

Small Business Assistance Program

The Mission: The Small Business Assistance Program of the St. Lucie County Chamber of Commerce helps businesses navigate the regulatory process. Our purpose is to minimize cost, risk and time delays when local business seeks to purchase, build, expand, relocate or repurpose commercial space.

Contact: The chamber has had contact with more than 100 documented, potential and current business owners from February to June of this year! This is an average of more than 20 formal inquiries a month. However, it should be noted, many times the staff will address individual needs as presented to us at our events, community events and at the community speaking engagements of the President.

Types of Businesses: subject to the inquiries have included dump truck services, smoke shop, plant retailer, hair braiding, cycle boats, car dealers, welding, lawns care, café, gun shop, pressure washing, plant sales and just about everything else you can think of.

Inquiry Subjects: licensing, allowable uses, locations, advertising, tax receipt requirements, business plans, marketing plans, permitting, build-out recommendations, lots of funding questions and many times we get questions on current issues with their process because we weren't contacted first.

Insights: We have helped applicants complete their business tax receipt forms and received referrals from that department at the city. This has proven to be the best point at which to eliminate common errors that can waylay a project. By getting to them at this stage, we are rectifying a great deal of the case load.

The website of the City features our assistance program along with our commercial specific to Small Business Assistance. We estimate this has generated about 35% of our calls. We ran 3 campaigns of the same commercial on local television and found it did not many leads.

Facebook advertisements have proven to be helpful in awareness of the program, But, the inquiries are often not applicable to the program as the extended explanation of the offerings are not viewed. This also tends to generate more requests for financial assistance.