

In Your Own Backyard

*"Discovering Opportunities for
Small Business Support"*

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"It's Your Business St. Petersburg"



Local Opportunities & Resources for Small Business Owners

- Local government
- Redevelopment areas
- Business Assistance Centers
- Colleges & universities
- Public school partnerships

Local Opportunities & Resources for Small Business Owners

- Local government resources
 - Marketing Department
 - Planning and Zoning
 - Economic Development
 - Water Resources (restaurants)
 - Codes
 - Sanitation
 - Housing (Community Development Block Grant – CDBG)

Opportunities & Resources for Small Business Owners

- Local and state website resources
 - **SCORE** (Service Corp or Retired Executives)
- www.scoreflorida.org
 - **Enterprise Florida** - www.eflorida.com
 - **Florida Black Business Investment Board** - www.eflorida.com
 - **Accion** - www.accion.org
 - **Florida Main Street**
www.flheritage.com/preservation/architecture/mainstreet/
 - **Florida Small Business Development Center** - www.floridasbdc.com

City of St. Petersburg Redevelopment Area

22nd Street Redevelopment

- Exemplifies effective use of local, state and federal resources for business support



City of St. Petersburg Redevelopment Area

22nd Street Redevelopment



Sweetbay Grocery Store
A "Big 4" Asset

GTE Credit Union
A "Big 4" Asset



City of St. Petersburg Redevelopment Area

22nd Street Redevelopment

Job Corp

- Training 300 youth per year
 - Health occupations
 - Construction
 - Automotive repair
 - Culinary arts



City of St. Petersburg Redevelopment Area

22nd Street Redevelopment



*St. Petersburg
College Midtown*



Dell Holmes Park



*Carter G. Woodson
Museum*

City of St. Petersburg Redevelopment Area

22nd Street Redevelopment



*Retention of
Lantmannen Uni-bake
(formerly Euro-Bake)*



Neuroscience Center

City of St. Petersburg Redevelopment Area

22nd Street Redevelopment



*Piano Exchange
Factory*

Sold to



Southside Thrift Store



Pet Pal Rescue

City of St. Petersburg Redevelopment Area

22nd Street Historic Assets & Renovations



*St. Petersburg
Clay Company*

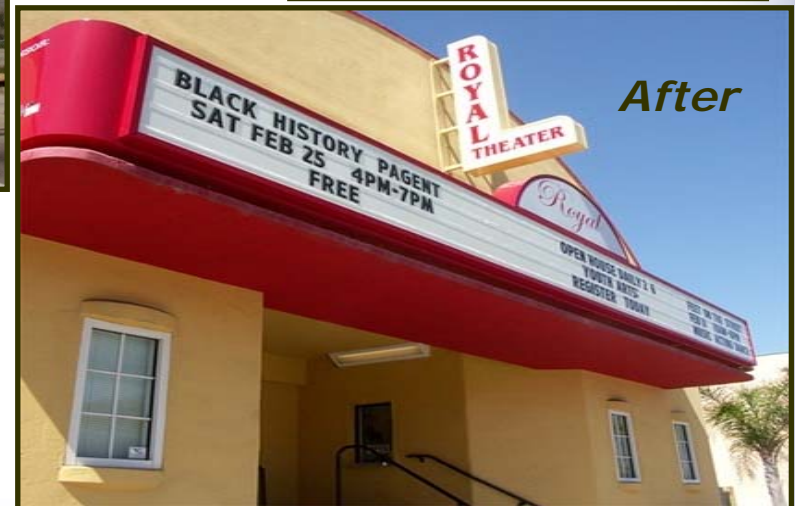


City of St. Petersburg Redevelopment Area

22nd Street Historic Assets & Renovations



Royal Theater



City of St. Petersburg Redevelopment Area

22nd Street Historic Assets & Renovations



Manhattan Casino



City of St. Petersburg Redevelopment Area

22nd Street Historic Assets & Renovations



*Johnnie Ruth Clarke
Health Center*



Jordan Elementary School

City of St. Petersburg Business Assistance Center

Focus on Small Business:

- More cost effective
- Economic and social value to a community
- Intrinsic role of businesses in neighborhood vitality
- Small businesses hire just over half of workforce in the United States

City of St. Petersburg Business Assistance Center

Programs and Collaborations:

- Business Corridor Program
- Business Counseling, Mentoring and Training
- Specially tailored workshops for small business support
 - City Services & Incentives (Enterprise Zone, Permitting & Zoning)
 - How to Research & Write a Business Plan
 - Procurement Training (How to Do Business with the City, Pricing Fundamentals, Bonding, Estimating & Bidding)

City of St. Petersburg Business Assistance Center

Programs and Collaborations (cont.):

- Eckerd College Intern Program
- Small Business Enterprise Program
- SPARC (St. Petersburg Artists' Resource Collaborative)
- SCORE, *Counselors to America's Small Business*
- USF Small Business Development Center
- Small Business Admin., Tampa Bay Black Business Investment Corp. & Gulfcoast Business Finance, Inc.

City of St. Petersburg Business Assistance Center

Business Resources

- BAC Website - www.stpete.org/bac
- Business Resource Center (BRC)
- Access to city data for project history and status
- St. Petersburg Small Business Reference
 - New Website! www.stpetesbr.org
 - One-stop reference for doing business
- Mayor's Business Support Line
 - 893-7000;
 - businesssupportline@stpete.org

City of St. Petersburg Business Assistance Center

Grand Openings/Anniversaries

- Access BAC services
- City-sponsored grand opening with mayor and city council in attendance
- Press release and invitations
- Event promotion on local radio



Business Assistance Center

Business Corridor Program

- Staff assigned to major business corridors. Work with businesses and business associations assisting with startup, expansion and retention
- Partnership with Eckerd College/Progress Energy Intern Program
- Collaboration with other City departments
- Guiding principles
 - The Broken Window Theory (the simple things matter)
 - Keep it simple and clean
 - Overcoming the E-Myth (experts in their craft, but not necessarily in business operations)

BAC/Community Development

Weed & Seed

- Federal Program/Department of Juvenile Justice
- Weed out crime; Seed social service programs
- Programs include the following:
 - DEFY (Drug Education For Youth)
 - Public speaking
 - SEW What (sewing club)
 - Youth Leadership Academy
 - Carefest (community volunteer day)
 - African American Mental Health

Colleges & Universities

Eckerd College/Progress Energy Intern Program

- Collaboration
 - Business Assistance Center/Midtown Economic Development staff & City staff
 - Eckerd College students
 - Progress Energy
 - Business/Neighborhood Associations
 - Corridor businesses

- Team Approach
 - Eckerd College
 - BAC/Midtown staff, service providers and businesses

Colleges & Universities

Eckerd College/Progress Energy Intern Program, cont.

- Purpose:
 - Expansion and improvement of small businesses
 - Eligibility for banking/financial service and assistance
 - Provide Eckerd students with “real world” experiences

- Funding
 - Progress Energy Midtown Grant Assistance Program (repayable) - \$10,000

Colleges & Universities

Eckerd College/Progress Energy Intern Program, cont.

- Types of Intern Assistance
 - Marketing (flyers, signage, press releases)
 - Grand Opening support
 - Retail assistance (in-store & special events)
 - In-store maintenance (painting, cleaning, stocking, landscaping, product display)
 - Inventory
 - Social media

Public School Partnerships

- Internships for Magnet Programs
- Summer Interns
- An Evening with the Principals
- Mayors Mentors and More

Contact Information

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