

SMALL BUSINESS DEVELOPMENT POLL RESULTS

Presented by Marsha Commond, MPA



PURPOSE OF THE POLL



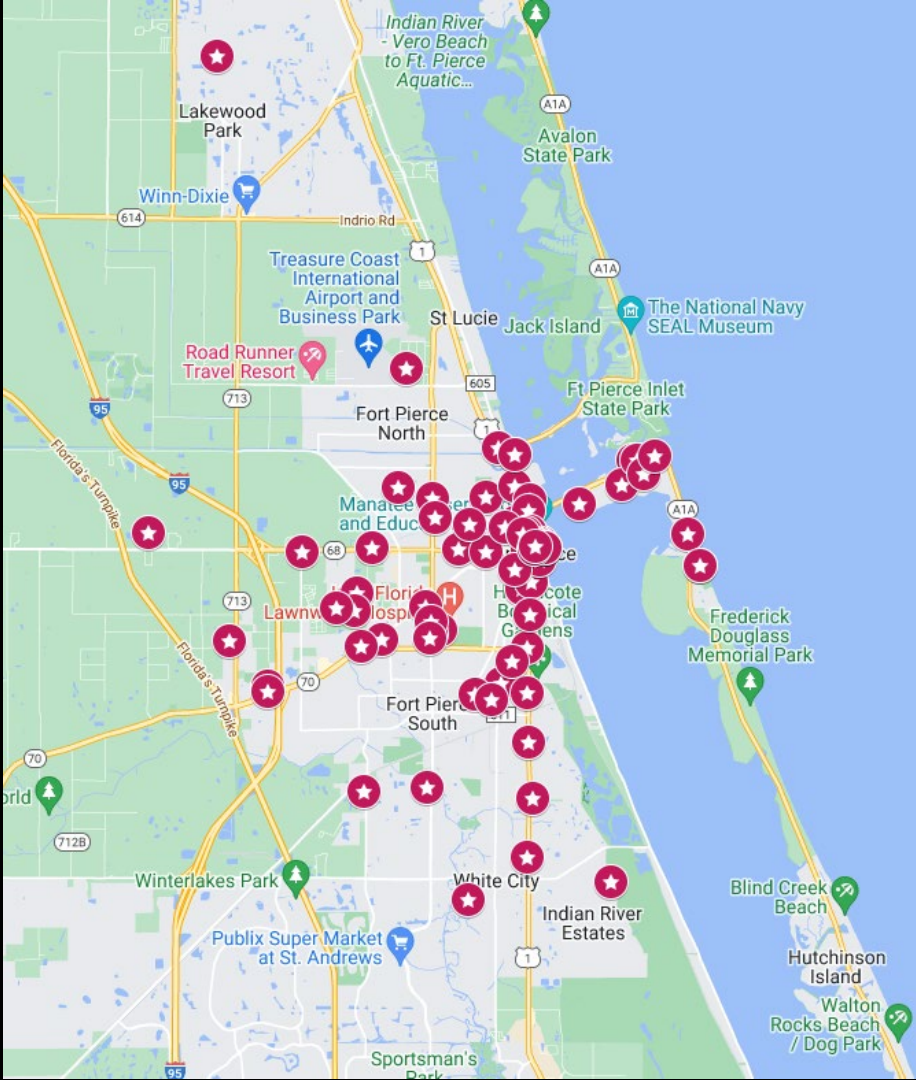
To positively impact the local economy by analyzing small business input for the creation of action-oriented solutions. Results of the poll will be used to specifically serve small business interests and ultimately strengthen the local economy both now and in the future.

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 is open, showing the interior counter and some green bottles. The background shows a blurred outdoor setting with trees and a building.

DEMOGRAPHICS

QUICK FACTS

- 1. Those that reside in the City of Fort Pierce: 65%**
- 2. Age Representation: 25-34 = 5%, 45-54 = 30%, 55-64 = 28%, 65+ = 13%**
- 3. Sector/Industries Represented: Beauty, Construction, Food Services/Restaurants, Healthcare, Landscape/Lawn Services, Professional Services, Real Estate, Trade, Social Assistance, Tourism/Hospitality, Entertainment, Automobile Services, etc.**

QUICK FACTS

Number of employees: 1-4 = 54%, 5-9 = 22%, 10-19 = 13%, 20-49 = 6%, 50-99 = 1%, 100+ = 3%

Number of years in operation: Less than 1 = 3%, 1-3 = 30%, 4-6 = 13%, 7-9 = 12%, 10-19 = 18%, 20+ = 24%

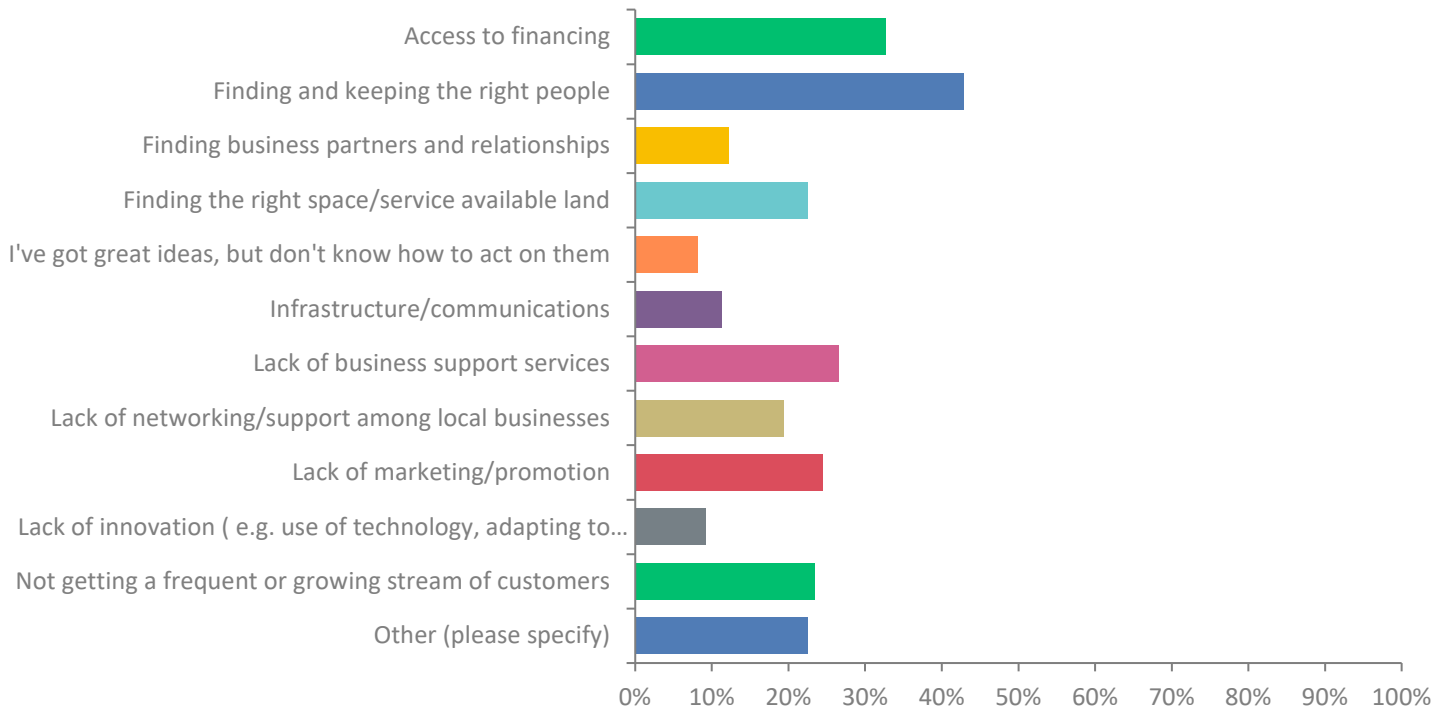
Participation in a Business Development Program at the time of the poll: 87% = NO, 13% = YES

CORE QUESTIONS

A man and a woman are standing at a counter in a retail store, looking at a laptop. The woman is pointing at the screen and holding a tablet. The man is looking at the laptop. The background shows clothing racks and a counter with perfume bottles.

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:** *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 Grant, Commercial Façade Grant.*
4. **Gold Hammer Award, Neighborhood Gem Award.**

OBSERVATION

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 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. (FPRA/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 S.B.D.P. 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?