Identify opportunities through marketing to promote the Town and deliver a positive message to all stakeholders as well as, identify ways to work with residents and local businesses to proactively promote new resident and business start-ups.
- Identify ways to generate a “buzz” that living, working and visiting Cutler Bay increases quality of life by promoting eat, drink, stay, shop, work live ideas.
- Describe the Town today and opportunities for change.
- Identify ways to improve business confidence and encourage quality investments from private and public sectors.

The mission of the Economic Growth Committee will be to promote, encourage and assist in the development and advancement of business prosperity and economic well-being of this community; to stimulate growth of new and existing businesses which will in turn maintain the economic stability of our community and provide employment possibilities in this area. Retain and expand the quality and variety of retail, recreational, and human services to help diversify our local economy and respond to an ever-changing and vibrant community.

RECOMMENDATION

It is recommended that the Town Council adopt the attached Resolution creating the Economic Growth Committee.

