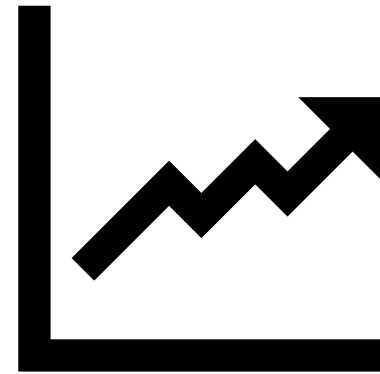


Small Business Development

Recommendation Action Plan

Presented by Marsha Commond, MPA



2020 FPRA Plan

Reset the Economic Base

“The FPRA will support the development and growth of local businesses, entrepreneurs, and small businesses within the FPRA through public infrastructure investments and programming.”





Recommendation 1: Small Biz Development Program

- Fort Pierce Small Biz Pathway (Pilot) Program
- 4 Weekly Virtual Sessions, 1.5 - 2hrs each, 20-25 Participants.
- Topics that will be covered:
 - Finding & Keeping the Right People
 - Accessing Financing
 - Seeking Business Support
 - Marketing & Promotion
- Agency Partners: Small Business Development Center, Career Source
- Free Admission
- Reward: Recognition
- Begin Date: August/September 2023
- Agency Cost: None



Recommendation 2: Informational Resources for Doing Business with the City.



“How to Do Business with the City?” Instructional Videos



Four videos covering topics that are explained by city staff:

Becoming a Vendor of the City – Purchasing
The Permitting Process – Building
Zoning and Development – Planning
Business Tax Receipts and Vacation Rental Registration – City Clerk



The video will be available on the city website. It will also be sent to small businesses and business associations.

Recommendation 2a

- Centralize all small business resources into one section of the City website and promote it.
- Example:
 - SBA
 - SBDC
 - Chambers (St. Lucie County, Black Chamber, Haitian Chamber)
 - FP Grants Admin
 - FPRA Grants
 - Incubate Neighborhood
 - State of Florida
 - “How to do business with the City?” videos.



Questions?

