

City of Hollywood



Open for Business Program

Policies and Procedures Manual

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I. Program Overview

The City of Hollywood's Open for Business Program will assist residents, businesses and the City in identifying businesses that are safe, structurally sound and open for business after a natural disaster.

Businesses participating in the "Open for Business Program" will complete a program application after which they will be provided with the City's Official Open for Business decal or door hanger. The reusable Open for Business decal or Open for Business door hanger will alert residents and City personnel the business is open for business to the public after a natural disaster. The reusable Open for Business decal or Open for Business door hanger will include the address, telephone number, fax number and e-mail for the City of Hollywood's ~~Office of Business & International Trade~~. This will give local business owners or their representatives readily accessible contact information following a natural disaster enabling them to advise the Department of their status and indicate whether the decal or door hanger is prominently displayed. It would also allow businesses to easily report structural damage to the business and request business assistance.

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The City's Office of Business & International Trade will generate a list of all businesses that have reported they are open for business and will include this information in updates on the City's websites (www.hollywoodfl.org and www.everythinghollywood.com), Government Access Cable Channel and other mediums.

Business owners or representatives reporting their business has sustained structural damage or needs business assistance will be provided information about available resources. The Office of Business & International Trade will coordinate regional business services with City, County, State and Federal agencies.

II. Benefits of the Program

The reusable Open for Business decal or Open for Business door hanger will assist the City and public in identifying which businesses are open following a natural disaster. Businesses participating in the Open for Business Program are required to report any structural damage sustained in a natural disaster to the City of Hollywood's Business Recovery Center at 954-921-3388 or businessrecovery@hollywoodfl.org.

Businesses that are open and participating in the program will receive free marketing after a natural disaster which will help drive traffic to the location and increase revenues. (A list of open businesses will be provided by the City to

local television, radio stations and newspapers. This information will also be posted on the City's websites, government access cable channel, and broadcast on City owned radio station WQSL 1630 AM, telephone hotline, etc., informing the public of the businesses and their locations).

In accordance with program guidelines, businesses participating in the City sponsored "Open for Business Program" can display the reusable Open for Business decal or Open for Business door hanger which will give the public a level of confidence the business is structurally sound and safe to enter.

III. How to obtain an Open for Business decal or door hanger

A business owner or representative can obtain a reusable Open for Business decal or Open for Business door hanger by completing a program application. The application can be downloaded from the City's website at www.hollywoodfl.org/economic_dev/index.htm, it can be mailed to a business upon request by calling 954-921-3388 or picked-up from the Office of Business & International Trade at 2600 Hollywood Blvd., Room 422, Hollywood, FL 33020.

Once the program application is complete, the Office of Business & International Trade will provide the business owner or representative with the reusable Open for Business static cling decal or Open for Business door hanger. The information provided in the program application by the business owner or representative will be used to determine whether a static cling decal or door hanger will be issued.

IV. Program Orientation

After the business has obtained the reusable Open for Business static cling decal or Open for Business door hanger, the business owner or representative is encouraged to attend a program orientation. Businesses participating in the program will be notified of the dates, times and locations of the Open for Business Program orientation.

V. Cost for the static cling decal or door hanger

There is no cost to obtain a reusable Open for Business static cling decal or Open for Business door hanger.

VI. Program Monitoring

The Office of Business & International Trade will maintain a database that will include the business name, business contact person, business address, business phone number and e-mail address. This system will identify all businesses in Hollywood that are participating in the Open for Business Program. Following a natural disaster, this database will include which businesses are structurally sound and open for business and which have sustained structural damage and may be in need of business assistance.

The Office of Business & International Trade will follow-up with business owners or their representatives who have reported structural damage or the need for business services to ensure they are provided information about business resources available to facilitate business recovery after a natural disaster.

VII. Who can obtain a static cling decal or door hanger

Any commercial business that possesses all licenses and has paid all fees required to do business in Florida and in the City of Hollywood and located within the City corporate limits of Hollywood can obtain a reusable Open for Business static cling decal or Open for Business door hanger.

Open For Business decal/door hanger criteria

A. Static Cling Decal:

Businesses eligible to receive an 11 x 17 reusable static cling "Open for Business" decal are as follows:

- Businesses with a glass door entrance located on the ground level and facing a major roadway; or
- Businesses with a glass window located on the ground level and facing a major roadway; or
- Businesses with a glass window on the upper level of a building which also faces a major roadway and can be easily viewed from the major roadway.

B. Door Hanger:

Businesses eligible to receive a reusable "Open for Business" door hanger are as follows:

- Businesses with wooden doors; or

- Businesses located internally to a building and accessible only by way of a hallway or another internal door; or
- Businesses which are not readily seen or accessible from a major roadway.

VIII. Who cannot obtain a static cling decal or door hanger

Businesses that are ineligible to receive a reusable Open for Business decal or door hanger are as follows:

- Residential Rental properties
- Home-based businesses

IX. When to display the Open for Business static cling decal or Open for Business door hanger

As a condition of program participation, business owners and/or representatives voluntarily agree to display the reusable Open for Business static cling decal or Open for Business door hanger in accordance with the following program criteria:

When to display the Open for Business static cling decal or Open for Business door hanger:

The reusable Open for Business static cling decal or Open for Business door hanger can be displayed immediately after a natural disaster upon notification to the Office of Business & International Trade. (see XII. Reporting Requirements, page 7).

Where to display the Open for Business static cling decal or Open for Business door hanger:

A. Static cling decal

The reusable Open for Business static cling decal is to be displayed on a glass door or window of a business in a location easily viewed by the public.

B. Door Hanger

The reusable Open for Business door hanger is to be hung on the door knob of the business.

X. When not to display the Open for Business static cling decal or Open for Business door hanger

The reusable Open for Business static cling decal or Open for Business door hanger shall not be displayed if the business has sustained structural damage and is unsafe for the public, or if the business is closed for any other reason other than normal business hours. The reusable Open for Business static cling decal or Open for Business door hanger shall not be displayed if a natural disaster has not occurred.

XI. Open for Business Program decal or door hanger revocation

If the reusable Open for Business static cling decal or Open for Business door hanger is displayed and the business has sustained structural damage and is unsafe for the public, or if the reusable decal or door hanger is displayed and there has not been a natural disaster declared by the City of Hollywood, the decal or door hanger will be revoked and the business will not be eligible to participate in the Program for the remainder of the current year (i.e., October 1-September 30). The business owner or representative can make application to participate in the program the following year starting October 1.

XII. Reporting Requirements

The Open for Business Program will provide local businesses with information about available business resources to help with business recovery after a natural disaster. To determine the business resources needed, program participants are required to report when they are open for business or if they have sustained structurally damage based on the following criteria:

A. How to report your business is open for business

The business owner or representative is to ensure the business is structurally sound and safe to be open to the public. Once this determination is made, the business owner or representative shall contact the City of Hollywood's Office of Business & International Trade using the contact information listed on their decal or door hanger and included below. The business owner or representative should provide the name of the business, address and decal number and indicate their business is open to the public and the reusable Open for Business static cling decal or door hanger is on display.

B. How to report your business has sustained structural damage

If the business has sustained structural damage, the business owner or representative shall immediately report the structural damage(s) to the Office of Business & International Trade using the contact information listed on their decal or door hanger and also included below. The business owner or representative shall provide the Office of Business & International Trade with the name of the business, address and decal number.

The Office will report the information to the appropriate City Department (i.e., Dept. of Building & Engineering Services, Code Enforcement, Fire Dept., etc.), which will coordinate the necessary municipal services to ensure public safety. The information reported by the business owner or representative will also be compiled and reported to Broward County and the State of Florida to be used to coordinate necessary regional business services. The business owner or representative will be provided information about available business resources to contact to obtain further business assistance.

C. How the public can report structural damage to a business

The public is encouraged to report to the City's Office of Business & International Trade any business that is open and displays the reusable Open for Business decal or Open for Business door hanger, but appears to be structurally damaged. The office contact information is printed on the decal or door hanger. Information reported by the public will be compiled and provided to relevant City Departments for immediate investigation to ensure public safety.

CITY OF HOLLYWOOD'S OFFICE OF BUSINESS & INTERNATIONAL TRADE CONTACT INFORMATION

Office of Business & International Trade
Phone Number: 954-921-3388
Fax Number: 954-921-3497
Email Address: businessrecovery@hollywoodfl.org

XIII. Removal of the Open for Business static cling decal or door hanger

The reusable Open for Business static cling decal or door hanger shall be removed from the business no later than five business days after receiving written notification from the Office of Business & International Trade.

A. Enforcement

The Department of Code Enforcement will enforce the timely removal of the reusable Open for Business static cling decal and Open for Business door hanger. The Department of Code Enforcement shall provide the Office of Business & International Trade with the name, address and decal number of any business in violation of the Open for Business Program provisions.

XIV. Annual Renewal

Business owners or representatives will be required to submit a renewal application each subsequent year after the business is issued a reusable Open for Business static cling decal or Open for Business door hanger.

The business owner must provide the previously issued decal or door hanger number on the application.

A current list of businesses participating in the Open for Business Program will be generated annually. The reusable Open for Business static cling decal and Open for Business door hanger can be displayed only if the business' name appears on the current annual list of participating businesses.

XV. Replacement of the static cling decal or door hanger

The reusable Open for Business static cling decal or Open for Business door hanger will not be replaced each year and is to be used by the business until it requires replacement due to wear and tear. The business will retain the same decal or door hanger until a replacement decal or door hanger is required.

XVI. Where to obtain additional information about the Open for Business Program

You can obtain additional information about the City of Hollywood's Open for Business Program by:

- Contacting the Office of Business & International Trade
2600 Hollywood Blvd., Room 422
Hollywood, FL 33022
Phone Number:954-921-3388
Fax Number:954-921-3497
Email address: businessrecovery@hollywoodfl.org

- Visiting the City of Hollywood's website at:
http://www.hollywoodfl.org/economic_dev/index.htm
- Watching the Government Access Channel-HTV78
- Obtaining a copy of the Disaster Preparedness Manual (to request a copy of the manual, please contact the Department of Public Affairs & Marketing at 954-921-3201)
- Visiting the Hollywood Branch Library Circulation Desk

XVII. Who to contact for additional information about Business Recovery Resources

To obtain additional information about business recovery resources, the Open for Business Program, business disaster mitigation or other business services contact:

The City of Hollywood's Office of Business & International Trade
 2600 Hollywood Blvd., Room 422
 Hollywood, FL 33022
 Phone: 954-921-3388
 Fax: 954-921-3497
 Email: businessrecovery@hollywoodfl.org

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For your convenience, a list of other important telephone numbers are listed below.

City of Hollywood Fire Rescue & Beach Safety:
954-967-4248

City of Hollywood Police Department:
954-967-4357

City of Hollywood Building & Engineering Services:
954-921-3359

City of Hollywood Code Enforcement:
954-921-3061

Broward County Small Business Development Division:
954-357-6400

Department of Insurance:
800-22-STORM

Flood Insurance:
800-638-6620

Florida Power & Light:
800-4-OUTAGE

SBA Disaster Recovery Helpline:
800-659-2955

State of Florida Emergency Information Hotline (FEIL):
800-342-3557