



# SMALL BUSINESS SSP PLAN

Office of Business  
City Council Meeting  
March 22, 2021



Elijah Wooten, Business Navigator

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## MAIN POINTS:

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

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Citizens Response: Survey Data

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Comparable Programs in Other Cities

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Vision: Economic and Small Business  
Development Services

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Proposed: Establish the Office of Business

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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.



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Business Navigator

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🌐 [www.CityofPSL.com/BizNavigator](http://www.CityofPSL.com/BizNavigator)

Elijah Wooten, Business Navigator

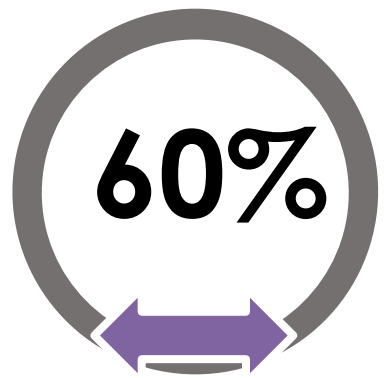


# National Community Survey Results

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

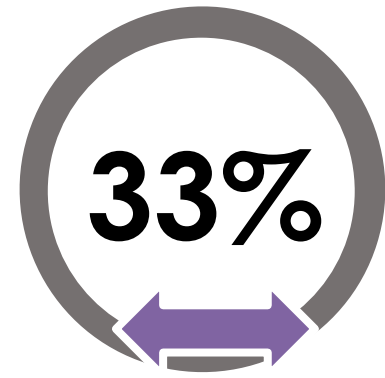


## Overall Economic Health



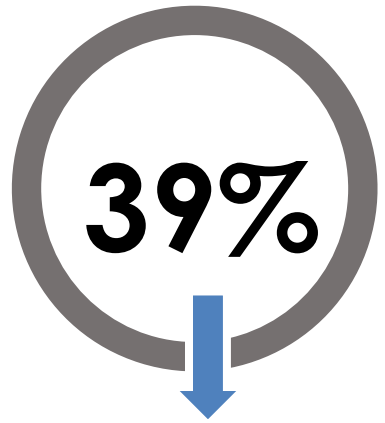
Of residents rated it as excellent or good

## Employment Opportunities



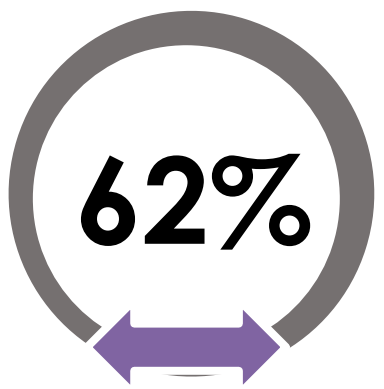
Of residents rated it as excellent or good

## 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 could conduct the National Business Survey.

**ADD INFO FROM PROPOSAL**



# 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

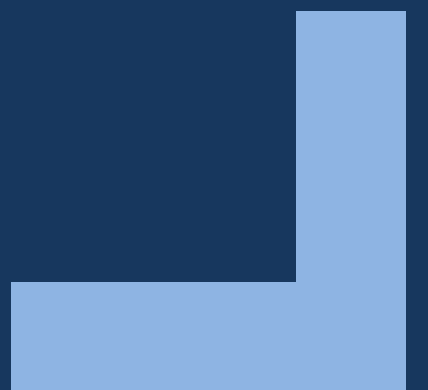
City/County	Department/Division	Small Business Development Programs
Broward County	Economic and Small Business Development	<ul style="list-style-type: none"> <li>• Small business certification and compliance</li> <li>• Commercial Façade/Property improvement grant</li> <li>• Revolving Loan Program</li>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





# 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

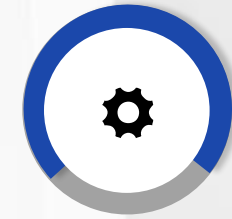


# Proposed Programs



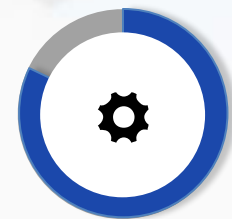
## Entrepreneurial Training

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



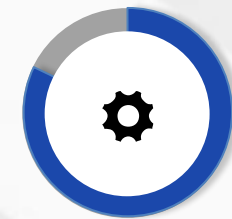
## Vendor Development Program

- 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.



## 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



## 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?

