



Sunrise Small Business Academy (SSBA) Cohort 1 – Winter 2022

The City of Sunrise is launching the **Sunrise Small Business Academy (SSBA)** to help Sunrise small businesses grow and thrive. The **SSBA** is a **free** program designed to educate participants about important business-related topics, including City/County resources, accounting/finance, and marketing.

The **SSBA** will include two (2) cohort classes per year with six (6) sessions for each. In 2022:

- **Cohort 1** will be virtual (on the GoToMeeting platform) from **8:00 am to 9:15 am** (75 minutes each)
- **Cohort 2** will be in person from **6:00 pm to 7:30 pm** (90 minutes each)

There will be a 10-minute orientation prior to the first session. Participants will receive log-on instructions.

Themes and Dates: **SSBA Cohort 1 – Winter 2022**

Each session in this Cohort will be held **online only** via GoToMeeting from 8:00 am to 9:15 am.

Session 1: City Resources - Thursday, February 3rd

City of Sunrise employees will provide an overview of their department/division and how it interacts with local businesses. Representative departments/divisions include Community Development (Zoning, Permitting, Building), Business Tax Receipts, Community Enhancement and Code Compliance, and Economic Development.

Session 2: County and/or State Resources - Thursday, February 10th

Speakers will discuss County and State resources available for small businesses, such as funding, preferential bidding opportunities, and mentoring/education. Participating agencies may include: Broward County Office of Economic and Small Business Development (OESBD), Small Business Development Center (SBDC), and SCORE.

Session 3: Work Environment and/or Workforce - Thursday, February 17th

Subject-matter experts in Design and HR will discuss such topics as business location and layout, as well as hiring best practices, and employee benefits and retention.

Session 4: Accounting + Finance Metrics - Thursday, February 24th

Business professionals will share tips on enhancing and monitoring your business' financial health. Topics may include: bookkeeping software, cash-flow planning, forecasting, contingency funds, and payroll.

Session 5: Taxes - Thursday, March 3rd

Tax professionals will discuss a wide range of important topics, including corporate structures, expenses and liabilities, key tax deadlines, and write-offs by industry.

Session 6: Marketing - Thursday, March 10th

Marketing experts will suggest ways to attract clients and help grow your business. Topics may include demographics, social media platforms and analytics, the effective use of photos and videos, and grassroots campaigns.

Selection Overview

In order to promote interactivity and engagement, each cohort will be capped at **25 participants**. Under the **SSBA** guidelines, participants must:

- Have an active Sunrise business tax receipt (**with the exception of Start-ups - Start Up/< 1 year*);
- Complete an **SSBA** application and photo/video release form prior to the deadline;
- Be interested in effective small business tools/resources;
- Have **30 or less employees** (including founder/owner/co-owner); and
- Commit to attend 5 out of the 6 sessions

Application Evaluation

Applications will be accepted on a first-come, first-qualified basis. However, there will be some spaces that are prioritized for the following groups:

- Five (5) spaces will be allocated for start-up business owners who reside in Sunrise; and
- Ten (10) spaces will be prioritized for Sunrise businesses located east of University Drive (East Sunrise Improvements Master Plan Area).

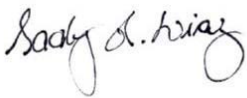
Note: If by the end of the application period some spaces saved are not filled by priority groups, we will consider all other complete applications on a first-come, first-qualified basis. Additionally, only one (1) designated person per business will be accepted for each cohort.

Take the First Step!

To be considered for the **City of Sunrise SSBA**, please email your completed Application and Photo/Video release to Sady Diaz at SDiaz@sunrisefl.gov by **Thursday, January 20, 2022 at noon**. Call (954) 747-4661 for additional information.

We appreciate your interest in the SSBA program and are committed to providing Sunrise businesses with an enriching experience.

Best,



Sady I. Diaz
Public Engagement Manager / Sunrise Small Business Academy (SSBA) Project Manager

Revised 1/6/2022



Business Tax Receipt FAQs

What is a Business Tax Receipt (BTR)?

A Business Tax Receipt (BTR) – formerly known as an Occupational License – is a document issued to a business by the City of Sunrise as proof that the company has registered, paid local taxes, and is approved to operate in our municipality for the current year.

Do I need a Business Tax Receipt (BTR) to operate in the City of Sunrise and to participate in the Sunrise Small Business Academy?

If you operate a business in Sunrise, including an authorized home-based business, you need a Business Tax Receipt. According to the City of Sunrise Code of Ordinances, Article II, Section 7-27(1)(2): *Any person and/or company who maintains a permanent business location or branch office within the City of Sunrise for the privilege of engaging in or managing any business, profession or occupation is required to obtain a business tax receipt.*

Business owners planning to operate in the city must apply for a Business Tax Receipt (BTR) *prior to* conducting business. **Additionally, you must have a current Business Tax Receipt (BTR) in order to participate in the Sunrise Small Business Academy (SSBA).**

How much does it cost to obtain a Business Tax Receipt (BTR)?

The cost of a Business Tax Receipt (BTR) depends on the company's business classification. Please click on the link below to review the City's list of business classifications and corresponding amounts:

- [City of Sunrise Local Business Tax Schedule](#)

Does my Business Tax Receipt (BTR) need to be renewed each year?

Yes; in order to remain in compliance, maintain an active BTR, and avoid any late penalties, your Sunrise Business Tax Receipt must be renewed on or before September 30th each year.

What is the benefit of having my Sunrise Business Tax Receipt (BTR) up to date?

Having an active/valid BTR is a requirement of doing business in Sunrise. Also, in order to qualify for any City/County/State funding/grants, you will need an active BTR.

Who do I contact to obtain a Business Tax Receipt – or for additional information?

City of Sunrise Business Tax Receipts are issued through the Community Enhancement and Code Compliance division of the Community Development Department (1601 NW 136th Avenue, Bldg. A, Sunrise 33323). The Business Tax Receipt office is open weekdays from 8:00 a.m. to 4:00 p.m., and may be reached at (954) 572-2352 or BTRdocuments@sunrisefl.gov. Additional information is also available on the City's website: <https://www.sunrisefl.gov/btr>.



SSBA Application and Photo/Video Release

Deadline: Thursday, January 20, 2022 at noon!

Name of Participant (Founder/Owner/Co-Owner): _____

Business Name/Physical Address: _____

Mobile #: _____ Business Email: _____

Business Tax Receipt #: _____ (*There are 5 spaces prioritized for Sunrise start-up business owners, who are exempt from providing a BTR)

Emergency Contact Name/Number: _____

Driver's License #/State/Exp. Date: _____

Can you commit to attending **5 out of 6 sessions**? _____

How did you hear about SSBA? Website Social Media Sunrise Source Emailer Flyer
 Community Referral Other _____

What type of goods and/or services do you provide? Food/Dinning Health/Wellness Home/Local Services Retail Shopping Professional Services Other _____

How long have you been in business in Sunrise? Start Up/< 1 year * 1 – 3 years 3 – 5 years 5+ years

***If you are a Start-up, please provide a separate one-page overview of your business - including but not limited to (a) type of business, (b) stage of start-up, and (c) when you expect to open.**

How many employees do you have? Under 5 6 – 10 11 – 15 16 – 20 21 – 25 26 – 30

Why are you interested in participating in the SSBA program?

I hereby certify that the information contained in this application is true and complete to the best of my knowledge. I understand that the **Sunrise Small Business Academy (SSBA)** is a voluntary participation course and I will receive no compensation for attendance. I understand that a background check will be made upon submission of this application. I am aware that should an investigation disclose any misrepresentation, falsification, or omission, I will be disqualified from participation in the **Sunrise Small Business Academy (SSBA)**.

Further, I hereby permit the **City of Sunrise** to use or distribute any or all photographs or videos in which I appear for any use including, but not limited to: Web, social media, instructional or promotional materials, and other forms of media, without compensation. Any image(s) created shall be the property of the **City of Sunrise**.

Signature

Date

Email your completed SSBA Application and Photo/Video Release to Sady Diaz, Public Engagement Manager, at SDiaz@sunrisefl.gov no later than **Thursday, January 20, 2022 at noon**. Incomplete, unsigned or late applications will not be considered. For more information, call (954) 747- 4661.