



## LETTER TO THE COMMISSION

**LTC No: 26-119**

**TO:** Honorable Mayor and Members of the Fort Lauderdale City Commission  
**FROM:** Rickelle Williams, City Manager *RW*  
**DATE:** April 24, 2026  
**SUBJECT: Celebrating Small Business Week - Eat and Shop Local Campaign –  
May 3-9, 2026**

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The purpose of this Letter to the Commission (LTC) is to inform the City Commission of the programming and activities planned in recognition of National Small Business Week (May 3–9, 2026).

The City of Fort Lauderdale's Economic Development Division of the Community Services Department has developed a program and events in recognition of National Small Business Week. Planned activities ensure that the City's strategic economic development goals are directly aligned with the needs of its most vital economic contributors. By developing a dedicated program of events, the City will bridge the gap between City resources and local entrepreneurs, fostering a more connected and resilient business ecosystem. This intentional outreach serves as more than just a celebration of local small businesses, it provides a platform to actively showcase the City's specialized resources, such as SizeUp FTL, while reinforcing a "shop local" culture that keeps capital circulating within the community.

### **Small Business Week Kick-Off Event**

On Thursday, April 30, 2026, the City will host the official Small Business Week Kick-Off Event at the historic Fort Lauderdale Woman's Club located at 20 South Andrews Avenue. The event will be hosted from 6:30 p.m. – 8:00 p.m. and is designed to be a collaborative forum that will bring together local business owners, community partners, and City leaders. Beyond celebrating the successes of the City's local commerce, the event will provide a comprehensive preview of specialized resources and programs available to the business community throughout the month of May.

Highlights of the event are remarks from City of Fort Lauderdale elected officials and City leadership, information on Small Business Week and Citywide initiatives like the SizeUp FTL demonstration, Eat & Shop Local Campaign launch, and an opportunity for attendees to network with local business professionals and City staff.

### **SizeUp FTL: Eat & Shop Local Campaign**

The City of Fort Lauderdale's Economic Development Division is excited to launch the SizeUp FTL: Eat & Shop Local campaign. This initiative encourages residents and visitors to support the local economy by patronizing independently owned local businesses.

By leveraging **SizeUp FTL**—the City’s free business intelligence and market analysis tool—the campaign provides data-driven visibility for local shops. Through digital outreach, social media, and coordination with City Commission district offices, the City aims to drive consumer traffic and celebrate the unique character of Fort Lauderdale’s business districts.

**How to Participate in the City of Fort Lauderdale’s Small Business Week**

Local businesses will be notified via Strategic Communications’ digital channels, the Business Tax email list, and the Greater Fort Lauderdale Chamber network. City staff will also engage directly with businesses within key business districts such as Galt Ocean Mile, Las Olas and downtown, Sistrunk Boulevard, and the 17th Street corridor.

Those who choose to participate will receive a SizeUp FTL Eat and Shop Local Campaign decal to be prominently displayed at their location. Each decal features a QR code that their patrons may scan to acknowledge their support of the local business and track visits to business throughout Small Business Week.

To join, businesses should pick up an official campaign decal at any of the following six (6) locations:

- **Greater Fort Lauderdale Chamber of Commerce:** 512 NE 3rd Avenue
- **City of Fort Lauderdale Development Services Department:** 700 NW 19th Avenue
- **City of Fort Lauderdale Beach Community Center:** 3351 NE 33rd Street
- **City of Fort Lauderdale South Side Cultural Arts Center:** 701 South Andrews Avenue
- **City of Fort Lauderdale Community Redevelopment Agency (CRA) Offices:** 914 NW 6th Street, Suite 200
- **L.A. Lee YMCA/Mizell Community Center:** 1409 NW 6th Street



**City of Fort Lauderdale Proclamation**

National Small Business Week and the City of Fort Lauderdale's related events will be highlighted with a proclamation presented by Mayor Dean Trantalis during the City Commission meeting on May 5, 2026. This presentation serves to honor the invaluable contributions of Fort Lauderdale's small business community and provides an opportunity for the City Commission to collectively reaffirm the City's commitment to local entrepreneurship.

Details regarding Small Business Week and the Eat & Shop Local initiative are on the City's dedicated webpage: <https://spotlightftl.com/shop-eat-local>

If you have any questions, please contact Porshia L. Garcia, Director, Community Services Department at (954) 828-5249 or [PGarcia@fortlauderdale.gov](mailto:PGarcia@fortlauderdale.gov).

c: Shari McCartney, City Attorney  
David R. Soloman, City Clerk  
Patrick Reilly, City Auditor  
City Manager's Office  
Department Directors