



July 15, 2022

The **Sunrise Small Business Academy (SSBA)** is designed to help small businesses in Sunrise grow and thrive. **SSBA** sessions provide information about important business topics, including City and County resources, accounting/finance, hiring, and marketing.

SSBA Cohort 2 – our Summer 2022 session – will be conducted in person over the course of five sessions, each held from **5:30 pm to 7:00 pm EST (90-minutes)**, with the exception of the finance session, which will take place from 5:30 pm to 7:30 pm. A 10-minute orientation will be provided immediately prior to the first session.

The dates for **SSBA Cohort 2** are as follows:

Session 1: City Resources (Thursday, August 18, 2022) – Session will feature three City of Sunrise employees providing an overview of their department and how it relates to small businesses. Topics include:

- **Economic Development:** Overview of City’s economic development/redevelopment activities and programs benefiting small businesses.
- **Code Compliance, Business Tax Receipts, and Fire Inspections:** Process for obtaining a business tax receipt, code compliance for business owners, and important safety issues.
- **Community Development** (zoning, permitting, building): Regulatory process related zoning, obtaining permits when opening a new business, and making improvements at their current business location.

Session 2: County/State Resources and Business Bites (Thursday, August 25, 2022) – Session will feature two to three speakers discussing County and State resources available for small businesses. Topics include:

- **Broward County Office of Economic Development and Small Business (OESBD):** Discuss the County certification process, which allows small businesses to bid on and have preference on County projects.
- **SCORE and/or Small Business Development Center (SBDC):** Discuss technical assistance available for a competitive bidding processes and funding resources for small businesses.

Session 3: Sustainability, Workforce and Business Bites (Tuesday, August 30, 2022) – Session will feature one to two subject matter experts in their field. Topics include:

- **Sustainability:** Session will go over steps a business can take in order to make their organization green/sustainable, with a cost-effective twist.
- **Workforce Development:** HR professional will discuss hiring the best people, professional development, retaining good employees, benefits/incentives, and other workforce-related topics.

Session 4: Finance - Accounting/Taxes/How to be Bankable (Thursday, September 1, 2022) – This two-hour session will feature two to three business professionals with tips on monitoring your business. Topics include:

- **Checklist for searching for the proper business professional(s)**
- **Basic overview of bookkeeping software**
- **Reconciling bank statements and cash flow planning:** Tracking Metrics/Expenses/Maintaining Daily Records
- **Having enough capital to see your business through:** Budget/Forecasting, Projected expenses, sales/revenue expectations, and contingency funds.

- **Tracking Metrics/Expenses/Maintaining Daily Records:** Account receivables, cash/asset management, payroll/benefits, and debt obligations.
- **Budget/Forecasting:** Projected expenses, sales/revenue expectations, and contingency funds.
- **Company Structures:** Partnerships and LLC vs Corporation
- **Tax Deadlines/What is/What is Not Deductible:** Quarterly and Yearly, Difference between expense/liability.
- **What to write off within Industry:** Food/dining, health/wellness, retail and professional services.

Session 5: Marketing Panel and Business Bites (Thursday, September 8, 2022) – This session will feature a panel of marketing professionals discussing various ways to help attract clients and promote/grow a business. Topics include:

- **Social Media/Content:** Branding, social media, management platforms, and analytics.
- **Photo/Video:** Boost engagement, photo/video editing apps, and concepts/production.
- **Grassroots:** Knowing your demographic, niche trends, and targeted campaigns.

Graduation: Recognition at a Sunrise City Commission Meeting (Tuesday, September 27, 2022)

SELECTION OVERVIEW

In order for an engaging experience, each cohort will be capped at **30 participants**. Under the **SSBA** guidelines participants must:

- Have an active City of Sunrise Business Tax Receipt (**with the exception of Start-ups*);
- Complete the **SSBA Cohort 2** enrollment application 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 attending 4 out of the 5 sessions

APPLICATION EVALUATION

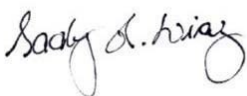
Applications will be accepted on a first-come, first-qualified basis. However, there will be some spaces that are prioritized for the following groups:

- Five spaces will be allocated for start-up business owners that reside in Sunrise; and
- Ten 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 designated person per business will be accepted for each cohort class.

To be considered for the **City of Sunrise – SSBA Cohort 2**, complete and return the application by **Monday, August 8, 2022 at 10:00 am SHARP**. Contact Sady Diaz at (954) 747-4662 or via email at SDiaz@sunrisefl.gov for more information. We appreciate your interest 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



SSBA Application, Cohort 2 – Summer 2022
Deadline: Monday, August 8, 2022 at 10:00 am SHARP

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

Business Name/Physical Address: _____

Mobile #: _____ Business Email: _____

Business Tax Receipt #: _____

Please note that every business in Sunrise, whether home-based or brick-and-mortar, is required to have a Business Tax Receipt – formerly known as an occupational license. Only start-up businesses that are in the exploratory stage and are not yet operating are exempt from providing a Business Tax Receipt # for this program. There are five spaces reserved in this cohort for Sunrise start-up businesses.*

Emergency Contact Name/Number: _____

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

Can you commit to attending 4 out of 5 sessions? _____

How did you hear about SSBA? SSBA Alumni Website Social Media Sunrise Source Emler
 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 – 3 years 3 – 5 years 5+ years

***If you are in the start-up phase and not yet incorporated, 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 plan 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).

Signature

Date

Please submit a completed application and Photo/Video Release to Sady Diaz, Public Engagement Manager, via email at SDiaz@sunrisefl.gov no later than Monday, August 8, 2022 at 10:00 am SHARP. Incomplete, unsigned or late applications will not be considered. For more information, call (954) 747- 4662.