

ECONOMIC DEVELOPMENT TEAM UPDATE

NOVEMBER 7, 2016



Our Team

- Linda Cox, City Clerk
- Nick Mimms, City Manager
- Paul Thomas, Interim Building Official
- Mike Reals, Public Works Director
- Shyanne Helms, Communications Manager
- Libby Woodruff, Urban Redevelopment Manager
- Kori Benton, Senior Planner
- Jason Hoffman, FPUA Customer Solutions Manager
- Eileen Snoberger, FPUA Key Accounts Supervisor



Our Focus

- Redeveloping Targeted Areas
- Retention of Existing Businesses
- Recruitment of New Businesses
- Project Assistance
- Identification of obstacles

Redeveloping Targeted Areas

- **Lincoln Park Area**

- Paint our Town Program
- Community Mural Projects
- Highwaymen Heritage Trail
- Zora Neale Hurston Trail
- Lincoln Theatre
- Signage and decorative lighting

- **Orange Avenue Corridor**

- Community Input Meeting
- Peacock Arts District
- Beautification/Cleanup
- Wayfinding Signage
- Parking Regulations
- Identification of Public Parking Areas

Retention of Existing Businesses

- Business Climate Visits
- Facade Grants in targeted areas
- Business grants to increase capacity and sustainability
- FPUA Utility Incentives
- SCORE Workshops
- Skill building/Job Fairs
- Partnerships

Recruitment of New Businesses

- Strong EDC Partnership and participation
- Impact Fee Mitigation Program
- Ad Valorem Tax Exemption
- Expedited Plan Review & Permitting
- FPUA Utility Incentives





Project Assistance

- Developing appropriate timelines
- Exploring potential incentives
- Navigation assistance
- Understanding the impact of our decisions
- Utilizing the power of partnerships

Identification of Obstacles

- Timelines can exceed due diligence periods (90 – 120 days)
- Impact fee thresholds not realistic for smaller businesses (minimum investment of \$5 million)
- Lack of incentives for smaller businesses (Enterprise Zone Elimination)

Our Recommendations

- Review by the EDC and Chamber our Existing Codes, Processes and Thresholds upon completion of PSL Review.
- Exempt parking requirements in the Peacock Arts District (US1 west to 7th Street, Citrus Ave. north to Moore's Creek)
- Increase staff approval threshold from 4,000 sq. ft. to 10,000 sq. ft. for site plans
- Evaluate use table – conditional vs. permitted
- Implement on-line permit application and routing process using ProjectDox
- Expand the use of ProjectDox to include the Planning Department, FPUA, Fire Department and Engineering
- Map all approved projects for public access

QUESTIONS?



Team Vision

The ED Team is dedicated to working with partners to cultivate a climate conducive to improving the quality of life in Fort Pierce using economic development opportunities through desirable business growth, expansion, retention and attraction.