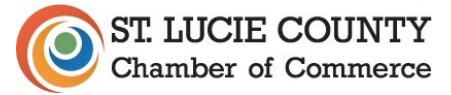


The St. Lucie County Chamber of Commerce  
The unified Chamber of all of St. Lucie County.



# Small Business Beginnings

**The St. Lucie County Chamber of Commerce**

The unified chamber of Fort Pierce, Port St. Lucie and all of St. Lucie County

2937 W. Midway Road  
Fort Pierce, FL 34981  
Phone: 772.595.9999  
E-mail: [President@StLucieChamber.org](mailto:President@StLucieChamber.org)

# The Program

**The Mission:** The St. Lucie County Chamber of Commerce would like to propose a partnership program with the City of Port St. Lucie. Small Business Beginning will help small businesses through the start-up process. The purpose of which is to help find the most efficient way of accomplishing the business needs for their start-up and/or growth goals.

**Why:** So often we find start-ups and small businesses are not fully aware of the regulatory process to get their small business or idea off the ground and registered appropriately. Most business owners are unfamiliar with business tax receipts, licensing, code requirements or even where or what business they should start in their community. Additionally, they are not aware of the numerous local agencies that can help with many different necessary aspects of starting a business.

**Target:** Looking to identify and assist current and future small business owners/operators in the City of Port St. Lucie.

**Outreach:** The Chamber would like to do a full marketing campaign with paid advertisements on Facebook, television, all Chamber airing shows and local radio. Additionally, we would do outreach to realtors and local business owners which would include an annual mailing to all brick and mortar businesses. We would also conduct grass roots efforts to reach the targeted demographic.

**Scope of Work:** The Chamber would establish a landing page for the purpose of guidance in business start-up. We would pay for and house the SizeUp software program and contract for our area. This program helps potential business owners identify gaps in service, recommend hiring practices and wages, predict some likelihood of success and much more. We would train with City staff to further understand and be assistance in acquisition of a Business Tax Receipt, initial zoning compliance, ADA regulations and go through extensive training on the use of the Muni-Code system for the City of Port St. Lucie. Multiple staff will be trained in order to provide program participants timely answers with optimal results. Chamber staff will conduct one-on-one counseling and will further maintain office hours within the city. We will have someone assigned daily to work with in-coming inquiries. Though most staff will receive training it is important to note the ability to provide services is predicated on the addition of a full-time staff member.

**Outcomes:** The chamber would provide the city with projects and outcomes. Additionally, we will track advertising and work to identify responses from outreach.

# Financial Proposal

From: The St. Lucie County Chamber of Commerce

Date: 8/10/2021

Representative: Terissa Aronson, President/CEO

Reference: Small Business Assistance Program

*Herewith I confirm my intent on provision of services in accordance with Terms of Reference.*

Given the above, please see below my financial proposal and its breakdown.

<b>Description of services/expenses</b>	<b>Amount</b>
SizeUp Software (3 yr. contract)	\$5,000
Landing Page Upkeep and Links	\$4,000
Advertising (Facebook, Radio and TV)	\$4,000
All Things Treasure Coast Partnership	\$4,200
Staffing Costs for Program	\$26,000
Workshops	\$2,800
Outreach	\$4,000
<b>TOTAL</b>	<b>\$50,000</b>