



SMALL BUSINESS SSP PLAN

Office of Business
City Council Meeting
March 22, 2021



Elijah Wooten, Business Navigator

Table of Contents



MAIN POINTS:

Current: Business Navigator Services;
What we are doing now.

Citizens Response: Survey Data

Comparable Programs in Other Cities

Vision: Economic and Small Business
Development Services

Proposed: Establish the Office of Business

Goals and Programs





Port St. Lucie Has a Business Navigator Ready to Help Grow Your Business!

The Business Navigator is available to serve as your guide throughout the development process and offers the following Concierge Services:

- Consultation regarding your business needs and an overview of the development process.
- Guidance throughout the approval process and clarifying requirements for obtaining a business license, zoning approvals and building permitting.
- Provide referrals for management, marketing, financial and employment training and recruitment assistance.
- Serve as your company's business facilitator with all City Departments.
- Act as a liaison to resolve concerns in the development process to keep the project on schedule.

The City of Port St. Lucie offers new and expanding businesses, site location consultants and commercial and industrial realtors a wide variety of services, including:

- Assistance with available sites including retail, office and industrial buildings.
- Information on State, County and City incentives and assistance with submitting applications.
- Coordinate peer-to-peer meetings with local business leaders, the St. Lucie Economic Development Council and the St Lucie County Chamber of Commerce.
- Access to labor market information and training assistance.



Elijah Wooten
Business Navigator

📞 772-873-6374





✉ EWooten@cityofpsl.com

🌐 www.CityofPSL.com/BizNavigator

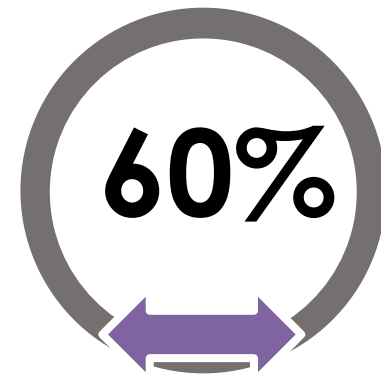
Elijah Wooten, Business Navigator



National Community Survey Results

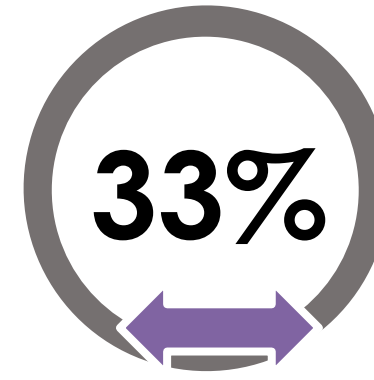
-  Higher than benchmark
-  Lower than benchmark
-  Much Lower than benchmark
-  Similar to benchmark

Overall Economic Health



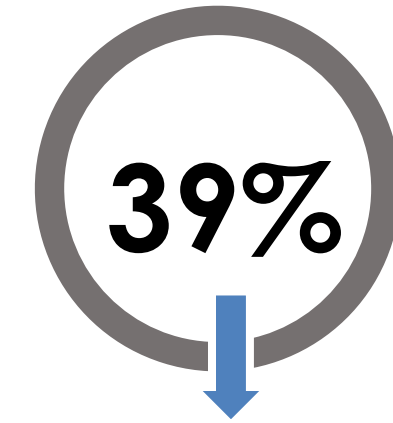
Of residents rated it as excellent or good

Employment Opportunities



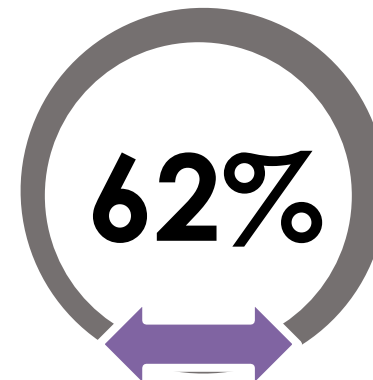
Of residents rated it as excellent or good

Place to Work



Of residents rated it as excellent or good

Economic Development



Of residents rated it as excellent or good

In addition to the National Community Survey, the City may consider using the National Business Survey to provide a focused response direct from the local businesses.



Citizens Virtual Summit Small Business Response

Business Training
29.91 %



Financial Assistance
30.84%

Business Counseling
15.89%



Vendor Opportunities
23.36%



Local Government Small Business Services

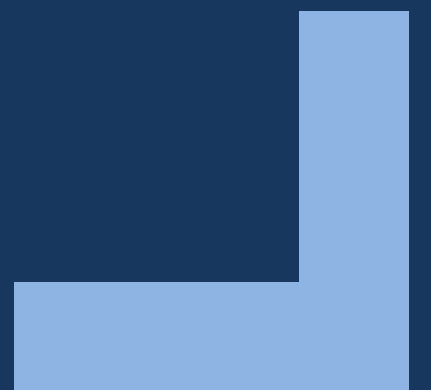
City/County	Department/Division	Small Business Development Programs
Broward County	Economic and Small Business Development	<ul style="list-style-type: none"> • Small business certification and compliance • Commercial Façade/Property improvement grant • Revolving Loan Program
Palm Beach County	Office of Equal Business Opportunity	<ul style="list-style-type: none"> • Certification programs • Compliance programs
Miami-Dade County	Internal Services Department Small Business Development Division	<ul style="list-style-type: none"> • Small Business Enterprise (SBE) wage and workplace programs
City of Jacksonville	Office of Economic Development	<ul style="list-style-type: none"> • Business resource center • Small business incubator • Financial incentives for small businesses • Small and Emerging Business Procurement Program
City of Tampa	Equal Business Opportunity	<ul style="list-style-type: none"> • Certification programs • Compliance programs
City of Orlando	Building and Development Department	<ul style="list-style-type: none"> • Façade and site improvement grants • Permit fee, impact fee and ROW infrastructure grant • Minority and woman business assistance grants
City of St Petersburg	Economic Development Division	<ul style="list-style-type: none"> • One-stop business assistance center
City of Tallahassee	Office of Economic Vitality	<ul style="list-style-type: none"> • One-stop center for incentives, assistance and capital
City of Fort Lauderdale	Economic and Community Investment	<ul style="list-style-type: none"> • BEAMS – offers training, technical assistance, coordination of business resources and mentorship





VISION

To create the very best ecosystem for business development



Office of Business

Division Functions

Economic Development

Business Navigator

Small Business Development



Goals



Encourage Business Growth

Elijah Wooten, Business Navigator



Streamline Commercial
Development



Grow Small Businesses

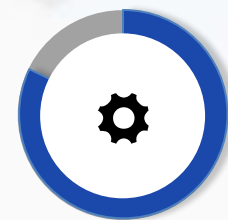


Proposed Programs



Entrepreneurial Training

- Smart Start New Business Orientation
- Business Accelerator Program
- Profit Mastery
- PSL Small Business University



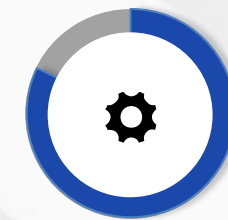
Business Retention Program

- On-site visits, virtual meetings and outreach to retain new and existing businesses.
- Business counseling provided by the Florida Small Business Development Center



Vendor Development Program

- Develop programs to increase the City's purchases of goods and services from small businesses.
- The Florida Small Business Development Center will provide certification and bid preparation assistance.



Grow Florida

- Grow Florida provides strategies, resources and support to second-stage companies for accelerated next level growth. Second-stage companies have 10 or more employees and \$1 million in revenue.



Thank you

ANY QUESTIONS?

