



## **Small Business Growth Dialogue Recommendations**

**Phase I:** Target Completion Date - December 1, 2013

**Phase II:** Target Completion Date - May 1, 2014

### **I. Accessibility**

1. **Website:** Launch a simplified, comprehensive, and current one-stop website to serve as a roadmap for new small businesses and a resource for existing businesses  
Target Completion Date: December 1, 2013 (Phase I)
2. **Pamphlet:** Create a printed pamphlet with information consistent with that on the website  
Target Completion Date: December 1, 2013 (Phase I)
3. **Work Week:** Eliminate the four-day work week and institute a five-day work week  
Target Completion Date: May 1, 2014 (Phase II)

### **II. Accountability**

4. **Customer Service:** Train city staff to develop and maintain a “problem solving” mindset and not a “problem stating” mindset in interactions with small businesses  
Target Completion Date: December 1, 2013 (Phase I)
5. **Timelines:** Establish efficient and predictable timelines that start-up businesses and existing owners can use in planning their deployment or expansion.  
Target Completion Date: December 1, 2013 (Phase I)
6. **Inspectors:** Construct a mechanism for small business owners to evaluate and provide feedback on inspectors to promote dependability and efficiency  
Target Completion Date: December 1, 2013 (Phase I)
7. **Business Assistance:** Establish a mechanism, such as a survey, in which citizens can offer constructive feedback on city business assistance processes and staff  
Target Completion Date: December 1, 2013 (Phase I)

8. **Benchmarking**: Benchmark best practices for small business development against comparable growing cities  
Target Completion Date: December 1, 2013 (Phase I)
9. **Level Playing Field**: Ensure that the city holds itself to the same standards it requires for businesses  
Target Completion Date: December 1, 2013 (Phase I)

### III. Simplicity

10. **Zoning**: Replicate the Innovation Square “Simplify and Succeed” zoning reform model throughout Gainesville to facilitate business growth  
Target Completion Date: December 1, 2013 (Phase I)
11. **Payment Processing**: Provide business owners with the ability to pay for permits and licenses online and via a check through the mail  
Target Completion Date: December 1, 2013 (Phase I)
12. **Doing Business with the City**: Simplify and modernize the presentation of Request for Proposals (RFPs) from the Purchasing Division  
Target Completion Date: December 1, 2013 (Phase I)
13. **RFP Administrative Black Out Period**: Review this period to ensure there is appropriate public input and evaluation of RFPs  
Target Completion Date: December 1, 2013 (Phase I)

### IV. Consistency

14. **Standardization**: Impose standardized policies throughout the city to ensure there is no inconsistent enforcement of rules  
Target Completion Date: December 1, 2013 (Phase I)
15. **Inspectors**: Maintain consistency and uniformity between city inspectors  
Target Completion Date: December 1, 2013 (Phase I)
16. **Policy Harmonization**: Ensure that tree policy does not conflict with solar policy  
Target Completion Date: December 1, 2013 (Phase I)

17. **Fairness**: Ensure that the regulatory framework is fair and coherent  
Target Completion Date: December 1, 2013 (Phase I)

## V. Affordability

18. **Business Cost Reduction**: Reduce assessment fees, lower utility costs and eliminate complicated and unnecessary regulations  
Target Completion Date: December 1, 2013 (Phase I)
19. **Tax Relief**: Halt property tax increases or offer a property tax break to expanding small businesses to promote economic growth  
Target Completion Date: May 1, 2014 (Phase II)

## VI. Efficiency

20. **Centralized Business Assistance Office**: Establish a centralized office to help small business owners navigate regulatory processes and process payments  
Target Completion Date: December 1, 2013 (Phase I)
21. **GRU Plan Review Process**: Ensure that the GRU Plan Review process for projects is streamlined, efficient and cost-effective.  
Target Completion Date: December 1, 2013 (Phase I)
22. **Urban Sprawl**: Avoid unintended consequences, such as urban sprawl, due to onerous regulations and inefficient zoning or land use policy  
Target Completion Date: December 1, 2013 (Phase I)
23. **Business Insight**: Inform new businesses about the benefits of collaborating with business mentors through resources such as the Chamber, SCORE and SBDCs  
Target Completion Date: December 1, 2013 (Phase I)
24. **Conflict Resolution**: Provide conflict resolution teams to alleviate distress between small businesses and their neighbors  
Target Completion Date: December 1, 2013 (Phase I)
25. **Fire Marshal Inspections**: Ensure that property owners are notified about fire marshal inspections and assess property owners - not tenants - for fire marshal inspections where appropriate  
Target Completion Date: December 1, 2013 (Phase I)

**26. Code Rationalization:** Ensure that public safety policies have priority over landscape codes

Target Completion Date: December 1, 2013 (Phase I)

**27. Recordkeeping:** Ensure that efficient recordkeeping procedures are being utilized

Target Completion Date: December 1, 2013 (Phase I)