

## City of Port St. Lucie Office of Business

### Description

Department – City Manager’s Office

Division – Office of Business

### Mission

A City that encourages the growth of the economy and is responsive to the needs of the business and development community. To create an environment that nurtures, sustains, and grows businesses in Port St. Lucie.

### Functions and Responsibilities

The Office of Business shall have the following functions and responsibilities.

#### Business Navigator/Division Director

- Responsible for the administration and coordination of the City’s Economic and Small Business Development Program.
- Provide for overall coordination of all economic and small business development functions, both interdepartmentally and with other public-private economic development organizations.
- Establish annual goals and objectives for city economic and small business programs, evaluate performance, and prepare an annual report on achievements.
- Prepare annually an assessment of the impact of City-sponsored programs on the local economy.
- Establish and maintain active linkages with the Economic Development Council of St Lucie County, the Treasure Coast Regional Planning Council, the St. Lucie County Chamber of Commerce, CareerSource Research Coast, the Treasure Coast Manufacturers Association, the Treasure Coast Builders Association, the Florida Small Business Development Center, SCORE, the City of Fort Pierce, St Lucie County, and other public and private organizations that promote economic development in St Lucie County.
- Encourage a diversity of economic and small business development activities in Port St Lucie that promote a full range of employment and income opportunities for Port St Lucie residents.
- Provide direct assistance, where necessary, to facilitate business development in conjunction with other organizations working to attract business in Port St Lucie.
- Analyze proposed business incentives, including the economic development impact fee mitigation program and economic development ad valorem tax exemption program that are designed to encourage business development, and make recommendations to the City Manager.
- Monitor economic development programs including the Economic Development Impact Fee Mitigation Program and the Economic Development Ad Valorem Tax Exception Program.
- Prepare, make available and distribute, on a continuing basis, such study or studies of the advantages, facilities, resources, products, attractions, attributes, conditions and other data relating to Port St. Lucie, that will reasonably serve to attract compatible industries to create, locate, and expand business activities in Port St Lucie.

- Undertake, alone or in cooperation with other interested organizations or persons, activities or appearances designed to encourage and assist the creation, location, or expansion of such compatible industries in Port St Lucie.
- Advise and make recommendations to the City Manager on economic and small business issues.
- Assists all businesses with navigating internal and external regulatory processes, to promote job creation and growth and to act as a liaison between City staff, outside agencies, and other business entities to provide a high-quality customer service experience.

#### Small Business Development Coordinator

- Responsible for the administration, coordination and marketing of City programs that support the creation, retention, and expansion of small businesses in Port St Lucie.
- Assist, promote and coordinate the provision of management, financial, educational, and technical assistance to small and disadvantaged business enterprises in Port St Lucie.
- Ensure that small and disadvantaged business enterprises have fair opportunities to participate in the mainstream of Port St Lucie's economic development.
- Serve as the City's liaison to the small business community and economic development groups; and performing special projects as directed.

#### Programs

##### Business Retention and Expansion Program

The Business Retention and Expansion (BRE) Program will include on-site visits, virtual meetings, and outreach to new and established businesses in Port St Lucie. The BRE program will gather information from business owners and develop programs to assist in the retention and expansion of businesses in Port St Lucie. The Florida Small Business Development Center at Indian River State College will provide entrepreneurial training and business consulting in the following areas:

##### Entrepreneurial Training

- Government contracting
- Port St Lucie Business Accelerator Program
- Smart Start small business orientation
- Mastering your start up
- Profit mastery training program

##### Business consulting

- Strategic and business plan development
- Capital access to assist emerging and growing businesses
- Strategic intelligence and market research
- International trade strategic research and market planning
- Export marketing plan assistance
- Government contracting
- Financial literacy and cash flow management
- Disaster preparedness and recovery assistance

### Port St Lucie Small Business University

The Florida Small Business Development Center will arrange a curriculum of courses offered at all stages of small business development and brand the training as the Port St Lucie Small Business University. The courses will be supplemented by one-on-one consulting based on the business' specific needs.

### Grow Florida

The mission of Grow Florida is to provide strategies, resources, and support to second-stage companies for accelerated next level growth. Second stage growth companies have at least ten or more employees and \$1,000,000 in revenue and an intent to grow beyond second stage. The cost to become a corporate member of Grow Florida is \$3,000 annually. The City will provide a membership scholarship to ten eligible second-stage companies. The Grow Florida's System for Integrated Growth addresses internal and external factors influencing a company's growth, which includes the following:

- Financial management
- Recruit, retain and develop talented employees
- Explore new markets, create prospects lists for those markets or analyze competitors
- Export assistance
- Identify best practices on supply chain and operations

The System for Integrated Growth is delivered virtually through a team of business experts. The team provides best practices and valuable data to assist a business owner manage and grow their company. The team consists of experts in their respective fields and operates under the Edward Lowe Foundation, a nationally recognized expert in second-stage companies.

### Vendor Development Program (VDP)

The Office of Business will coordinate with the Procurement Management Division and the Florida Small Business Development Center to develop programs to increase purchasing of goods and services from small businesses. The Florida Small Business Development Center PTAC (Procurement Technical Assistance Center) will assist companies with obtaining certification and provide technical assistance in bid preparation.