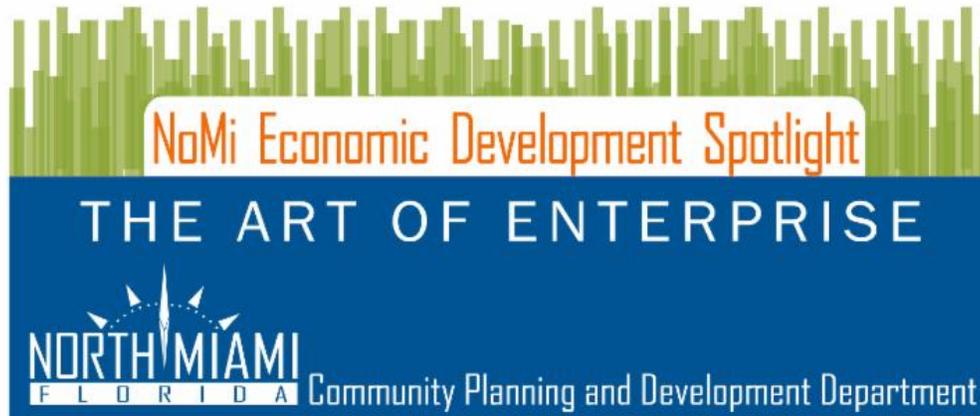




The Art of Enterprise



Series 3

2016 Newsletter

NoMi Economic Development Downtown Gems in North Miami

Thank you for opening the third edition of the **NoMi Economic Development Newsletter**. This periodical newsletter will provide updates on what is happening inside the Economic Development Division of the city of North Miami, highlight important trends in economic development, feature local businesses, and provide resources for small business owners.

NoMi Business Spotlight



Luna Star Cafe Owner, Alexis Sanfield

Longtime Downtown NoMi Business Celebrates 20 Years of Music, Cuisine, and Culture!

From the outside it looks like any other downtown business on NE 125th Street, but one step inside Luna Star Cafe is like pulling back the curtain on a piece of North Miami's cultural identity. For a city that prides itself on its art, entertainment, and eclectic culture, Luna Star Cafe embodies all three.

In a metropolitan hot spot like Miami known for its big clubs and loud bars, Luna Star Cafe's intimate setting gives guests the alternative opportunity to ease into a cozy eclectic space and have a drink while listening to a variety of live folk and acoustic musical talent. On any given night, the cafe showcases world renowned artists such as Kinky Friedman, Diane Ward, and Joel Zoss.

Through hard work and perseverance, owner and operator Alexis Sanfield has made Luna Star Cafe into an international cultural destination. "Luna", the Italian word for moon, is an example of the cafe's international brand and Alexis' global way of thinking. She features over 180 beers from all over the world, 12 flavors of sake, dozens of wines from Europe and South America, and serves a variety of international cuisines and delicacies such as elk and ostrich. Alexis models her cafe and business after the European-style cafe where "you go to a cafe, and you get food, beer, and wine, but in America it's usually only coffee," Alexis explained.

Alexis is a fiercely independent person, who says she started the cafe because she didn't want to work for anyone else. When talking about her cafe, Alexis smiles glowingly, "this cafe is my blood," she says. Alexis chose the location in 1996 because it was across the street from the then newly-opening Museum of Contemporary Art.

Alexis recently celebrated Luna Star Cafe's 20th anniversary, having opened on August 26th, 1996. "20 years is a very long time to be anywhere. To stay in one spot and to see what happens on a street and the ever-changing events and

people is an interesting experience," she reflected. Through the years, she has had a variety of musical guests play at the cafe. In February of this year, Luna Star Cafe hosted Kinky Friedman, who reached out to Alexis one afternoon out of the blue. Alexis has had bands from all over the world come and play from places like England, Ireland, and France. Luna Star Cafe's house bands are "Box of Light" and "Diane Ward Band" who are folk bands that regularly play at the cafe.

Luna Star Cafe is more than just a bar or a coffee shop. It is an experience, and it feels as though its culture and atmosphere are from another era. The tiny facade on NE 125th Street can be easily overlooked, but what awaits inside is what some often describe as a timeless charm and magnetic energy. "Everyone should come in and experience the cafe. Everyone should come in and feel this. It's very unique." Alexis concluded.

The Luna Star Cafe, 775 NE 125 St., North Miami; 305-799-7123
www.lunastarcafe.com

[Learn More About Luna Star Cafe Here](#)

[Miami New Times Article](#)

New Downtown NoMi Business Café Crème Opens its Doors



Café Crème commemorates its official grand opening with a ribbon cutting on October 19th. Café Crème is now open 7am-10pm daily at NE 125th St.

Years before Midtown, Wynwood, and the Design District were transformed into the thriving social and commercial corridors that they are today, French chef Claude Postel saw the potential of what was then a humble neighborhood on the northern outskirts of downtown Miami. Postel opened Buena Vista Bistro at 46th street nine years ago, and in 2010 he and his business partner Cory Finot opened Buena Vista Deli next door. Finot and Postel would never admit it, but their deliciously authentic French cuisine in the casual cafe setting helped launch the once quiet neighborhood

into one of the hottest commercial spots in Miami-Dade County. Now, Cory Finot hopes to bring that success to North Miami's downtown corridor.

Cory Finot is the owner of Café Crème, and has been in the restaurant business for many years. Claude Postel is a seventh generation French chef, and serves as head chef at Café Crème. Like Postel who chose the then quiet Midtown for his original cafe, Finot sees the potential of North Miami's booming market. "North Miami is perfectly located between Midtown and Aventura. We truly believe in the potential of downtown North Miami," says Finot. It wasn't just the promise of the future that drew Finot to open Café Crème in downtown North Miami, but the current artistic and cultural attractions



that the downtown has to offer. Finot explained, "we are surrounded by wonderful mid-century galleries, the world renowned Museum of Contemporary Art and North Miami City Hall. We truly believe that this neighborhood is the place to be!"

Café Crème will seek to offer affordable and authentic French cuisine, and Finot and his team hope to recreate the typical French cafe ambiance. Whether someone wishes to stop by for a coffee and breakfast in the morning, a salad at lunch, a drink at happy hour, or a meal at dinner, Café Crème offers a variety of options. "It's a neighborhood place where you can always feel at home," Finot said.

Café Crème opened for business on Wednesday October 5th serving breakfast, lunch, and dinner seven days a week.

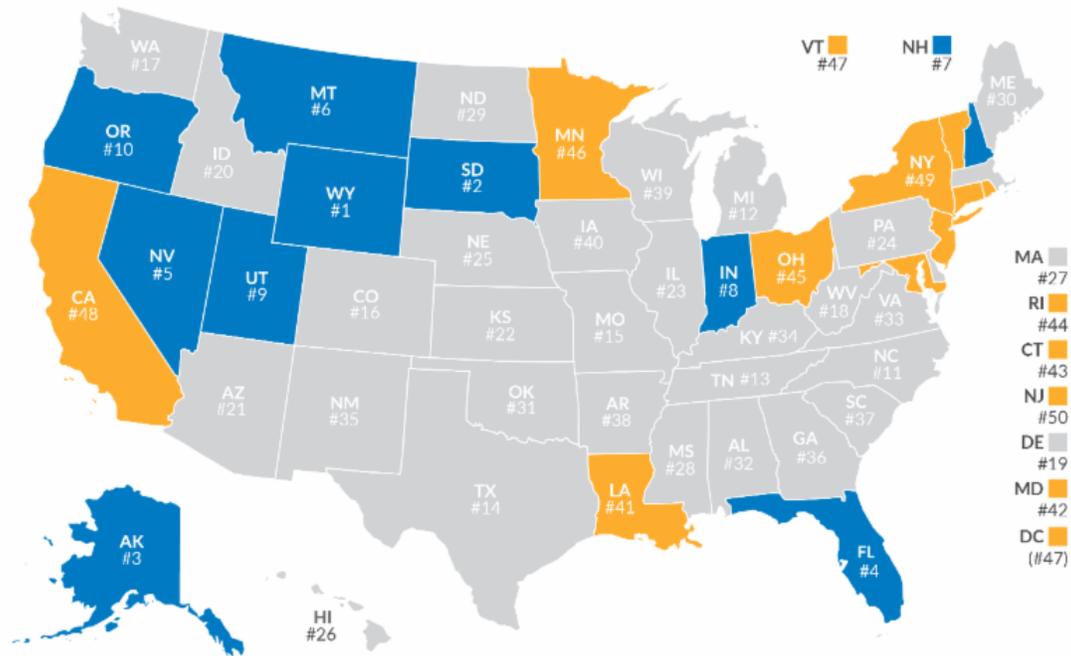
To learn more about Café Crème, its owners, and their history in Miami, please visit cafecrememiami.com and follow Café Crème on Instagram @CafeCremeMiami.

QUICK TAKE: FLORIDA RANKS #4 FOR BEST TAX CLIMATE FOR 2017

On July 1st, 2016 *The Tax Foundation* released their annual *State Business Tax Climate Index*, an assessment of the tax climate in each state. Florida remains fourth on the list, scoring very well across all indices. The *Index* deals with such questions by comparing the states on more than 100 variables in the five major areas of taxation (corporate taxes, individual income taxes, sales taxes, unemployment insurance taxes, and property taxes) and then adding the results to yield a final, overall ranking. This approach rewards states on particularly strong aspects of their tax systems (or penalizes them on particularly weak aspects), while also measuring the general competitiveness of their overall tax systems. The result is a score that can be compared to other states' scores.

[Read the full report here.](#)

2017 State Business Tax Climate Index



Note: A rank of 1 is best, 50 is worst. Rankings do not average to the total. States without a tax rank equally as 1. DC's score and rank do not affect other states. The report shows tax systems as of July 1, 2016 (the beginning of Fiscal Year 2017). Source: Tax Foundation.

■ 10 Best Business Tax Climates
■ 10 Worst Business Tax Climates

NORTH MIAMI FLORIDA Business Owners

High electric bills? *costs*

You may qualify for a
**Commercial Grant
 to Lower Your Energy Bill**

The City of North Miami is providing a
MATCHING GRANT up to \$5,000
 to help small business owners in North Miami who
 are making improvements to their businesses that will increase
 energy-efficiency and promote green rehabilitation.

Eligible Businesses:

- Small business with 7 employees or less
- Located within the City of North Miami
- No existing City liens or violations
- Will be required to completed a free Business Energy Evaluation through FPL

Eligible Use of Funds:

- **INSTALLING** energy-efficient appliances
- **REPLACING** old light bulbs or light fixtures
- **IMPROVING** plumbing to save water
- **FUNDING** available for other energy-efficient initiatives

To apply please contact Sam Blatt, Economic Development Manager
 for the City of North Miami at (305) 893-6511 ext. 12164
 or sblatt@northmiamifl.gov.

Economic Development Mayor's Luncheon

Crossroads of Innovation

Preparing Today's Business for Tomorrow's Technology

On September 8th, Mayor Smith Joseph hosted the Third Quarterly Economic Development Business Luncheon of 2016, the 7th series of Mayor's Quarterly Business Luncheon.

- *The event hostess and MC was Planning, Zoning, and Development Director Tanya Wilson-Sejour, who guided the program panel through discussions focused on the ever-changing technology and entrepreneurial landscape, understanding the latest trends and how they are essential to running a successful business in the 21st century.*

- Felecia Hatcher, co-founder of Code Fever, a program that teaches young children of color how to learn computer coding, was the Keynote Speaker of the Event.
- Panelists included:
 1. Germain Bebe, CEO of Greater North Miami Chamber of Commerce
 2. Jaret Davis, Co-Managing Shareholder at Greenburg Traurig
 3. Joycelyn Brown, Vice President of Sales & Strategy at EcoTech Visions
 4. Derick Pearson, Co-Founder, Code Fever
 5. Gisele Latorre, Community Outreach Coordinator for StartUp FIU.
- Learn more about Code Fever [here](#).
- [See more photos from the event here](#).



Left to Right: Felecia Hatcher, Jaret Davis, Joycelyn Brown, Gisele Latorre, Mayor Smith Joseph, Germain Bebe, Sheri Colas-Gervais, and Derick Pearson



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 FOOD TRUCKS
 LAWN GAMES
 MUSIC
 #NOMIBREWFE

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FIU, Biscayne Bay Campus | 1-4 p.m.
Buy tickets @ NorthMiamiBrewfest.com

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We are now located at

12340 NE 8 Avenue
North Miami, FL 33161

Contact us at

305.895.9839



FREE SOCIAL MEDIA MARKETING WORKSHOP

PRESENTED BY MIAMI-DADE COUNTY INTERNAL SERVICES DEPARTMENT'S SMALL BUSINESS DEVELOPMENT DIVISION



WANT TO GROW YOUR BUSINESS THROUGH SOCIAL MEDIA MARKETING?

Define effective online strategies that supports your business objectives

Identify the social media marketing that fits your company's needs

Develop compelling web, mobile and social media solutions

Understand how advertising is made easy through social media

FRIDAY, NOVEMBER 18, 2016 10:00 A.M.-12:00 P.M.

STEPHEN P. CLARK CENTER

111 NW FIRST STREET, 19TH FLOOR MAIN CONFERENCE ROOM MIAMI, FL 33128

THIS IS A **FREE** INFORMATIONAL SESSION ON HOW TO GROW YOUR WEB PRESENCE AND BOTTOM DOLLAR THROUGH SOCIAL MEDIA MARKETING.

FOR ADDITIONAL INFORMATION PLEASE CONTACT LAWANDA WRIGHT-ROBINSON @ 305-375-3186
RESERVE YOUR SEAT TODAY! RSVP TO: SBDMAIL@MIAMIDADE.GOV



300-1817-27624 November Free Social Marketing Workshop Flyer.indd 1

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Sam Blatt | Economic Development Manager
(305) 893-6511 Ext. 12164 | sblatt@northmiamifl.gov

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