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City of Gainesville Policy Program Preliminary Research & Analysis

TOPIC: City-Governed Economic Development Strategies and Policies

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DATE: July 27, 2022

REQUESTED BY: Commissioner David Arreola

OBJECTIVE

This report will explore various economic development programs and policies on the municipal level to promote and maintain the creation of new businesses.

EXECUTIVE SUMMARY

Local governments can utilize a variety of resources to both attract and encourage entrepreneurship in their region. These resources commonly include guides detailing state and local laws for creating a business, staff liaisons and advisory boards to assist local business owners, and incentive programs and policies to offset business start-up costs. Many cities have created their own small business guides while others have a dedicated webpage with external links. Some cities additionally work with external companies to provide specific services to calculate business metrics like market data and site selection. Overall, local governments commonly create small business guides/handbooks to help facilitate education, utilize liaisons and advisory boards to assist in relationship-building between businesses and the community, and adopt a variety of policies to incentivize business construction in an effort to facilitate economic development.

HISTORY/BACKGROUND INFORMATION

State of Florida

The State of Florida has a Small Business Resource Guide that covers how to create a company; register for it; set up taxes on the federal, state and county level; and how to acquire a business

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license.¹ There is also a “Starting a Business in Florida” page with limited business registration information.² Both of these websites are from the online archive and there is no modern resource guide available. Other guides can be bought online, but were not created by the state.

Alachua County

The resources available on the Alachua County “Business Resources” page are described as “a virtual directory; connecting entrepreneurs and business owners with service providers, support organizations and programs.”³ Featured resources include financing, permitting and procurement information. Clicking the “Business Development” tab at the top of the page shows Business Counseling services.⁴ These services are linked to external organizations like the Gainesville Area Chamber of Commerce, Gainesville SCORE, Santa Fe Center for Innovation and Economic Development (CIED), University of North Florida’s Small Business Development Center (SBDC) and Council for Economic Outreach (CEO). Of these services, the County has designated CEO as the economic development entity county-wide which assists in expanding business and attracting new businesses to the area.⁵ However, these services are not directly offered by the County’s offices.

Under the Equal Opportunity Office, the county offers a Small Business Enterprise Assistance Program which is meant to encourage small business growth.⁶ A business must employ 25 or fewer full-time permanent employees, have a maximum net worth of \$1 million and be located in the small business enterprise zone.⁷ Benefits of this program include being listed in the Alachua County Certified Small Business Directory and having the opportunity to be added to Alachua County bidder lists.⁸ A business must apply by contacting the Equal Opportunity office.

City of Gainesville

At the April 21, 2022 City Commission meeting for the Downtown Strategic Plan, it was reported that there has been a 6% decrease in downtown business since 2010.⁹ Challenges discussed at the meeting include 3000 square feet of vacant retail space, increased regional competition in Celebration Pointe and Butler North and lack of economic diversification.¹⁰ Leveraging entrepreneurial support and creating startup grant programs were mentioned as possible solutions. This report aims to review a variety of incentives available to prospective business owners, both within Gainesville and around the country.

¹ <https://dos.myflorida.com/library-archives/business/>

² <https://dos.myflorida.com/library-archives/research/florida-information/business/starting-a-business-in-florida/>

³ <https://alachuacounty.us/Businesses/Pages/Businesses.aspx>

⁴ <https://www.alachuacounty.us/businesses/businessdevelopment/pages/businesscounseling.aspx>

⁵ <https://www.alachuacounty.us/businesses/businessdevelopment/pages/businesscounseling.aspx>

⁶ <https://alachuacounty.us/depts/eo/smallbusiness/pages/smallbusinessprogram.aspx>

⁷ <https://alachuacounty.us/Depts/EO/Documents/ADACompliant/Small%20Business%20Enterprise%20Program22.pdf>

⁸ <https://alachuacounty.us/Depts/EO/Documents/ADACompliant/Small%20Business%20Enterprise%20Program22.pdf>

⁹ City Commission Meeting, 4/21/2022,

https://gainesville.granicus.com/player/clip/4562?view_id=2&redirect=true

¹⁰ City Commission Meeting, 4/21/2022,

https://gainesville.granicus.com/player/clip/4562?view_id=2&redirect=true

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The City of Gainesville’s current “Economic Development” section of the website contains a robust summary of the steps needed to establish a business and different resources provided by the City.¹¹ The “Start a New Business” tab details how to gain assistance and training, however the resources lead to external organizations that offer business advice (such as Santa Fe’s Business Incubators program and the Small Business Development Center (SBDC)).¹² The website also contains information regarding financing the business, registering for taxes and how to obtain business licenses and permits.¹³

Business resources offered by the City of Gainesville include the Mentor-Protégé program, Small Business Power Hour Workshops and Technical Assistance Workshops.¹⁴ These are hosted by the city and registration can be completed on the new city website, gainesvillefl.gov.

Current business incentives in the City of Gainesville are included below. There is also information regarding zoning documents, including the Enterprise Zone and Innovation Zone, on the city’s website.¹⁵

City of Gainesville Business Incentives

Program	Details	Requirements
Opportunity Zones ¹⁶	Established by Congress in Tax Cuts and Jobs Act of 2017, encourages traffic to low-income urban and rural communities in nation	Intended for investors
GRU's Economic Development Rate ¹⁷	Electricity discount incentive for larger business customers, varies between new and expanding businesses	Complete Economic Development Incentive Rate application

¹¹ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development>

¹² <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Start-a-New-Business>

¹³ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Start-a-New-Business>

¹⁴ <https://www.gainesvillefl.gov/Government-Pages/Government/Office-of-Equity-and-Inclusion/Business-Resources>

¹⁵ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Start-a-New-Business>

¹⁶ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Business-Incentives>

¹⁷ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Business-Incentives> and <https://www.gru.com/MyBusiness/ManageMyBill/Rates.DepositsFees/EconomicDevelopmentRate>

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Enterprise Zone Savings ¹⁸	Local incentives are focused on a 50 percent discount on various development fees	Property must be located within Enterprise Zone, located on zoning map
Enterprise Zone Manufacturing Retention/Expansion Incentive Program ¹⁹	Local incentive to assist in relocating manufacturing operations outside of Enterprise Zone OR promote expansion within the Enterprise Zone	Business/company reaches minimum monthly electric utility
Industrial Revenue Bonds ²⁰	Bond issues for manufacturers (up to \$10,000,000) for property acquisition, construction, machinery and equipment costs, and certain soft costs.	Authority given by the state in FL Statute 159.34. ²¹ Helps industrial or manufacturing companies expand or improve capital assets. Involves contacting the Economic Development Office to begin the process. ²²
Gainesville Community Reinvestment Area ²³	Other programs offered	Business must be located in Reinvestment Area

The City of Gainesville Office of Equity and Inclusion (OEI) additionally has several programs to recruit and assist small businesses in Gainesville. OEI currently has 354 certified small business owners in its directory, and recruits business owners through education and training outreach activities. OEI offers several development opportunities for small business owners, including lunch and learns focused on building strategic partnerships, cash flow management, understanding bid types, digitizing small businesses, and leveraging community engagement. OEI additionally offers technical assistance workshops on scaling up your business and successfully bidding with the City of Gainesville, along with several other opportunities. Finally, OEI works to keep local small business owners aware of potential opportunities to do business with the City of Gainesville.²⁴

¹⁸ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Business-Incentives>

¹⁹ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Business-Incentives>

²⁰ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Business-Incentives>

²¹ Bonds, 159 § 34 (2022). State of Florida.

²² Personal conversation with Erik Bredfeldt, Economic Development and Innovation Director, City of Gainesville.

²³ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Business-Incentives> and <https://gainesvillecra.com/programs-and-incentives/>

²⁴ Personal Conversation with Zeria Folston, Interim Director of the Office of Equity and Inclusion, City of Gainesville

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The Gainesville Community Reinvestment Area, a department of the City, also has specialized incentives.²⁵ The Business Improvement Grant Program offers a 50% matching reimbursement on commercial building improvements to eligible buildings located within the GCRA district.²⁶ They also offer various housing programs for exterior beautification, inheriting property, home purchase assistance, weatherization and a proposed program to preserve historic buildings in eligible neighborhoods, although these programs are focused on residential buildings.²⁷

A previous report on Economic Development Corporations was also written in September 2019 through the Policy Research Program explaining how they can assist local governments in other aspects of economic development.²⁸

Other Organizations and Resources

The Greater Gainesville Area Chamber of Commerce connects current and prospective business owners in the Greater Gainesville area.²⁹ Under their business resources tab, there is a Start-up Guide and Hitchhiker's Guide for entrepreneurs.³⁰ Additionally, there is an organized incentive list with local and state incentives.³¹ This includes the Commercial/Industrial Service Rider (CISR), Economic Development Rider and Economic Re-Development incentives from Duke Energy. These incentives provide a multiple year declining discount on demand, energy and non-fuel charges depending on eligibility. They also mention Florida High Tech Corridor Council's (FHTCC) Matching Funds Research Program and the State of Florida's Capital Investment Tax Credit (CITC). Those interested in these incentives can fill out the contact form at the bottom of the Chamber's webpage or contact Staci Bertrand, Vice President of Economic Development.

The University of Florida has also collaborated with the City of Gainesville to fund community-centered research.³² These awards, however, were for academic research targeted towards the community rather than for businesses. The University of Florida Industry Partnerships (UFLIPS) also allows early- to late-stage technology development companies to collaborate with UF researchers.³³

Overall, resources for a variety of business incentives can be found on different websites. The most in-depth lists can be found on the City of Gainesville's and Greater Gainesville Chamber of Commerce's website.

PRELIMINARY RESEARCH AND FINDINGS

²⁵ <https://gainesvillecra.com/about-gcra-team/>

²⁶ <https://gainesvillecra.com/programs-and-incentives/>

²⁷ <https://gainesvillecra.com/programs-and-incentives/>

²⁸ <https://gruadmin->

my.sharepoint.com/:b:/r/personal/spicermw_cityofgainesville_org1/Documents/Policy%20Program/Completed%20Policy%20Reports/Economic%20Development%20Corporation%20Research.pdf?csf=1&web=1&e=ZDteEA

²⁹ <https://gainesvillechamber.com/about-the-chamber/>

³⁰ <https://gainesvillechamber.com/economic-development/business-resources-2/#toggle-id-1>

³¹ <https://gainesvillechamber.com/workforce-2/>

³² <https://news.ufl.edu/articles/2017/04/uf-announces-more-than-300000-in-uf-city-of-gainesville-research-awards.html>

³³ <https://research.ufl.edu/finding-funding/matching-funds.html>

Business initiatives vary by city and the accessibility to outside resources depends on the details available on each business website. The following section will be divided by initiative, focusing on those that differ from the ones currently offered by the City.

Small Business Guides

The use of guides is a popular form of business support as it allows for extreme specificity on the timeline needed to create and sustain a local business. Guides vary by city and tend to go into detail about what is needed to start a business in the city that publishes one. Although the City of Gainesville has a step-by-step guide to starting a new business, most of its unique forms only pertain to licensing and permits.³⁴ The guides below explore resources for both starting a business and assisting with successful everyday function.

The City of Seattle has a “Small Business Handbook” available on their “Resources & Support” page of the Office of Economic Development.³⁵ This guide was last updated November 2020, but includes information on starting a business, licenses needed, regulations and requirements, business technical assistance, training programs and consulting services, financing services, support organizations and exit strategies.³⁶ The guide was created in partnership with Seattle’s Small Business Advisory Council. The guide is about 40 pages long and contains links to external resources.

The State of Texas refers to The Governor’s Office Small Business Handbook, available on the Texas Secretary of State’s website.³⁷ This handbook was created in partnership with the Governor’s Small Business Team. The guide is about 80 pages and goes in-depth on a variety of steps including links to state and federal programs.

³⁴ <https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Sustainable-Development/Economic-Development/Start-a-New-Business>

³⁵ <https://www.seattle.gov/office-of-economic-development/small-business/resources-and-support>

³⁶ https://www.seattle.gov/documents/Departments/economicDevelopment/OEDSmallBusinessWelcome_2020_FINAL.pdf

³⁷ <https://www.sos.state.tx.us/corp/related.shtml>

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57	Additional Resources: Public Libraries
59	Additional Resources: Veteran Resources
66	Additional Resources: Persons with Disabilities
68	The Governor's Office of Small Business
70	Index A: Entity Contact Information as provided by Texas.gov

Figure 1: Screenshot of the Office of the Governor’s Small Business Handbook’s Table of Contents.

The City of Miami has an online guide that walks users through determining what type of business you can open based on zoning restrictions and assisting with obtaining necessary certifications.³⁸ They utilize questions to guide the user through applicable resources including “Do you have a copy of the most recent floor plan for your business?” and “Have you paid for your Certificate of Use invoice?” to guide possible business owners through zoning and inspections.³⁹ Notably, this guide includes guided instructions on various certificates businesses require before opening.

The City of Doral also has a guide on starting a business with links to applicable websites.⁴⁰ Topics include “Getting Started,” “Look Before You Lease,” “Do Your Due Diligence,” “Local Business Tax Receipt and Certificate Use” and “Business Startup Assistant.”⁴¹ These sections and the suggestions within them prompt business owners to ensure all the relevant information is ready before applying for certificates in the City.

Robust Resource Pages

Similarly, many cities have expansive resource pages to connect business owners with tools to help them create and sustain their business. While the City of Gainesville has a resource page in place, there is opportunity for expanding the resources and incentives offered as seen with cities like Orlando, Florida, below.

³⁸ <https://www.miamigov.com/Business/New-Business-Guide#section-3>

³⁹ <https://www.miamigov.com/Business/New-Business-Guide#section-3> & <https://www.miamigov.com/Business/New-Business-Guide#section-4>

⁴⁰ <https://www.cityofdoral.com/businesses/starting-a-business/>

⁴¹ <https://www.cityofdoral.com/businesses/starting-a-business/>

The City of Orlando has a comprehensive list of resources on its website, but additionally integrates easy communication with the City. Prospective and current business owners can either browse the list on their own or fill out a contact form to have someone from the Economic Development Office reach out to them with programs applicable to their business.⁴² Otherwise, their list of resources includes a small description and link to the application.⁴³ The various incentives are included below.

Select City of Orlando Business Incentives⁴⁴

Program	Details
Small business façade, site improvement and adaptive reuse program	Matching grant up to \$50K reimbursement of costs to underutilized properties
Business Assistance Program	Matching grant up to \$20K to off-set permit fees, impact fees and right of way infrastructure improvements for NEW AND EXPANDING businesses
Not for profit impact fee assistance program	Matching grant up to \$50K to eligible 501(c)3 orgs to off-set sewer and transportation impact fees
Transportation impact fee waiver	Provides up to \$20K reimbursement to offset change of use transportation impact fees for expanding or relocating businesses
Impact fee payment plans	Impact fees made in 2 payments, one at permit issuance and second at final inspection
Targeted site revitalization pilot program	10 year, 50% property tax refund on city portion of new tax increment generated by a qualifying project
Orlando Tech Community Support pilot program	Matching grant \$10K for development of tech focused events and programs that unite tech and workforce
Downtown commercial and residential building improvement program	Matching grant \$120K for reuse of vacant and underutilized residential and commercial properties within downtown redevelopment area
Minority/Women entrepreneur business assistance program (MEBA)	Up to \$40K financial assistance for new, existing and expanding qualifying businesses located in Business Assistance Target Area

⁴² <https://www.orlando.gov/Building-Development/Business-Incentives>

⁴³ <https://www.orlando.gov/Building-Development/Business-Incentives/Business-Incentive-Programs>

⁴⁴ <https://www.orlando.gov/Building-Development/Business-Incentives/Business-Incentive-Programs>

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STRIVE Orlando Program	Performance-based local job incentive program to assist in advancing prosperity in City of Orlando
Urban Job Tax Credit program	Up to \$2K for each new job created as tax credit toward FL Corporate Income Tax or Florida Sales and Use Tax

The City of Tallahassee has a resource page that includes descriptions of small business programs and of the organizations offering them on the same webpage. They have a simple, step-by-step explanation of how to complete paperwork associated with starting a business and also have additional resource information from the city, county and state.⁴⁵

Liaisons

Liaisons are meant to connect business owners with city staff, and are typically housed within the Economic Development Office.

The City of Coral Springs does not explicitly utilize liaisons, but refers to its Economic Development Office as a liaison to other city departments. Thus, prospective business owners can ask the office “permitting, zoning and many other City-related questions” and be redirected to the correct department.⁴⁶

The City of San Antonio has a dedicated staff member who serves as the Small Business Liaison for the city. Prospective business owners are encouraged to contact the Small Business Office.⁴⁷ The liaison “assists approximately 1,500 existing and aspiring entrepreneurs every year with licensing and permitting questions and referrals to technical assistance resources available to small business owners.”⁴⁸ Partners with the liaison include Launch SA, Prosper West, SAGE, Southside First, Centro and Maestro Entrepreneur Center.⁴⁹ These programs are targeted towards economic development in different geographic locations of the city.

The City of Winston-Salem has a Small Business Development Specialist who serves as a business liaison. Duties include working with small businesses to navigate the governmental process, assist with interactions within city departments, assist with unresolved concerns in city departments, recommend changes in policies, answer questions about the process of becoming a small business and respond to suggestions.⁵⁰

Advisory Boards

⁴⁵ <https://www.talgov.com/doingbusiness/StartABusiness>

⁴⁶ <https://coralspringsedo.com/get-back-in-business/economic-development-services/>

⁴⁷ <https://www.sanantonio.gov/SBO/Start-A-Small-Business/Small-Business-Liaison>

⁴⁸ <https://www.sanantonio.gov/SBO/About-Us>

⁴⁹ <https://www.sanantonio.gov/SBO/Start-A-Small-Business/Small-Business-Liaison>

⁵⁰ <https://www.cityofws.org/409/Small-Business-Liaison>

Broward County established the Small Business Development Advisory Board in 2001. The purpose of the board is to identify and evaluate issues distinctive to Broward County Businesses; provide recommendations to the Board of County Commissioners and other government officials concerning enhancements to procurement activities and practices; enhance communication with, increase opportunities for, improve the economic viability of, and enrich the overall business climate for Small and Disadvantaged Business Enterprises within Broward County; and promote the participation and use of Broward County Businesses in the procurement activities of Broward County government with respect to the purchase of a variety of government services including construction, architectural/engineering services, commodities, professional services, and business services. Each County Commissioner appoints one member each, and the Board of County Commissioners appoints two at large members to the advisory board, totaling 11 members on the advisory board.⁵¹

The City of Sunrise Florida has a Small Business Advisory Board which advises the Director of Economic Development on matters related to small business activity, development and support within Sunrise, while providing a strategy for promoting Sunrise as an attractive location for small businesses to operate. The board assists in the development of information and/or programs regarding resources available to assist small businesses; works closely with similar boards, chambers of commerce, and county/state/federal agencies toward the advancement, promotion, support, and betterment of small businesses; and recommends policies, procedures, and strategies to assist, support, and promote small retailers and store front businesses throughout the city. There are seven members on the advisory board, appointed by the City Commission.⁵²

Parking Forgiveness

According to Article VIII. Sec. 30-7.5 of Gainesville Code, offices, businesses and professional services must have “1 parking space for each 300 square feet of gross floor area or 1 space per employee, whichever is greater.”⁵³ This parking code may make it difficult for business to settle in limited urban spaces, particularly in Downtown Gainesville where parking can be limited.

The City of Buffalo attempted to combat parking minimums in their downtown sector by adopting the Green Code, or Unified Development Ordinance, in 2016.⁵⁴ In Section 8.3.1 of Article 8, the ordinance states “there are no provisions that establish a minimum number of off-street parking spaces for development.”⁵⁵ This ordinance also introduced bicycle parking minimums, similar to previous vehicle parking minimums.⁵⁶

⁵¹ <https://www.broward.org/EconDev/SmallBusiness/Pages/AdvisoryBoard.aspx>

⁵² <https://www.sunrisefl.gov/departments-services/economic-development/small-business-resources>

⁵³ Required number of parking spaces, 30 § 7.5 (2022). City of Gainesville
https://library.municode.com/fl/gainesville/codes/code_of_ordinances?nodeId=PTIICOOR_CH30LADECO_ARTVIIPALO

⁵⁴ <https://theconversation.com/parking-reform-could-reenergize-downtowns-heres-what-happened-when-buffalo-changed-its-zoning-rules-159683>

⁵⁵ Vehicle Access and Parking General, 8 § 8.3 (2016). City of Buffalo
<https://www.buffalony.gov/DocumentCenter/View/1785/Buffalo-Green-Code---Unified-Development-Ordinance-PDF?bidId=>

⁵⁶ Bicycle Access and Parking, 8 § 8.2 (2016). City of Buffalo
<https://www.buffalony.gov/DocumentCenter/View/1785/Buffalo-Green-Code---Unified-Development-Ordinance-PDF?bidId=>

Professors in Urban and Regional Planning, Daniel Hess and Jeffrey Rehle, shared that in the two years following the ordinance, developers of retail and residential units had 53% fewer parking.⁵⁷ However other single-use developers, creating buildings like offices and townhomes, either maintained or exceeded parking requirements. Overall, parking was less encouraged with the adoption of the Green Code. Other cities that have eliminated parking minimums include South Bend, Sacramento, Berkeley, Minneapolis, St. Paul, Richmond, Raleigh and San Diego.⁵⁸

Eliminating or revisiting parking minimums may attract more businesses and encourage more public transportation use/pedestrian foot traffic.

Specialized Assistance

The City of Miramar allows residents to create appointments with the Economic/Business Development Department (EBD).⁵⁹ The following is a list of the types of businesses they serve.

- Existing business
- New business
- Distressed business
- Corporate business
- Housing
- Minority business

These experts connect business owners with incentives and organizations in the area, allowing hands-on support to navigate the various incentives offered both within the city and external to it.

The City of Coral Springs also advertises a robust Economic Development Office that provides guidance on specific aspects of the business development process.⁶⁰ Assistance ranges from Confidential Project Management, Site Selection, In-Depth Market Data and Community Connections. Interested business owners are encouraged to contact the office through their website.

PRELIMINARY ADVANTAGES/DISADVANTAGES ANALYSIS

Potential Disadvantages

- The creation of a small business guide and expanded resource page would take dedicated effort by city staff and would need to be updated over time, requiring additional staff resources.
- The integration of liaisons may increase staff demand and may require the establishment of a new role.
- The creation of additional incentive programs to encourage business development would require additional city resources and may require additional staff to run the programs.

⁵⁷ <https://theconversation.com/parking-reform-could-reenergize-downtowns-heres-what-happened-when-buffalo-changed-its-zoning-rules-159683de>

⁵⁸ <https://usa.streetsblog.org/2022/01/31/analysis-the-decline-and-fall-of-mandatory-parking-minimums/>

⁵⁹ <https://www.miramarfl.gov/1857/How-We-Can-Help>

⁶⁰ <https://coralspringsedo.com/get-back-in-business/economic-development-services/>

- Additional incentives or information on business development may not be sufficient to increase economic development within the City if they are not adequately tailored to the problems local entrepreneurs face when creating businesses.

Potential Advantages

- A revised resource guide may encourage the creation of more businesses as the financial burden of start-ups can be decreased with assistive programs.
- Appointments with staff and/or liaisons can improve accessibility to resources as it centralizes where to find business programs and incentives.
- Liaisons can provide individual support tailored to the needs of a business.
- Advisory boards can help ensure the problems facing local entrepreneurs are properly identified so that solutions can be tailored to those problems.
- Parking forgiveness can encourage business development in areas of the city with limited land.

PRELIMINARY AND ILLUSTRATIVE LIST OF POTENTIAL STAKEHOLDERS

- Department of Sustainable Development
- Economic Development and Innovation Director
- Greater Gainesville Chamber of Commerce
- Gainesville Community Reinvestment Area
- University of Florida

RECOMMENDED POINTS FOR FURTHER RESEARCH/DISCUSSION

- Prior to expanding any incentives, it may be important to understand why more businesses are not currently developing in Gainesville, and then tailoring incentives to attempt to solve those problems.
- Is it feasible to amend parking minimums for downtown businesses? How will that affect current parking options?
- Who would create a Small Business Guide? How in-depth would the guide be? What are some headings that should be included?
- There are additionally a variety of recommendations for how local governments can support small businesses after their creation through data collection, outreach, streamlining bidding and payment processes, unbundling contracts, creating sheltered markets, and setting inclusive sub-contracting goals.⁶¹

ADDITIONAL RESOURCES

About GCRA & Team. (n.d.). *Gainesville CRA*. Retrieved July 10, 2022, from <https://gainesvillecra.com/about-gcra-team/>

⁶¹ https://www.nlc.org/wp-content/uploads/2021/06/Inclusive-Procurement-Toolkit_NLC.pdf

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About Us. (n.d.). Retrieved July 11, 2022, from <https://www.sanantonio.gov/SBO/About-Us>

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<https://usa.streetsblog.org/2022/01/31/analysis-the-decline-and-fall-of-mandatory-parking-minimums/>

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