



SOUTH FLORIDA BUSINESS COUNCIL CALLS FOR BALANCED, FLEXIBLE APPROACH TO CLOSURES AMIDST PANDEMIC

South Florida (July 8, 2020)— As the tri-county region considers its response to troubling COVID-19 numbers, the leadership of the South Florida Business Council (SFBC) — comprised of the Greater Miami Chamber of Commerce, the Greater Fort Lauderdale Chamber of Commerce and the Chamber of Commerce of the Palm Beaches— released the following statement:

“With all of Florida posting higher numbers of new COVID-19 cases over the last few weeks, the SFBC encourages the public and private sectors to work together to address this surge in the least restrictive and most effective manner.

The recent increase in positive cases has caused great concern among all of us, but our primary goal remains the same: limit further backtracks on reopening and support business owners in their journeys back to normalcy in the safest manner possible.

As South Florida governments impose additional measures to contain this disease, we respectfully request a balanced, and flexible, approach that allows businesses to remain open, while requiring employers, employees and customers to be smarter and safer. As our South Florida economy bounces back, and as our employment numbers improve, we must focus on promoting prosperity while protecting people. One will not come without the other.

To maintain our momentum, we must all commit ourselves and our businesses to safe practices and healthy choices, including wearing masks where required, maintaining social distancing where necessary, limiting crowd density in all gatherings, washing our hands regularly, constantly sanitizing where we live, work and meet, and utilizing other similar proactive and responsible precautions. Together, we can successfully reopen our community and achieve a full health, social and economic recovery.”

For more information, please visit soflobusinesscouncil.com.

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About The South Florida Business Council

The SFBC is a partnership between the Chamber of the Palm Beaches, the Greater Fort Lauderdale Chamber of Commerce and Greater Miami Chamber of Commerce. Its mission is to assist with South Florida’s regional issues and use its resources to create solutions. The Chambers expect to use the power that comes from speaking with one voice to drive South Florida forward and make it a better place to live, work and enjoy. To learn more, visit soflobusinesscouncil.com.

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