



## **BUSINESS RESOURCE GUIDE**

[www.choosehollywoodfl.com](http://www.choosehollywoodfl.com)



# WELCOME TO HOLLYWOOD!

Welcome to Florida's Hollywood, a vibrant city located on the Atlantic Ocean in the heart of South Florida between Miami and Fort Lauderdale. Founded by Joseph Young in 1925 to be a dream city-by-the-sea where residents could "make a living and live while making it," Hollywood is approximately 30 square miles with a population of more than 150,000. It's the 3rd largest city in Broward County and the 12th largest city in Florida.

Hollywood is a dynamic business hub with an ideal location, offering easy access to Interstate 95, the Florida Turnpike, and both the FEC and CSX railroads. The City is home to **Port Everglades**, one of the top cruise ports in the world and among the most active containerized cargo ports in the United States. Two international airports serve the City: **Miami International Airport** and **Fort Lauderdale-Hollywood International Airport**—the latter is so close, it shares the City's name. One of the nation's largest public healthcare networks, **Memorial Healthcare System**, is headquartered in Hollywood along with its flagship hospital, **Memorial Regional Hospital**, and its top-rated hospital for children, **Joe DiMaggio Children's Hospital**. Additionally, the entrepreneurial ecosystem in South Florida is flourishing. According to **the U.S. Census Bureau and Internal Revenue Service, the Miami/Fort Lauderdale/West Palm Beach metro area ranked #1 nationwide for the most newly formed businesses in 2022.**

This guide is designed to be a resource for small business owners, entrepreneurs and established corporations seeking to start or expand their operations in the City of Hollywood. It provides useful information on key departments in the City available to help you with your business needs. You will also find valuable information on incentive programs and contact information for local development partners available to help your business grow and succeed.

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Within the City of Hollywood, several departments and agencies provide resources and support to help grow the business community including Economic Development, Planning, Building and the Hollywood Community Redevelopment Agency. These agencies work closely with local and state agencies to help connect businesses with a wide variety of resources to promote business expansion and the success of commercial enterprises located in the City.

The **Office of Communications, Marketing & Economic Development** works to attract, retain and expand businesses within the City of Hollywood, providing site selection services and connecting businesses to training and financial resources. The Office's goals include:

- Promoting a pro-business atmosphere through business services, incentives + resources
- Spearheading business start-up, retention, expansion + attraction
- Commercial corridor marketing + redevelopment
- Job creation + retention
- Promoting the success of local businesses through technical assistance + facade improvements



The **Division of Planning & Urban Design** oversees site plan and design review for all new development and redevelopment. This can include review of architectural drawings for consistency with the City of Hollywood's Zoning and Land Development Regulations, Design Guidelines, general criteria and any other neighborhood-specific design review criteria. Planning also coordinates projects within the City's Historic Districts based on the Design Guidelines for Historic Properties and Districts.

Design review encompasses the aesthetics, appearances, safety and function of the structure in relation to the site, adjacent structures and surrounding community. Planning staff are always available to help you determine how this process applies to you and your unique needs.

The **Hollywood Community Redevelopment Agency (CRA)** promotes redevelopment and investment within the City's two designated CRA districts to ensure any blighting conditions are eliminated and the commercial core of each district is vibrant and thriving. The CRA does this by stimulating and supporting private investment and economic growth through economic incentives, upgrades to public infrastructure and spaces, targeted promotions and events, and robust maintenance and security.

Please contact the CRA or visit [www.hollywoodcra.org](http://www.hollywoodcra.org) to have access to the map/boundaries for the **Downtown District** and the **Beach District**, as well as the opportunities available for each area.

# City of Hollywood

## KEY CONTACTS

### **Office of the City Manager**

Hollywood City Hall  
2600 Hollywood Boulevard, Room 419  
Hollywood, FL 33020  
954.921.3201

### **George R. Keller, Jr. CPPT, City Manager**

[www.hollywoodfl.org](http://www.hollywoodfl.org)

### **Office of Communications, Marketing & Economic Development**

Hollywood City Hall  
2600 Hollywood Boulevard, Room 203  
Hollywood, FL 33020  
954.921.3620  
[www.choosehollywoodfl.com](http://www.choosehollywoodfl.com)

### **Department of Development Services**

(Planning, Zoning, Building, Permitting, Engineering)  
Hollywood City Hall  
2600 Hollywood Boulevard, Room 315  
Hollywood, FL 33020  
954.921.3471



Sign up to receive weekly Business Resources email from the City of Hollywood. Scan this QR code or sign up at [www.choosehollywoodfl.com](http://www.choosehollywoodfl.com).

## **Division of Parking & Code Compliance**

Hollywood City Hall  
2600 Hollywood Boulevard  
Hollywood, FL 33020  
954.921.3061

## **Hollywood Community Redevelopment Agency**

1948 Harrison Street  
Hollywood, FL 33020  
954.924.2980  
[www.hollywoodcra.org](http://www.hollywoodcra.org)



# REGISTERING YOUR BUSINESS

## **State of Florida Registration**

All corporate entities are required to register with the State of Florida Division of Corporations. If you have any questions pertaining to the registration of your business, please contact:

### **Florida Division of Corporations**

2415 North Monroe Street, Suite 810

Tallahassee, FL 32303

850.488.1234

850.245.6000

[www.sunbiz.org](http://www.sunbiz.org)

## **Fictitious Name Registration**

Any non-incorporated business using an assumed name for business purposes other than the full name of the business owner, must register the fictitious name under the Fictitious Name Act, with the Division of Corporations.

### **Florida Division of Corporations**

Fictitious Names - Registrations & Renewals

850.245.6059

[www.sunbiz.org](http://www.sunbiz.org)

## **Employer Identification Number**

Your Employer Identification Number (EIN) is the federal tax ID for your business. You need it to pay federal taxes, hire employees, open a corporate bank account, and apply for business licenses and permits. This is a free service offered by the Internal Revenue Service and you can get your EIN immediately. You may apply for an EIN online at [www.irs.gov](http://www.irs.gov).

### **Internal Revenue Service**

800.829.4933



## **Sales Tax Number**

All businesses which sell, rent, or lease taxable property are required to register with the State of Florida Department of Revenue and must be issued a Sales Tax Identification Number. For additional information, please contact:

### **Florida Department of Revenue**

Sales Tax Registration  
5050 West Tennessee Street  
Tallahassee, FL 32399  
850.488.6800  
[www.floridarevenue.com](http://www.floridarevenue.com)



The City of Hollywood permitting staff, plan reviewers and inspectors are always available to help you determine how the permitting process applies to you and the unique needs of your business. For additional information, please call the **Department of Development Services at 954.921.3471 (Building Option 2, Planning & Urban Design Option 3, Engineering Option 4)**, visit our website [www.hollywoodfl.org](http://www.hollywoodfl.org), or stop by City Hall, located at 2600 Hollywood Boulevard.

### **Step 1: Zoning**

Connecting with the Planning is the first step to starting a new business. Planning staff are committed to ensuring that all new businesses opening or being constructed within Hollywood are compatible with the surrounding area. For more information, please call the **Division of Planning & Urban Design at 954.921.3471** or visit [www.hollywoodfl.org](http://www.hollywoodfl.org).

### **Step 2: Certificate of Use**

Prior to signing a lease and moving your business to a new location within the City, you should first obtain a Certificate of Use. A Certificate of Use verifies that the described use is permitted at the identified property. The application for a Certificate of Use can be found online at [www.hollywoodfl.org](http://www.hollywoodfl.org) or by visiting the **Division of Planning & Urban Design**.

### **Step 3: Construction Permits**

Are you proposing to improve the building or space you are moving into in any way? Adding exterior signage, putting in partition walls, installing counters and moving electrical outlets are examples of improvements that require permits under the Florida Building Code. To find out if your project will require a building permit, please call the **Building Division at 954.921.3335** or visit [www.hollywoodfl.org](http://www.hollywoodfl.org).

#### **Step 4: Impact Fees**

The City of Hollywood collects impact fees for commercial development. When a building or tenant space changes use and/or occupancy, additional road/transportation impact fees may be due to Broward County prior to the approval of construction plans by the Broward County Urban Planning Division. Contact them at **954.357.6666** to request an impact/concurrency fee estimate.

#### **Step 5: Local Business Tax Receipts & State License**

Whether your business operates from a commercial location or is home-based, state and local laws require all businesses in Hollywood to obtain Local Business Tax Receipts from both the City of Hollywood and Broward County; a license from the State of Florida may also be required, depending on your type of business.

##### ***City of Hollywood Local Business Tax Receipt***

Local Business Tax Receipt applications may be submitted online at [www.hollywoodfl.org/218/Local-Business-Tax](http://www.hollywoodfl.org/218/Local-Business-Tax). For more information, please contact the Local **Business Tax Receipt Office, City Hall (1st Floor), Room 103, 2600 Hollywood Boulevard, or call 954.921.3225**. You will receive your initial business tax receipt by email. Each year you will receive a courtesy notice by email reminding you to renew your registration. You may click on the link in the email to complete the renewal process or go to [www.hollywoodfl.org/renewalform](http://www.hollywoodfl.org/renewalform) to renew. Once completed, you will receive a link to print your Local Business Tax Receipt.

##### ***Broward County Local Business Tax Receipt***

In addition to obtaining a Local Business Tax Receipt from the City of Hollywood, a Local Business Tax Receipt is also required from Broward County. Applications for the Broward County

Local Business Tax Receipt may be obtained at Broward County Government Center, 115 South Andrews Avenue, Room A-100, Fort Lauderdale or at the South Regional Courthouse, located at 3550 Hollywood Boulevard in Hollywood. You can download the application and fictitious name disclaimer from the county website: [www.broward.org](http://www.broward.org). You can also apply online at <https://broward.county-taxes.com/btexpress>.





## ***State of Florida License***

Depending on the type of business you are opening, you may be required to obtain a state license from the Department of Business and Professional Regulation. If you have any questions pertaining to state licenses for your business, please contact the **State of Florida Department of Business and Professional Regulation**, located at **1940 Monroe Street, Tallahassee, FL 32399-0783** or call **850.487.1395**. You may apply for your state license online at [www.myfloridalicense.com](http://www.myfloridalicense.com).



# SITE & BUILDING SELECTION

## Site Selection

If you are interested in locating or relocating to Hollywood, or want more information about office, commercial, and/or industrial space, please contact our Economic Development team directly at [economicdevelopment@hollywoodfl.org](mailto:economicdevelopment@hollywoodfl.org) or call **954.921.3620**.

## ePermit Building Permit Service

The City of Hollywood and Broward County have teamed up to launch Broward County ePermits OneStop, a website that allows customers to submit their application and plans for Broward County approvals prior to submitting to the City of Hollywood for permitting plan review.

For inquiries or other information requiring a response, please email [epermits@hollywoodfl.org](mailto:epermits@hollywoodfl.org) or call **954.921.3335**. Questions can be addressed by staff and Plan Reviewers using the Qless call-back appointment feature <https://kiosk.us2.qless.com/kiosk/app/home/20851>. You may also inquire in person at Room 320, City Hall, 2600 Hollywood Boulevard, during regular business hours: Monday through Thursday from 7 a.m. to 6 p.m.

## SIGNAGE FOR BUSINESSES

Permits are required for all outdoor signs, both permanent and temporary.

The permit is required to be applied for by a licensed contractor except for the following:

- Any sign painted on any existing building surface, adhesive sign applied to glass or temporary balloon/banner sign the work is valued at less than \$1,000 for labor and materials, then the property owner/tenant may apply as the contractor.
- This exemption only applies if the sign work is not part of larger work of any kind taking place within the property such as repairs, remodeling, or alterations.

Application: Two copies of the proposed sign are required, showing dimensions, location on an elevation drawing, location on the property on a survey, attachment details, electrical requirements and other pertinent details required by the City Code and/or the Florida Building Code (High Velocity Hurricane Zone) prepared by the appropriate authority. A current copy of a Certificate of Use for the property is also required.

For more information, call the **Division of Planning & Urban Design** at **954.921.3471** or visit [www.hollywoodfl.org/planning](http://www.hollywoodfl.org/planning).

## FOOD SAFETY & SANITATION FOR FOOD ESTABLISHMENTS

Food establishments in Broward County are regulated by the Department of Health to ensure that establishments are designed, built, equipped and operated in a safe and sanitary manner.

It should be noted that public restaurants in Florida are under the regulatory authority of the Department of Business and Professional Regulation at [www.myfloridalicense.com/dbpr](http://www.myfloridalicense.com/dbpr). Grocery stores and convenience stores in Florida are under the regulatory authority of the Department of Agriculture and Consumer Services at [www.freshfromflorida.com](http://www.freshfromflorida.com).





# ENTREPRENEURSHIP PROGRAM

Recognizing that entrepreneurial ventures and start-ups can be significant sources of future growth for the City's economy, the Office of Communications, Marketing & Economic Development works to support local entrepreneurs. The City of Hollywood offers programs in entrepreneurship development through its affiliation with the Kauffman FastTrac® program. Kauffman FastTrac® equips aspiring entrepreneurs with the business skills and insights, tools, resources, and peer networks necessary to start and grow successful businesses. These interactive courses and workshops are designed to provide information, tips, exercises and tools to help participants think about their business idea strategically and plan for success towards a business model that works.

For more information, please contact the **Office of Communications, Marketing & Economic Development at 954.921.3620** or visit the website at [www.choosehollywoodfl.com](http://www.choosehollywoodfl.com).



# ECONOMIC DEVELOPMENT INCENTIVE PROGRAMS

## **Local Programs\***

*\*Incentives are dependent on available funds and/or City Commission approval*

### **City of Hollywood Economic Development Ad Valorem Tax Exemption**

The City of Hollywood offers an Ad Valorem Tax Exemption of up to 25% of the City portion (up to 50% in the Liberia Area Business Corridor) of Ad Valorem Taxes for a period not to exceed 8 years for qualifying new or expanding businesses that invest at least \$250,000 in capital improvements and create new jobs. The award and amount of the exemption requires City Commission approval.

### **Local Alternative Economic Development Incentive Program**

Eligible businesses that make a capital investment of not less than \$500,000 in a target area or \$1,000,000 in a non-target area may qualify for financial incentive payments from the City. The amount of the incentive is at the discretion of the City Commission and is based on a point scale that considers factors such as the number of jobs created, salary level of the jobs created, amount of capital investment and longevity of the business in the City. Each point makes a business eligible for an annual payment of \$1,000, up to a maximum annual payment of \$100,000. The maximum payment to any eligible firm over its lifetime cannot exceed \$500,000.

For more information on these programs, please contact **the Office of Communications, Marketing & Economic Development at 954.921.3620**.

### **Relocation Assistance for Employees of Target Industry Business Program**

This program is available for use by the City as an incentive to retain and recruit Target Industry Businesses by providing financial assistance to aid in relocation of certain new employees of these businesses. Target Industry businesses are

included in the following:

- Healthcare/Life Sciences
- Aerospace/Aviation
- Professional Services
- Information Technology
- Marine
- Any industry designated as a “Target Industry Business” under the State of Florida’s Florida Job Growth Grant Fund, Section 288.101 of Florida Statutes.

A “Target Industry Business” is a business that is engaged in a Target Industry that the City has determined to provide needed employment, goods, or services within the City. All applicants are evaluated on an individual basis, and therefore operating in a Target Industry does not guarantee eligibility.



To qualify for assistance, employees must:

- Be relocating from outside of Hollywood to a designated low- and moderate- income (LMI) Area;
- Be employed by a Target Industry Business (or a business that the City Commission has deemed eligible)
- In a position that pays a living wage in accordance with the Broward County Living Wage Calculator and whose household income does not exceed 120% of AMI, adjusted for family size.

The employee must submit an application, along with required documentation. The leased property must conform to the program criteria. If approved, financial assistance will be provided in the form of

a Rent Subsidy Grant in an amount sufficient to cover first and last month's rent, not to exceed a total investment of \$5,000 per eligible employee.

For all the details and to obtain an application, please contact **the Office of Communications, Marketing & Economic Development at 954.921.3620.**

### **Broward County Strategic Job Creation Incentive**

This Broward County led incentive program provides a monetary award to new, relocating, or expanding Targeted Industry Businesses and businesses that meet the Special Project criteria, that provide the County with a positive return on investment based upon each company's projected capital investment and number of new jobs created in Broward County. Any incentive awarded under this program will be paid by the County and/or the municipality in which the company is created, relocated, or expanded. Incentives under this program may be granted to qualified companies that create new jobs with salaries that exceed the average annual wage in Broward County. The amount of any incentive award under this program will vary according to the salary of the jobs created and retained up to \$2,000 per new job created and a maximum Broward County contribution of \$1,000,000 per company. For additional information, please visit the website at [www.broward.org/econdev](http://www.broward.org/econdev).

### ***Property Improvement Programs***

#### **Commercial Property Improvement Program**

The Commercial Property Improvement Program (CPIP), established in 2017, was designed to improve the facades of Hollywood's publicly or privately owned commercial or industrial buildings and is available Citywide.

CPIP grant funds are available to property owners that intend to restore, renovate or improve their

building and property thereby enhancing the visual quality and attractiveness of the corridors and improve the area's physical characteristics. This program is based on the premise that exterior improvements to commercial buildings in highly visible locations will stimulate private investment, attract customers, and result in new economic opportunities.



The program consists of a reimbursement grant for a percentage of the construction cost up to a maximum amount of \$25,000.00 per property/property owner on a post-completion basis. With the expansion of the program, funding is now by two sources:

- Community Development Block Grant (CDBG) funds awarded to the City of Hollywood by the United States Department of Housing and Urban Development (HUD).
- General Capital Outlay Funding allocated by the City Commission each fiscal year.

CPIP funds are limited to one time per property address per federal fiscal year. Properties that fall within the Downtown Community Redevelopment Agency area do not currently qualify for this program. For more information on the CPIP Program, please visit [www.choosehollywoodfl.org](http://www.choosehollywoodfl.org) or call 954.921.3620.

## **Community Redevelopment Agency Hotel Improvement Program**

The Hotel Improvement Program (HIP) has been established as an incentive for owners and tenants of small properties defined as hotel/motel, inn, or bed and breakfast, located in both the Downtown and Beach districts of the Hollywood CRA. This program provides a 33% reimbursement grant of up to \$250,000 or 20% of the assessed value, whichever is lower, for comprehensive fixed capital improvements to both the interior and exterior of the property. As part of receiving this grant, the property must become certified as a Superior Small Lodging or an AAA Diamond Rated Property.



## **Community Redevelopment Agency Property Improvement Program**

The Property Improvement Program (PIP) is an incentive grant program of the CRA for owners and tenant buildings located within the CRA districts. It provides a 50% reimbursement grant of up to \$75,000 for comprehensive fixed capital improvements to the exterior of the property, or up to \$125,000 for properties located on the Intracoastal within the Beach CRA District. The goal of this program is to encourage commercial, multi-family and single-family properties to renovate, restore and improve their property enhancing its visual quality and attractiveness.

## **Community Redevelopment Agency Paint Only Program**

The Paint Only Program (POP) is an incentive grant program of the CRA for owners and tenants of buildings located in the CRA districts. It provides a 50% reimbursement grant up to \$10,000 for cleaning, patching and painting of a building's exterior when done by a licensed contractor.

## **Community Redevelopment Agency Mural Only Program**

The Mural Only Program (MOP) is a reimbursement grant program that utilizes tax increment funds to leverage private investment for on-site property enhancements. The MOP utilizes an application process and offers a 50% reimbursement grant up to a maximum reimbursement amount of \$25,000 per property for costs associated with the creation and installation of a painted or mosaic mural, including design, labor, materials and equipment, on the exterior surface of buildings and structures located within the CRA Districts.

For more information about these grant programs and how to apply, visit [www.hollywoodcra.org](http://www.hollywoodcra.org) or call 954.924.2980.

## ***State of Florida Programs***

### **Workforce Training Incentives**

CareerSource Florida administers two flagship training grant initiatives, the Quick Response Training and Incumbent Worker Training programs, to help businesses and workers advance and maintain competitiveness and technological skills.

**Quick Response Training (QRT)**, administered by CareerSource Florida, is a state-funded grant program that provides funding to qualifying businesses to train their new, full-time employees. QRT assists relocating or expanding businesses in Florida's targeted industries to cover training expenses for new employees after jobs have been created or retained. This business-friendly program is flexible to respond quickly to corporate training objectives. Grant funding is provided in the form of a performance based reimbursable grant, 12-month maximum term, for customized, skills-based training. Once approved, the business chooses what training is needed, who provides it and how it is provided. Applying online is easy and approval is quick.

**Incumbent Worker Training (IWT)**, administered by CareerSource Florida, is funded by the Federal Workforce Innovation and Opportunity Act. The IWT program provides training to currently employed workers to keep Florida's workforce competitive in a global economy and to help retain existing businesses. All Florida businesses that have been in operation for at least one year prior to application submission and require training for existing employees are eligible for IWT grants for continuing education and training of current full-time employees at Florida companies. With a focus on helping Florida's small businesses, the grants reimburse companies up to 75% for pre-approved training costs. Public, private or in-



house training providers may be used based on the type of training needed.

For more information about these grant programs, please visit [www.careersourceflorida.com](http://www.careersourceflorida.com).

### **High Impact Performance Incentive Grant (HIPI)**

The High Impact Performance Incentive Grant (HIPI) is a negotiated incentive used to attract and grow major high impact facilities in Florida. Grants are provided to pre-approved applicants in certain high-impact sectors designated by the Governor's Office of Tourism, Trade and Economic Development. Once approved, the high impact business is awarded 50% of the eligible grant upon commencement of operations and the other half once full employment and capital investment goals are met.

### **Capital Investment Tax Credit (CITC)**

The Capital Investment Tax Credit (CITC) is an annual credit against the project's Florida corporate income tax for up to 20 years. Eligible projects are those in designated, high-impact sectors such as: silicon technology, biomedical technology, transportation equipment manufacturing, clean energy, financial services, information technology or corporate headquarters facilities. Projects must create at least 100 jobs and invest at least \$25 million in eligible capital costs.

Eligible capital costs include all expenses incurred in the acquisition, construction, installation and equipping of a project from the beginning of construction to the commencement of operations. The level of investment and the project's Florida corporate income tax liability for the 20 years following commencement of operations determines the amount of the annual credit. Florida's corporate income tax rate is 5.5% of the apportioned taxable income.

## **Brownfield Redevelopment Bonus Refund**

The State of Florida offers incentives to redevelop designated Brownfields that are underutilized industrial or commercial sites due to actual or perceived environmental contamination. The Brownfield Redevelopment Bonus Refund is available to encourage Brownfield redevelopment and job creation. A pre-approved applicant may receive a tax refund equal to 20% of the average annual wage of the new jobs created in a designated brownfield area, up to a maximum of \$2,500 per new job created.

For more information on these programs, including boundary maps for geographically based incentives, visit [www.choosehollywoodfl.com](http://www.choosehollywoodfl.com) or **contact the Office of Communications, Marketing & Economic Development at 954.921.3620.**

## **Florida Job Growth Grant Fund**

The Florida Job Growth Grant Fund is comprised of \$75 million for projects that focus on rapidly developing a highly skilled workforce and on infrastructure initiatives that attract businesses, create jobs, and promote economic growth. Proposals are reviewed by the Department of Economic Opportunity and chosen by the Governor to meet the demand for workforce or infrastructure needs in the community they are awarded to. Workforce training projects will provide Floridians with transferable, sustainable workforce skills applicable to more than a single employer, and for equipment associated with these programs. Public infrastructure projects can include transportation and utilities needed to support economic development. Since 2019, this program has awarded more than \$142 million for 43 infrastructure and workforce training projects, creating more than 94,500 Florida jobs across 30 counties. For more information, please visit [floridajobs.org/jobgrowth](http://floridajobs.org/jobgrowth).

## State of Florida Manufacturing Incentives

***Exemption for Industrial Machinery and Equipment*** - Available to any business whose primary business activity at the location where the industrial machinery and equipment is used to manufacture, process, compound, or produce items of tangible personal property for sale is specified in North American Industry Classification System (NAICS) Codes (2007) 31, 32, or 33 (Manufacturing).

***Exemption for Industrial Machinery and Equipment Used by Metal Recyclers*** - Available for industrial machinery and equipment used as an integral part in the recycling of metals for sale to recycling industries classified under North American Industry Classification System (NAICS) Code (2007) 423930.

***Exemption for Industrial Machinery and Equipment Used by a New or Expanding Business to Increase Productive Output*** - Available for machinery for a new business ordered before the start of productive operations and received within 12 months of the date the business begins its productive operations.

***Exemption for Machinery and Equipment and Other Materials Used for Pollution Control*** - Available for purchases of machinery and equipment used primarily to control or abate pollutants resulting from manufacturing, processing, compounding, or producing for sale items of tangible personal property at a fixed location. Qualifying purchases must be used, installed, or constructed to meet a law enforced by, or a condition of a permit issued by, the Florida Department of Environmental Protection.

**Exemption for Machinery and Equipment Used to Produce Electricity or Steam** - Available to facilities that burn boiler fuels, other than residual oil.

**Exemption for Machinery and Equipment Used for Research and Development** - Available for purchases of machinery and equipment used predominantly (at least 50%) for research and development as defined by law.

**Exemption for Machinery and Equipment Used in Semiconductor, Defense, or Space Technology Production** - Applicable to machinery and equipment purchased by a certified semiconductor facility (including expansion of clean rooms in semiconductor-manufacturing facilities), or by a certified defense or space technology facility for use in the manufacture of their respective products for sale as defined by statute.

**Exemption for Certain Repair and Labor Charges** - Available to any business classified under specified Standard Industry Code (SIC) Major Groups for mining, construction, and manufacturing.

**Exemption for Postharvest Machinery and Equipment** - Available to any business whose primary business activity is classified under code 115114 of the North American Industry Classification System (NAICS) (2007).

**Exemption for Recycling Roll Off Containers** - Available to any business whose primary business activity as specified in North American Industry Classification System (NAICS) Code (2007) is 423930 (Recyclable Material Merchant Wholesalers).

For more information on these state incentives, please contact the Florida Department of Revenue at 877.357.3725 or visit [https://floridarevenue.com/taxes/taxesfees/pages/sales\\_tax\\_incent.aspx](https://floridarevenue.com/taxes/taxesfees/pages/sales_tax_incent.aspx).

## ACCESS TO CAPITAL for Small Businesses



- **ACCION** is a microfinance organization that lends with the mission of empowering business owners with access to working capital and financial education offering business loans up to \$50,000 and financial education throughout the United States. For more information, please contact **305.548.3360** or [www.accion.org](http://www.accion.org).
- **Prospera** is the leading Hispanic economic development, nonprofit organization in Florida specializing in providing bilingual assistance to Hispanic entrepreneurs trying to establish or expand their business in Florida. Prospera offers entrepreneurial grants that allow start-ups and existing businesses to receive professional business development services. Additional services include legal structure assessment, business plan development, loan application preparation, QuickBooks training, marketing plan, corporate branding, and web page development. For more information, contact **1.888.PROSPERA** or [www.prosperausa.org](http://www.prosperausa.org).
- **Partners for Self-Employment** is a non-profit-organization dedicated to support and fund programs that will assist small business owners in getting established which results in strengthening the community as well. For more information, please contact **305.438.1407** or visit [www.pseinc.org](http://www.pseinc.org).

- **The South Florida Regional Planning Council (SFRPC)** is a regional planning and public agency whose mission is to work with South Florida's public, private, non-profit, and civic leadership to create a better future for South Florida. The Council's Revolving Loan Fund Programs offer low-interest rate loans to small and medium size businesses that are not entirely served by conventional lenders. Loans ranging from \$50,000 to \$300,000 are available to profitable businesses for business expansion and job creation. To be eligible for a loan with the SFRPC, the business must be located within Miami-Dade, Broward or Monroe counties and have been denied financing by a conventional lender. The funds can be used to buy equipment, finance inventory, renovate or buy space, or provide needed working capital. For more information, please contact **954.985.4416** or [www.sfrpc.com](http://www.sfrpc.com).
- **Urban League of Broward County Entrepreneurship Center Small Business Loan Fund through the Central County Community Development Corporation (CCDC)** is designed to provide access to capital to small for-profit businesses that have been fully operating and generating revenue for at least 18 months. To date the program has deployed approximately \$4.2 million in lending capital to over 50 small businesses. For more information and how to apply, please contact [www.cccdcorp.org/loan-fund](http://www.cccdcorp.org/loan-fund).
- **U.S. Small Business Administration (SBA)** is a United States government agency that provides support to entrepreneurs and small businesses. Find out more about the business guide, funding programs, the local assistance available at [www.sba.gov](http://www.sba.gov).

# BUSINESS SURVEY & VISITATION ASSISTANCE PROGRAM



The City of Hollywood's Office of Communications, Marketing & Economic Development and the Greater Hollywood Chamber of Commerce have a joint Business Survey and Visitation Program. Nationally, over 70% of employment growth in a community comes from the retention and expansion of existing businesses. The City and Chamber recognize that Hollywood's existing businesses make investments in facilities, create jobs, and provide a support network that is at the heart of a strong local economy.

The Business Survey & Visitation Program aims to enhance the lines of communication with the Hollywood business community, learn more about current and future operational plans, and act as an avenue to connect local companies with resources to support growth, expansion, sustainability, and networking opportunities. It also assists in identifying and analyzing trends, challenges, and opportunities facing our existing businesses in order to mobilize appropriate resources, programs, and services when appropriate.

We want to hear from you! Take the business survey and request your business visitation:



Access the survey by scanning this QR code or by visiting <https://tinyurl.com/COHBusinessSurvey>

# EMERGENCY PREPAREDNESS FOR BUSINESS CONTINUITY

### **Business Continuity Plan Focus Areas**

A disaster of any size can impact your business. It is important to consider how a disaster could affect your employees, customers, and workplace. How would you manage your business if access to the workplace is limited by roads closures, streets are impassable, or communication is limited? Planning for a disaster by building a business disaster continuity plan can reduce the impact on your business. Hurricanes are the primary storm threat in South Florida and your business should be prepared by the end of May for hurricane season (June 1 – November 30).

**Employees** – Prepared employees are more likely to stay longer before the storm and report to work quickly after the storm. Have employee preparedness meetings, encourage planning and readiness ahead of time, and keep employees informed daily on a storm's progress when one forms in the Atlantic/Caribbean. If South Florida is placed in the 7-day cone, employees should finalize their personal preparations early and a reasonable and safe work schedule should be established.

**Infrastructure/Mitigation** – Buildings, computers and other critical systems should be prepared for impacts from wind and water. Determine if your business is in a flood prone area or evacuation zone and take practical mitigation measures. Consider investing in a power generator and use cloud-based services for data backup, ensuring that all operations can be run from one location.



**Financial Services** - Ensure access to reliable and sufficient financial resources immediately before and after a disaster. Obtain insurance for wind and water damage, protect important documents, and take updated photos of your facility, equipment, and critical systems. It is important to have an emergency line of credit established for storm-related expenses. The U.S. Small Business Administration (SBA) offers low-interest disaster loans that may assist your business after a disaster.

**Logistics** - You should have multiple vendors ready for post-storm services with locked-in prices beforehand, as well as multiple ways to receive and ship cargo, if applicable to your business. Identify critical supplies before each storm season and consider what conditions may be like after a disaster when identifying critical supplies and needs, since supplies and services will be scarce after a disaster.

**Communications** - Remain in contact with employees, vendors and clients before, during and after a disaster. Ensure you can contact staff and suppliers via multiple methods of communication, as landlines and cellular phones may be unreliable. Have pre-established meeting locations in case of a communications disruption, consider emergency communications services (Everbridge, ReadyOp, Alert Hollywood), and monitor trusted news outlets and weather services.



## **Business Recovery Center**

The purpose of a Business Recovery Center (BRC) is to respond to the immediate needs and support long-term recovery of Hollywood businesses in the aftermath of a disaster. BRCs are activated once the “All Clear” is given by Hollywood Emergency Management professionals.

Services include:

- Technical assistance in the application process for federal disaster assistance/loans
- Applications for local/state bridge loans
- Assistance with identifying temporary office space provided by the City and/or its partners
- Information on other financial assistance
- Referrals to other small business assistance organizations
- Basic office and communications equipment
- Wireless internet

The City of Hollywood Business Recovery Center, once activated, is located at the Boulevard Heights Community Center, 6770 Garfield Street, Hollywood, FL 33024 from 7 a.m. to 6 p.m.

For more information on disaster preparedness, business continuity planning, and hurricane season readiness, please visit the emergency management section of the City’s website at [www.hollywoodfl.org/hurricane](http://www.hollywoodfl.org/hurricane).

# BUSINESS & ECONOMIC DEVELOPMENT PARTNERS

## **Broward College Entrepreneurship Experience (BCEx)**

111 E. Las Olas Boulevard, Fort Lauderdale, FL  
33301

954.201.7402

[www.broward.edu/bcex](http://www.broward.edu/bcex)

## **Broward County Office of Economic and Small Business Development**

115 S. Andrews Avenue, Room A680, Fort  
Lauderdale, FL 33301

954.357.6400

[www.broward.org/EconDev](http://www.broward.org/EconDev)

## **Enterprise Florida**

310 Evernia Street, West Palm Beach, FL 33401  
561.832.8339

[www.enterpriseflorida.com](http://www.enterpriseflorida.com)

## **Florida Women's Business Center**

330 N. Federal Highway, Hollywood, FL 33027

954.923.4000

[www.flwbc.org](http://www.flwbc.org)

## **Greater Fort Lauderdale Alliance**

110 E. Broward Boulevard, Suite 1990, Fort  
Lauderdale, FL 33301

954.524.3113

[www.gflalliance.org](http://www.gflalliance.org)

## **Greater Hollywood Chamber of Commerce**

330 N Federal Highway, Hollywood, FL 33020

954.923.4000

[www.hollywoodchamber.org](http://www.hollywoodchamber.org)

## **Jim Moran Institute for Global Entrepreneurship South Florida Operations**

1401 E. Broward Boulevard, Suite 304, Fort  
Lauderdale, FL 33301

954.399.2849

[www.jmi.fsu.edu/offices/broward-county](http://www.jmi.fsu.edu/offices/broward-county)

## **Powering Florida: Florida Power and Light Economic Development**

Business Customer Care Center

954.581.5668

[www.poweringflorida.com](http://www.poweringflorida.com)

## **Prospera South Florida - Advancing Hispanic Business**

2315 NW 107th Avenue, Office #1M17, Miami, FL  
33172

786.329.5830

[www.prosperausa.org/south-florida](http://www.prosperausa.org/south-florida)

## **SCORE Broward**

299 E. Broward Boulevard, Suite 123, Fort  
Lauderdale, FL 33301

954.356.7263

[www.broward.score.org](http://www.broward.score.org)

## **Small Business Development Center (SBDC) Fort Lauderdale**

777 Glades Road, Boca Raton, FL 33431

954.762.5235

[sbdc.fau.edu](http://sbdc.fau.edu)

## **South Florida Regional Planning Council**

3440 Hollywood Boulevard, Suite 140,  
Hollywood, FL 33021

954.985.4416

[www.sfrpc.com](http://www.sfrpc.com)

## **The Alan B. Levan | NSU Broward Center of Innovation**

Alvin Sherman Library, Research, and IT Center  
at NSU 5th Floor, 3100 Ray Ferrero Jr. Blvd.

Fort Lauderdale, FL 33314

[www.nova.edu/innovation](http://www.nova.edu/innovation)

## LOCAL INDUSTRY ASSOCIATIONS

### **Builders Association of South Florida (BASF)**

111 NW 183rd Street, Suite 111, Miami Gardens, FL  
33169

305.556.6300

[www.basfonline.org](http://www.basfonline.org)

### **Construction Association of South Florida**

2929 NW 62nd Street, Fort Lauderdale, FL  
33309

954.974.6333

[www.casf.org](http://www.casf.org)

### **Florida High Tech Corridor Council**

3201 E. Colonial Drive, Suite A20, Orlando, FL  
32803

407.708.4630

[www.floridahightech.com](http://www.floridahightech.com)

### **Florida Hospitality Industry Association**

P.O. Box 622573, Orlando, FL 32862

407.928.5066

[www.floridahia.com](http://www.floridahia.com)

### **Florida Restaurant & Lodging Association**

230 S. Adams Street, Tallahassee, FL 32301  
888.372.9119

[www.frla.org](http://www.frla.org)

### **Florida Retail Federation**

227 S. Adams Street, Tallahassee, FL 32301

850.222.4082

[www.frf.org](http://www.frf.org)

### **Latin Builders Association**

1701 Ponce de Leon Blvd, Suite 202, Coral Gables,  
FL 33134

305.446.5989

[www.lbaorg.com](http://www.lbaorg.com)

### **Marine Industries Association of South Florida**

221 SW 3rd Avenue, Fort Lauderdale, FL 33312  
954.524.2733  
[www.miasf.org](http://www.miasf.org)

### **South Florida Aviation Maintenance Council**

[www.sfamc.net](http://www.sfamc.net)

### **South Florida Business Aviation Association**

1100 Lee Wagener Boulevard, Suite 320, Fort  
Lauderdale, FL 33315  
[www.sfbaa.org](http://www.sfbaa.org)

### **South Florida Manufacturers Association**

1451 W. Cypress Creek Road, Suite 300, Fort  
Lauderdale, FL 33309  
954.941.3558  
[www.sfma.org](http://www.sfma.org)

## **Sea Turtle Nesting Season** **March 1<sup>st</sup> through October 31<sup>st</sup>**

During this time, the City of Hollywood's "Turtle Friendly Lighting Ordinance" is in effect. For more information, please visit [www.hollywoodfl.org/turtlelighting](http://www.hollywoodfl.org/turtlelighting).



**The City of Hollywood  
recognizes the tremendous  
contributions businesses make  
to the overall success of the  
City. Thank you for choosing  
Hollywood as the home for your  
business and congratulations on  
your business endeavor!**



Hollywood City Hall  
2600 Hollywood Boulevard  
Hollywood, FL 33020  
[www.choosehollywoodfl.com](http://www.choosehollywoodfl.com)

**Economic Development**  
954.921.3620

**Division of Planning & Urban Design**  
954.921.3471

**Building Division**  
954.921.3335

**GET CONNECTED**



[www.HollywoodFL.org](http://www.HollywoodFL.org)