



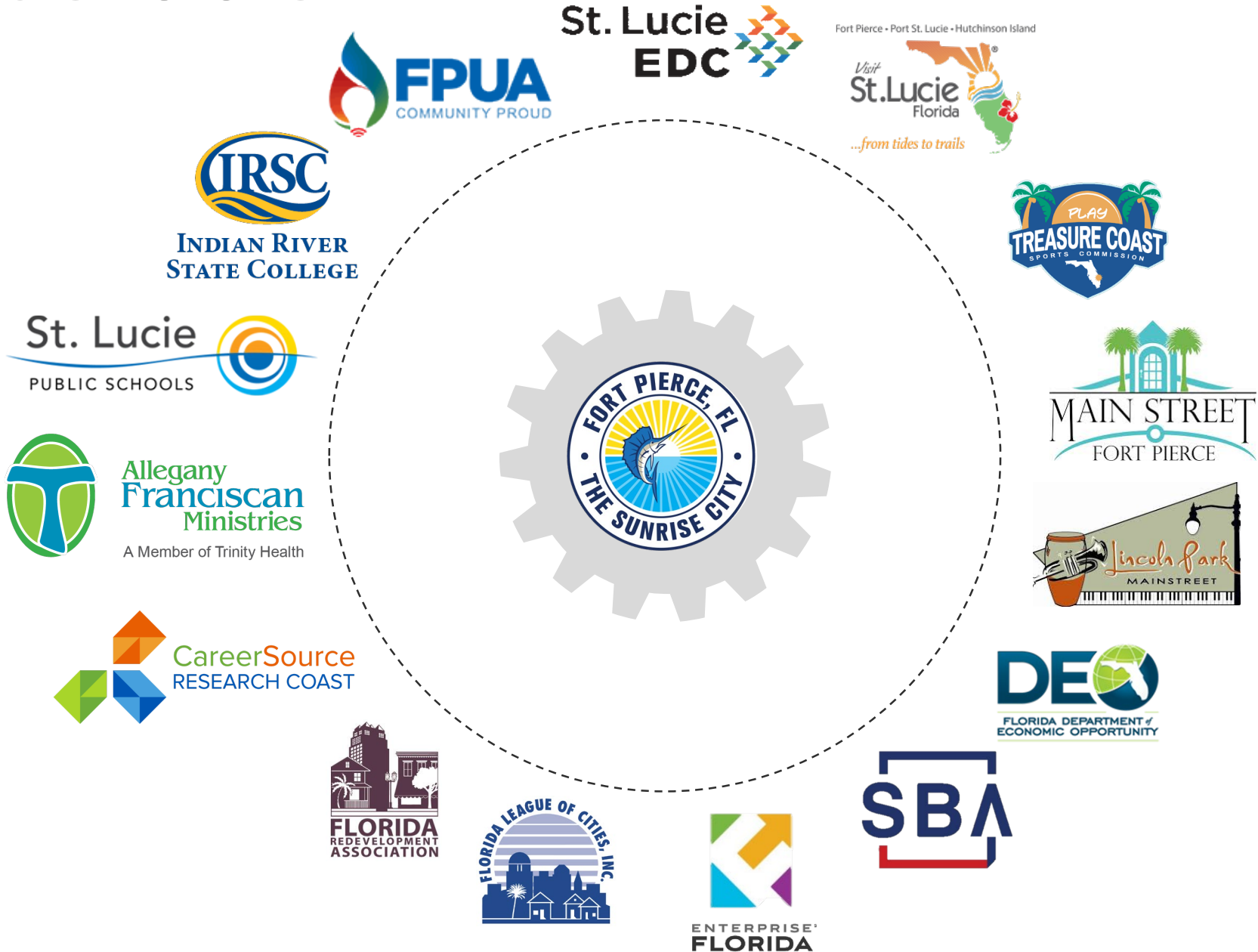
FORT PIERCE

— THE SUNRISE CITY, A CITY ON A RISE —

ECONOMIC DEVELOPMENT VISION + STRATEGY
FPRA Board Meeting • January 28, 2020

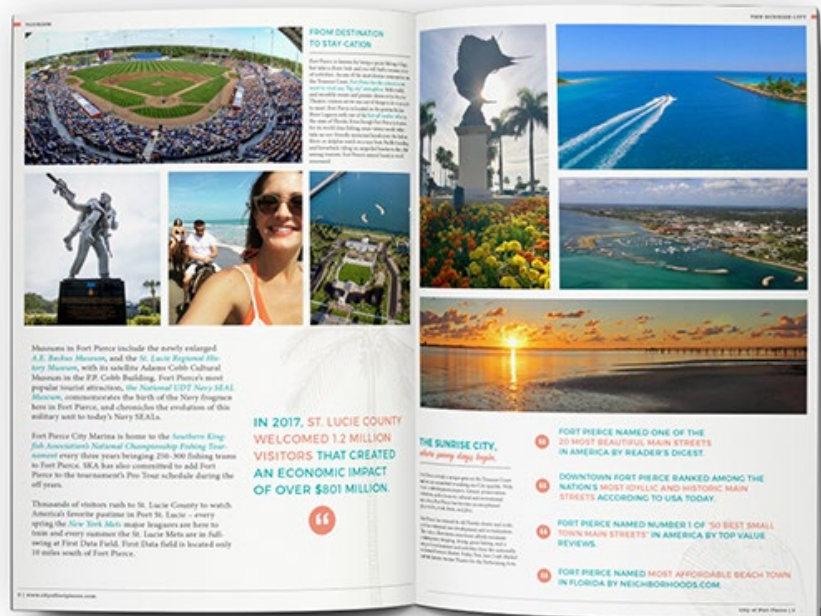
Fort Pierce is the community of choice to live and vibrant place with a thriving economy, world-class amenities, and endless opportunities.

Collaboration



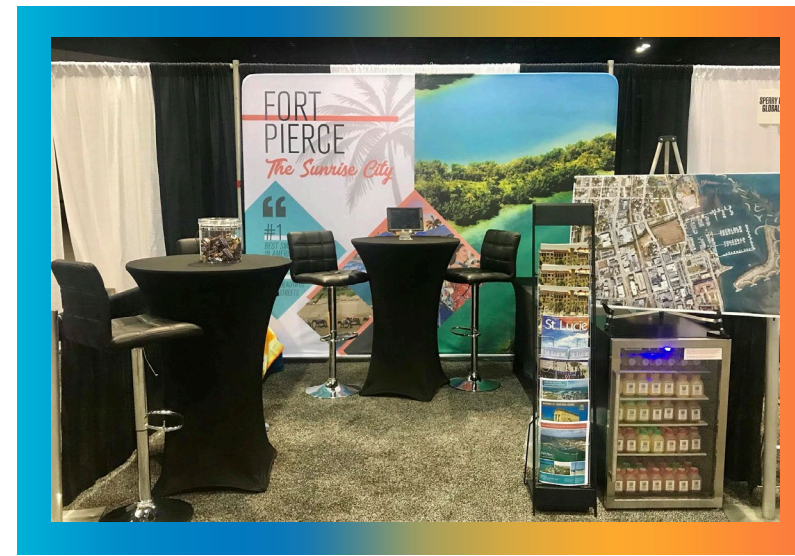
Marketing

TV COMMERCIAL CAMPAIGN



SNAPSHOT

NEW BUSINESS WELCOME KIT



TRADE SHOW BOOTH

Telling our Story: #FortMade

Follow us as we continue to share #FortMade stories about the unique and creative people living the Fort Pierce dream.





WEBSITE STRATEGY



MAPS

- DISTRICTS
- ZONING
- FUTURE LAND USE
- DEVELOPMENT ACTIVITY
- RECENT PROJECTS GIS



WHY FP

- DEMOGRAPHICS
- LOCATION
- CONNECTIVITY
- INFRASTRUCTURE
- EDUCATION
- TOURISM
- ACCOLADES



PROCESS

- DEVELOPMENT PROCESS
- FLOW CHARTS
- MEETINGS
- REQUIREMENTS
- BUSINESS NAVIGATOR
- SERVICES



INCENTIVES

- TARGETED INDUSTRIES
- STATE INCENTIVES
- IMPACT FEE MITIGATION
- FPUA INCENTIVES
- FPRA INCENTIVES BY DISTRICT



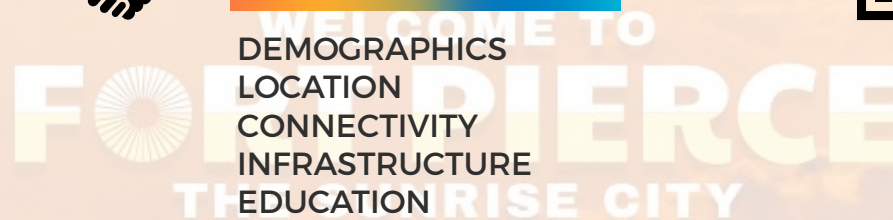
RESOURCES

- KEY CITY STAFF
- EXTERNAL RESOURCES
- IRSC, SBDC, CAREER SOURCE
- EDC, ST. LUCIE CHAMBER
- ENTERPRISE FLORIDA



REPORTS

- CRA PLAN
- COMP PLAN
- ANNUAL REPORT
- SNAPSHOT
- FORT INSIDER
- FORTMADE
- STRATEGIC PLAN



Business Retention + Engagement



CITYWIDE BUSINESS WALK PROGRAM

Directly **connect resources** to the business community and identifies opportunities for the city's economic development growth strategies.

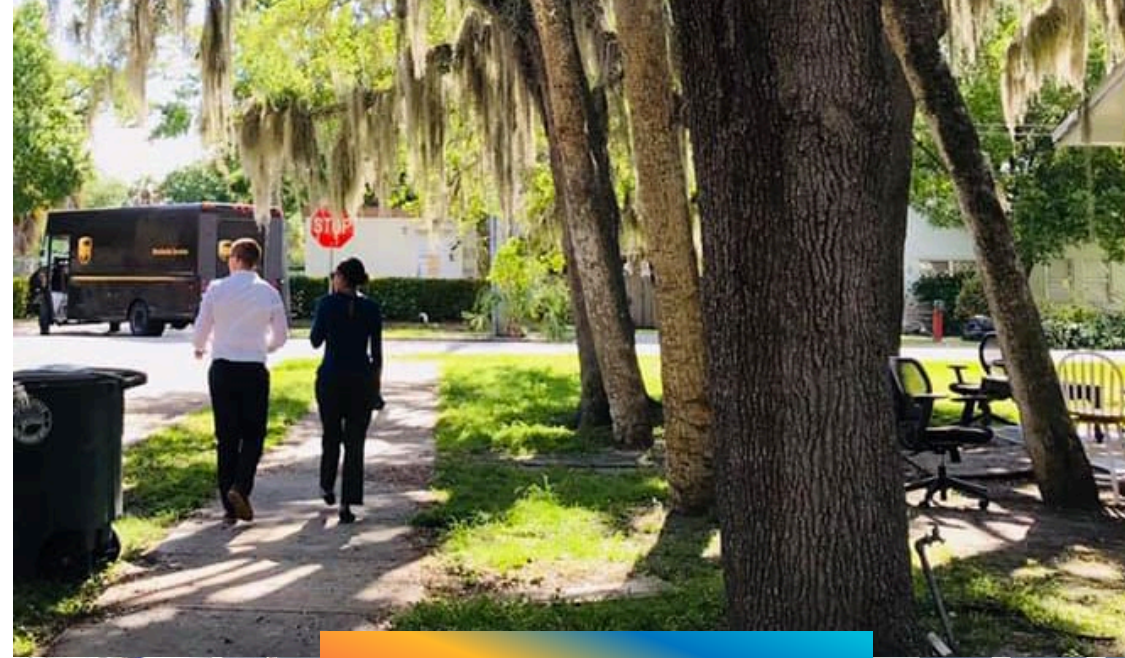


BUSINESS ACCELERATOR PROGRAM

Skills training designed specifically for **small business** leaders to increase the opportunity for business success.



NEIGHBORHOOD BUSINESS GROUPS





Retail Recruitment

- ★ Access to same market intelligence that retailers use to make site selection decisions.
- ★ Showcase retail potential to attract prospective new businesses and run reports to assist existing local businesses.

FPRA INCENTIVES

TIF Revenue Share

Available for new construction in FPRA to be negotiated through Developer's Agreement with ultimate approval by FPRA Board.

Impact Fee Moratorium

Annually evaluate strategy and impact fee calculation and composition for future.

Districts



Lincoln Park



South Beach



Peacock Arts District



Downtown



Port of Fort Pierce



Districts



Lincoln Park



South Beach



Peacock Arts District



Downtown



Port of Fort Pierce



Lincoln Park **INCENTIVES**



**COMMERCIAL FAÇADE
GRANTS**



**SMALL BUSINESS
GRANTS**



WAY TO GROW!



REGULATORY

South Beach



**South Beach
Business Group**



**Micro-mobility
Enhancement**



**St. Lucie Court
Mixed-Use
Redevelopment**



**Art in
Public Places**

South Beach **INCENTIVES**



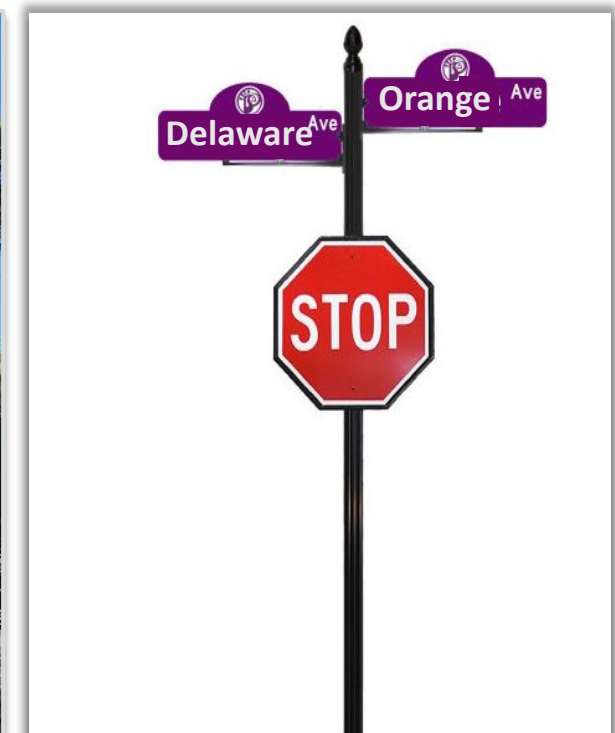
**SMALL BUSINESS
GRANTS**



**PUBLIC PARKING
GRANTS**



PEACOCK ARTS DISTRICT



FORT PIERCE REDEVELOPMENT INCENTIVES



**COMMERCIAL
CORRIDOR FAÇADE
GRANTS**



**COMMERCIAL
INTERIOR
IMPROVEMENT
GRANTS**



**SMALL BUSINESS
GRANTS**



**EVENT
SPONSORSHIP
OPPORTUNITIES**



**RESIDENTIAL
WEATHERIZATION**

DOWNTOWN



Downtown **INCENTIVES**



**COMMERCIAL FAÇADE
GRANTS**



**SMALL BUSINESS
GRANTS**



**INFILL ADAPTIVE
REUSE**