

# SMALL BUSINESS DEVELOPMENT POLL RESULTS

Presented by Marsha Noel



# PURPOSE OF THE POLL



To positively impact the local economy by analyzing small business input for the creation of action-oriented solutions. Results of the poll will be used to specifically serve small business interests and ultimately strengthen the local economy both now and in the future.

# DISCLAIMER



The poll is non-scientific; therefore, a scientific methodology was not used.

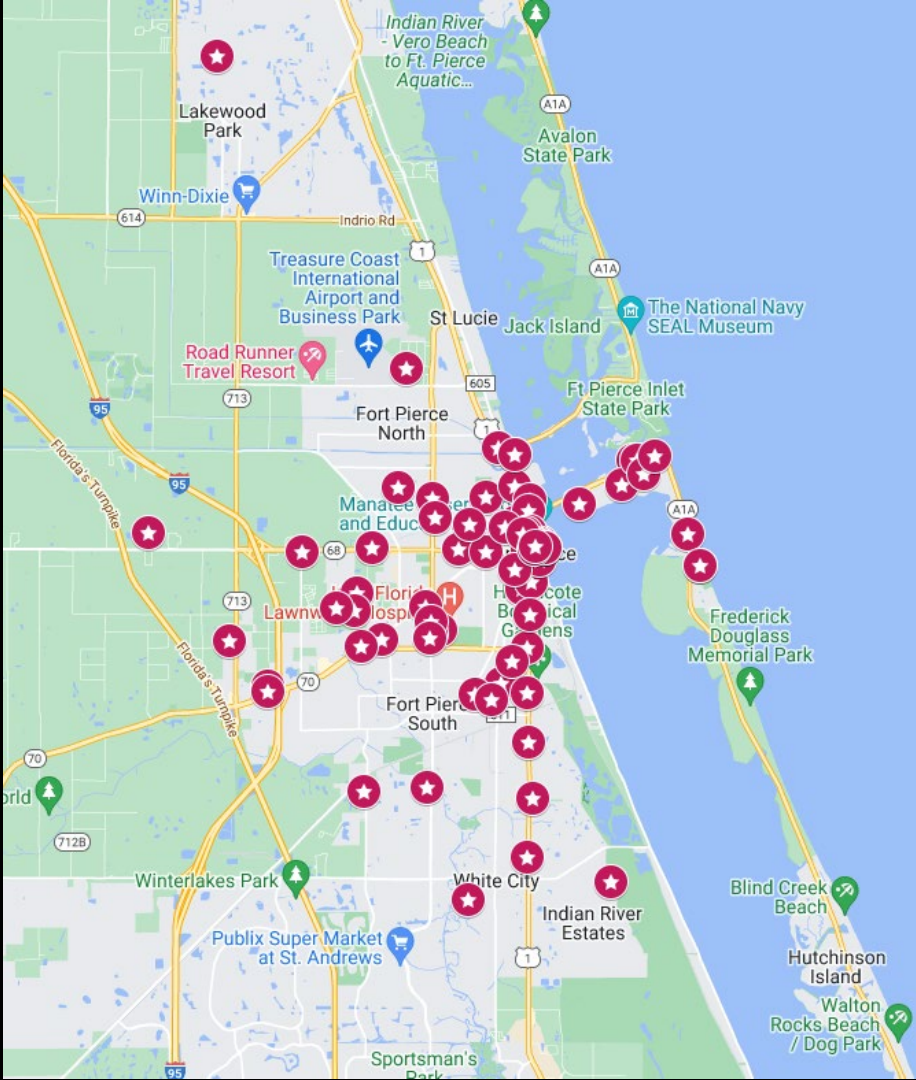
This is simply an opinion poll to garner feedback that will be used in creating opportunities for small businesses.

# BACKGROUND



- The poll was available from Dec. 5 -30, 2022.
- 8 main questions. (6 Demographic, 2 Core)
- 93 qualified responses.
  - *Total: 98 responses received (3 -outside of the city, 2 duplicates).*
- Online poll disseminated through press release, social media, city's website, local business associations, door-to-door, and emails to over 1,000 contacts.

Participation throughout the City.

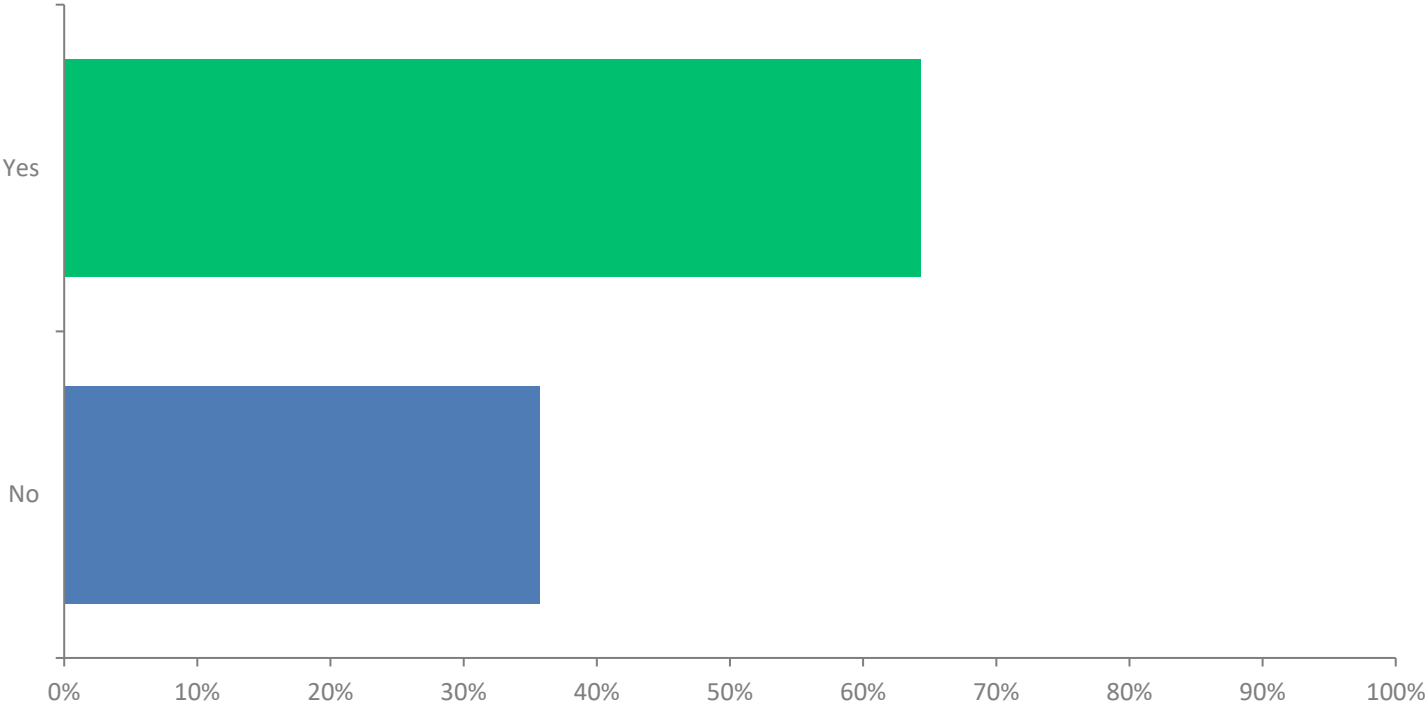


A middle-aged couple, a woman with short grey hair and glasses, and a man with grey hair and glasses, both wearing aprons, are smiling and standing in front of a yellow food truck. The woman has her arms crossed. The truck's interior is visible, showing a counter and some equipment. The background shows greenery and a building.

# DEMOGRAPHICS

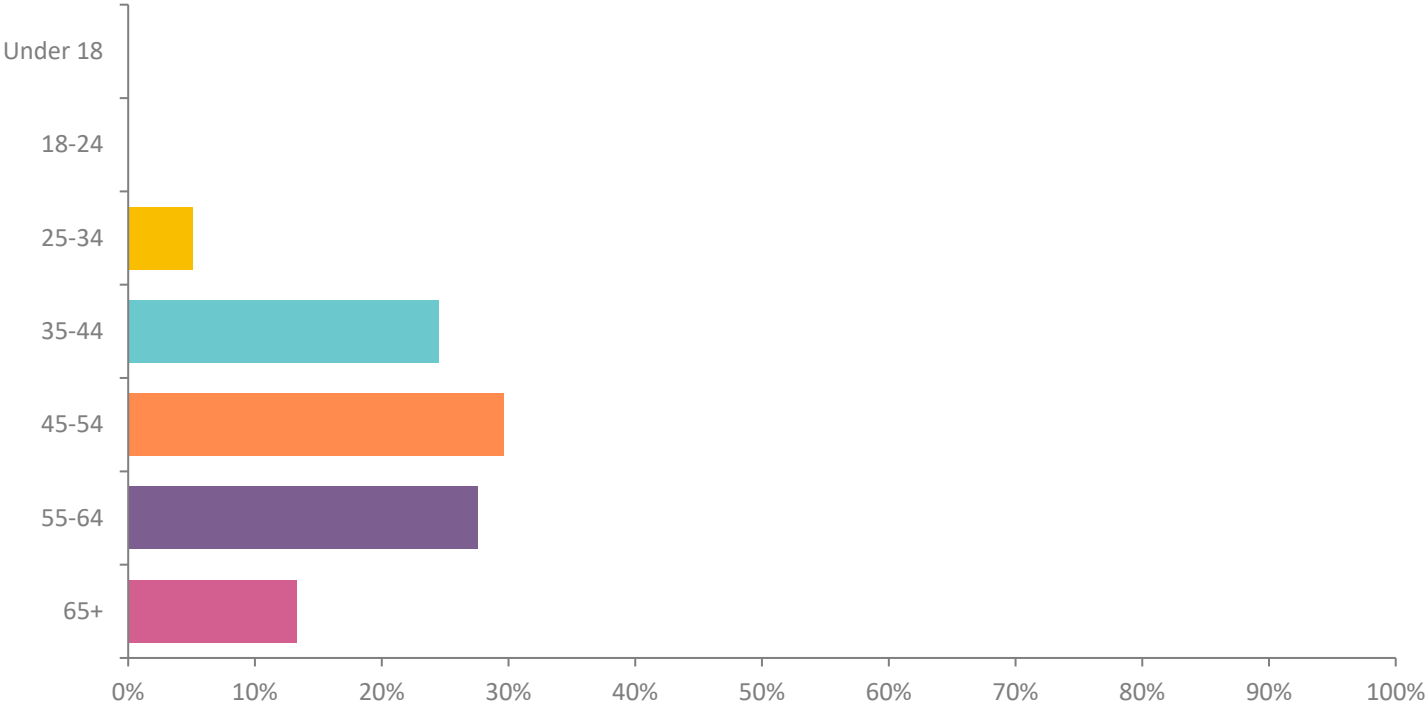
# Q2: Do you reside in the City of Fort Pierce?

Answered: 98 Skipped: 0



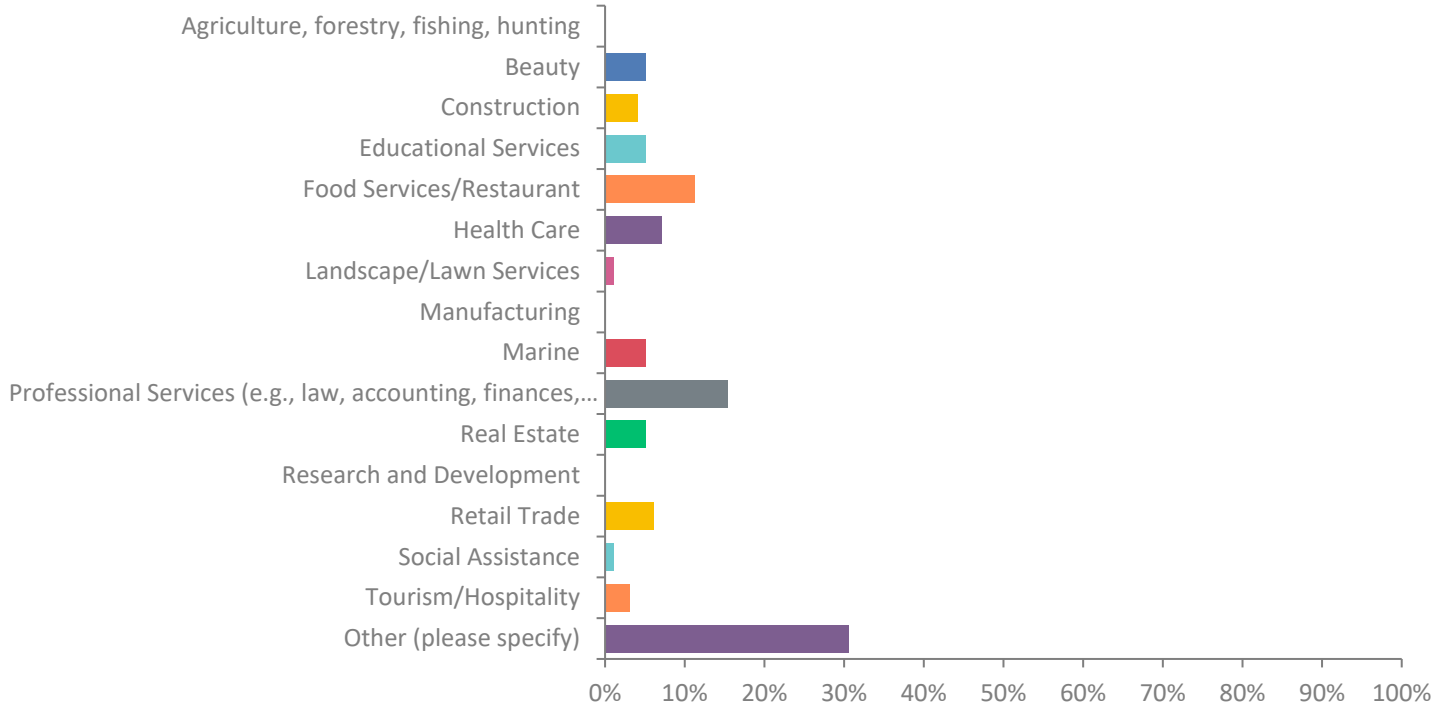
# Q3: What is your age?

Answered: 98 Skipped: 0



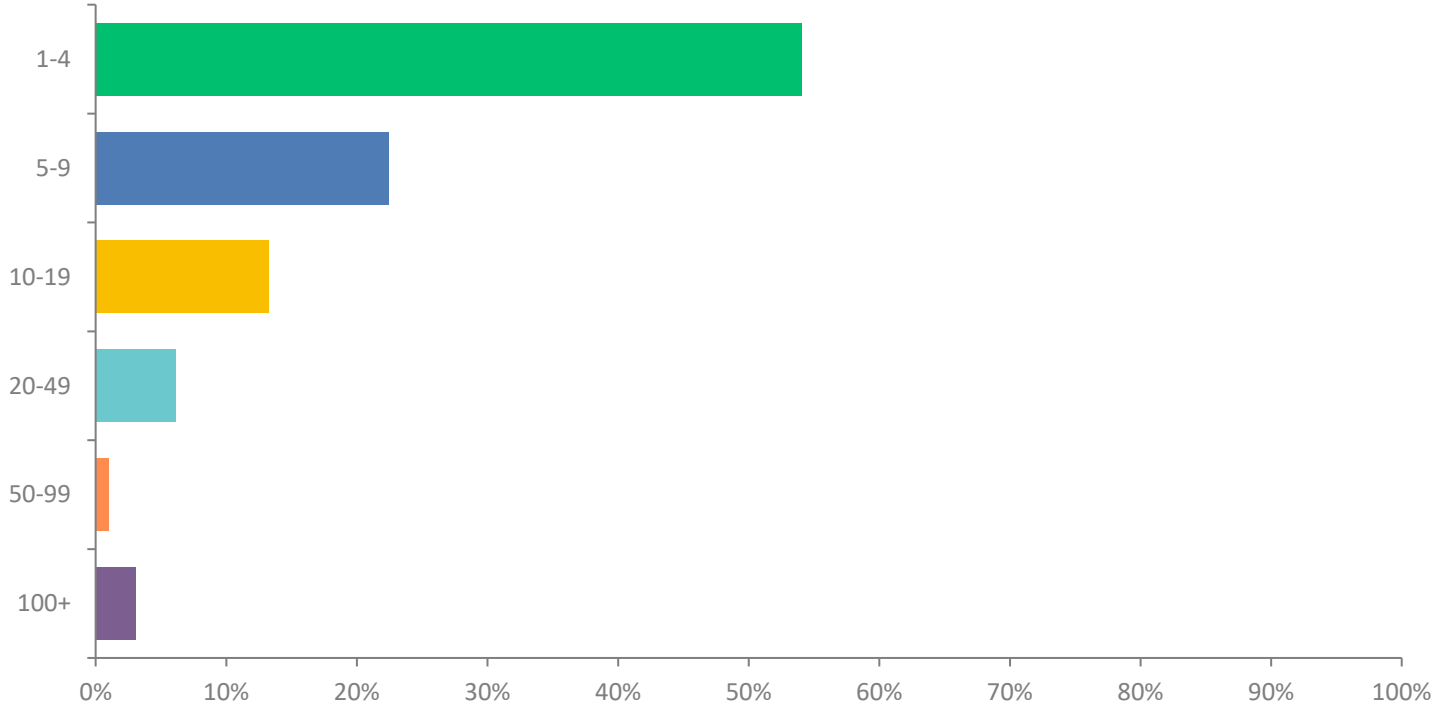
# Q4: What sector/industry is your business in?

Answered: 98 Skipped: 0



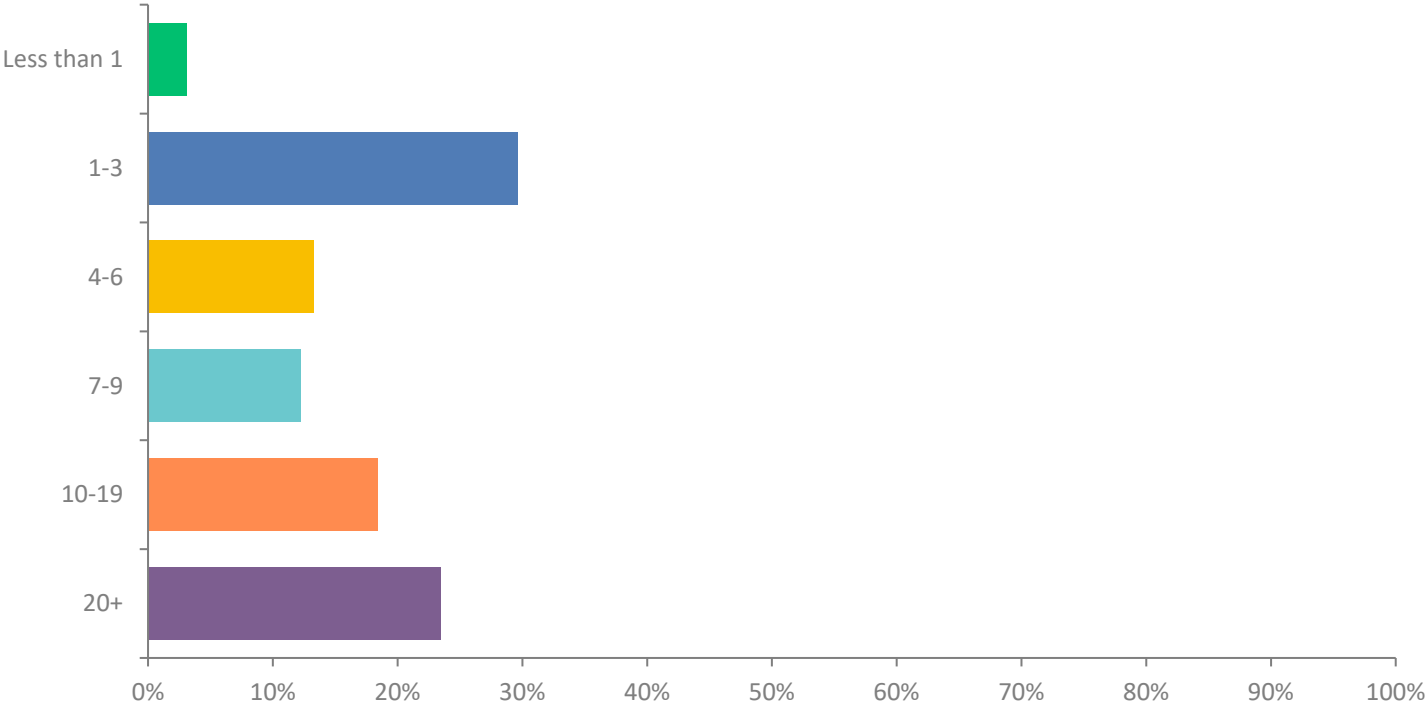
# Q5: How many employees do you have?

Answered: 98 Skipped: 0



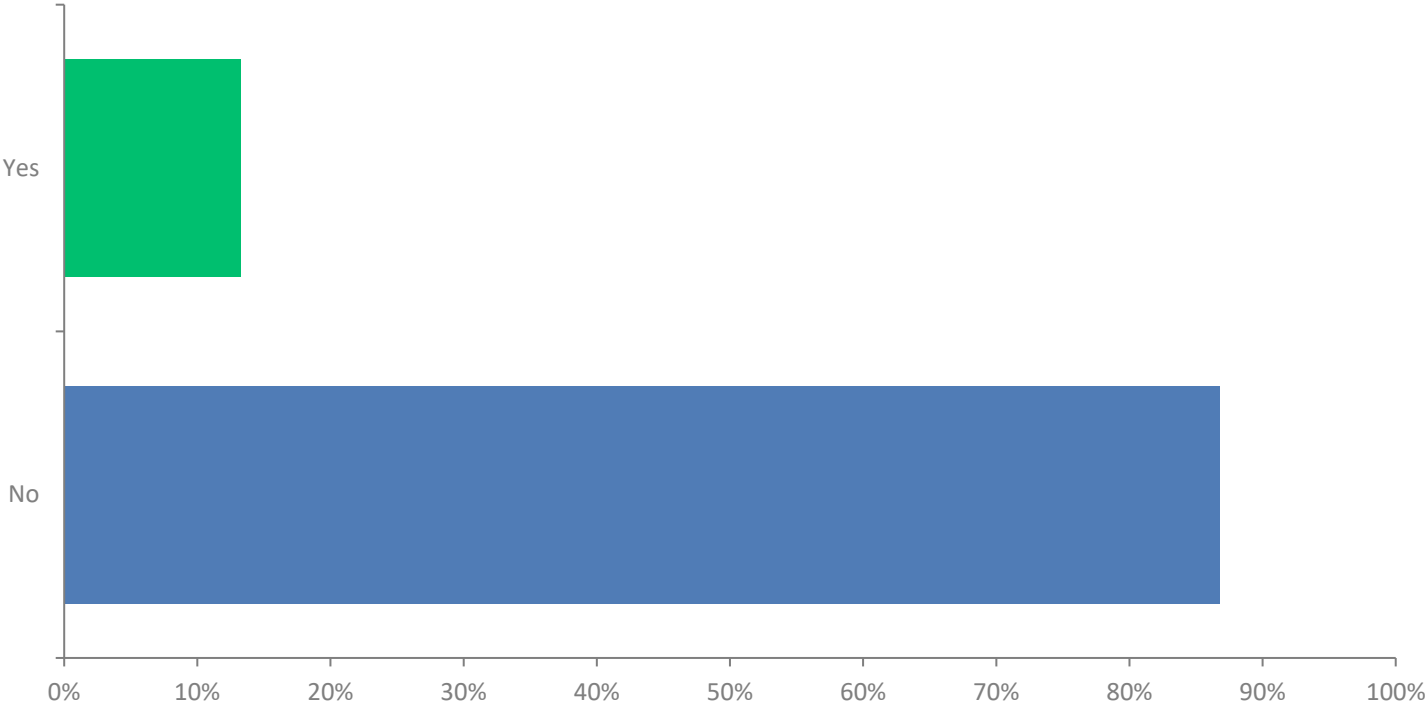
# Q6: How many years has your business been in operation?

Answered: 98 Skipped: 0



# Q7: Are you currently involved in a business development program at this time?

Answered: 98 Skipped: 0

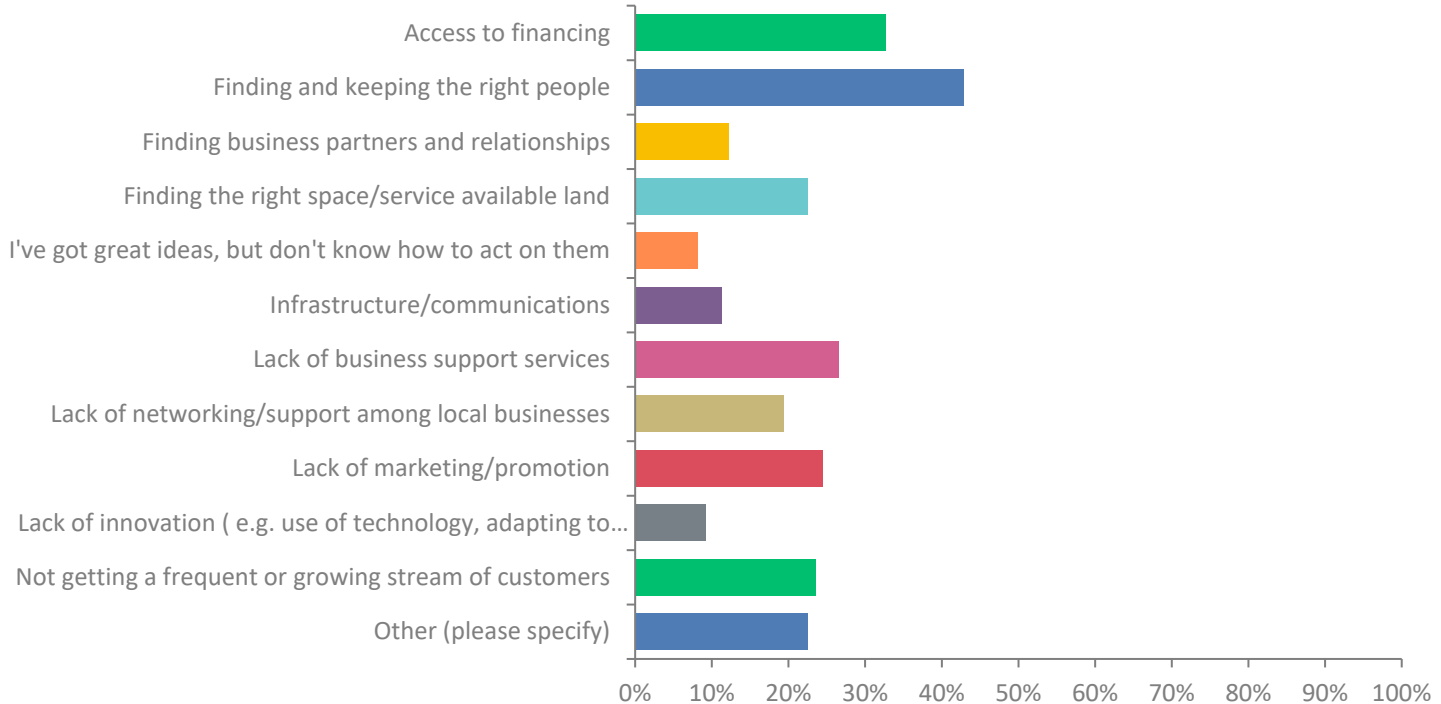




# CORE QUESTIONS

## Q8: Please indicate your top three challenges in operating and growing your business by selecting up to three issues below:

Answered: 98 Skipped: 0



# PRIORITY QUESTION

What actions should we work on together to make the City of Fort Pierce a better place to do business? Please share your top three ideas in order of priority.

# PRIORITIES OF RESPONDENTS

1. Improve the marketing and impression of the city, in that it should attract various groups (i.e., tourists, entrepreneurs, developers, customers, etc.)
2. Improve the physical appeal/aesthetics & safety of the community.
3. Improve parking access ( i.e., limitations on time, designated parking for businesses).
4. Funding/financial assistance (i.e., grants).
5. Business development/education programs.
6. Business networking & support services.
7. Minority owned business support and expansion.

# ACCOMPLISHMENTS

1. **Keep Ft. Pierce Beautiful Advisory Board/Public Works Activities**
  1. **Ft. Pierce Community Garden, Great American Cleanup, Adopt-A-Road, Community Cleanup.**
2. **2022-23 FPRA Initiatives: Commercial Façade Grant, Property Refresh Grant, PAD Mural Program, Downtown Master Plan, Way Finding Signage.**
3. **Grants Admin Initiatives: Small Business Technical Assistance Grant, Start-up Technical Assistance, Commercial Facade.**
4. **Gold Hammer Award, Neighborhood Gem Award.**

# RECOMMENDATION

## Two Spheres of Impact:

- **Small Business Development Sphere:** Focuses on empowering small business to address their internal challenges (i.e., employee recruitment/retention, financial management, promotion/marketing, customer relations, etc.)
- **City Sphere:** Focuses on what the City can do improve the environment in which small businesses can thrive (i.e., revising or new creating policies and programs).

# RECOMMENDATIONS

## Business Development

- 1. Establish a collaborative Business Development/Education Program for Small Businesses.(FPRA/City)**
- 2. Conduct a Small Business Information Session to inform small businesses on various topics such as “How to do business with the City”, “Where to access small business resources”, etc.(FPRA)**
- 3. Continue to provide small business grants that specifically assists with growth (i.e., innovation, acquiring new equipment & supplies, advertisement/promotion, etc.).(FPRA/City)**

# RECOMMENDATIONS

## Marketing

- 1. Market major City/FPRA assets & activities (i.e., beach, cultural art programs/events, capital improvements, etc.) across various communication platforms (i.e., print, radio, website, social media, etc.) and in partnership with other organizations. (City)**
- 2. Encourage promotion of the city by businesses (i.e., developers, hotels, vacation rentals, restaurants, and other businesses). (FPRA/City)**
- 3. Recognize individuals, organizations, and businesses that are making a positive impact in the community via philanthropy or other acts of kindness. (FPRA/City)**

# RECOMMENDATIONS

## Community Aesthetics & Safety

1. Regular reporting of public safety successes, public participation opportunities, crime stats, and community policing activities. (City)
2. Address programs or local codes/processes that may be ineffective in achieving code compliance. (City)

# TOP RECOMMENDATIONS

- 1. Establish a collaborative Business Development/Education Program for Small Businesses.(FPRA)**
- 2. Conduct a Small Business Information Presentation/Session to inform small businesses on various topics such as “How to do business with the City”, “Where to access small business resources”, etc.(FPRA)**
- 3. Market major City/FPRA assets & activities (i.e., beach, cultural art facilities, capital improvements, etc.) across various communication platforms (i.e. print, radio, website, social media, etc.) and in partnership with other organizations/agencies.(FPRA/City)**
- 4. Recognize individuals, organizations, and businesses that are making a positive impact in the community via philanthropy or other acts of kindness.(FPRA/City)**

# NEXT STEPS

- 1. Staff recommends that the FPRA Board approve that staff move forward with the top recommendations.**
- 2. Staff will share the results of the poll and the boards approved recommendations with the community online, through emails, and in-person with local business groups.**
- 3. Staff will present an action plan at a subsequent FPRA Meeting as an update of the selected recommendations.**



# RECOGNIZING THE SBDP WINNERS

# SMALL BUSINESS OWNERS

## 15 WINNERS

**Pamela Turner, EMS Safety  
& Health Care Training  
Center**

**Colby Vanscoy, Best Value  
Jewelry & Pawn**

**Robert & Tessa Adams,  
Phatz Chick-N-Shack**

**Chris Juy Thomas, Gen 3  
Skincare**

**Dave Cummings, Sun Palm  
Rentals**

**Kimberly Clarizio, Clarizio  
CPA**

**Darby Browning, 5 Gals  
Decals**

**Jon Nolli, Pierced  
Ciderworks**

**Andrew & Rolanda Byrd,  
Big Byrd's Backyard BBQ,  
LLC**

**Oscar Calzadilla, Unico Air  
Conditioning**

**Hoyt Murphy, Coldwell  
Banker Commerical  
Paradise**

**Ann Spaeth, Freedom Boat  
Club of Fort Pierce**

**Lauren Scott, Scotts  
Heating and Air, LLC**

**Elba Flores, The Flower  
Shop**

**Janet Bird Fuller, 2nd  
Street Art**

**QUESTIONS?**