



OUR VISION



modular governmental
unit

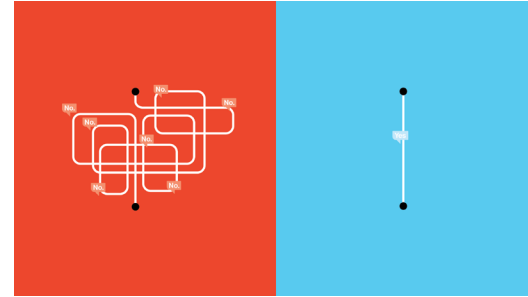


less talk more action



partners in business
success

FROM **NO** TO **YES**



a culture of **No**

a culture of **Yes**

reactive

proactive

expect customers to come to you

meet customers where they are

policy-oriented

service-oriented

siloed

team-focused

expert language or jargon

plain-spoken

transactional

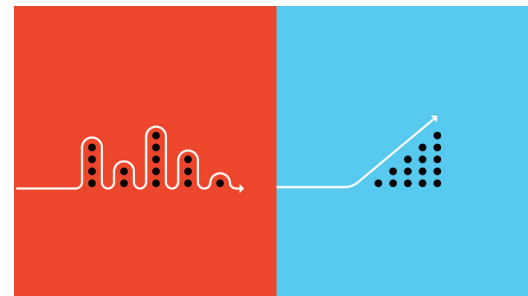
relational

inaccessible

accessible

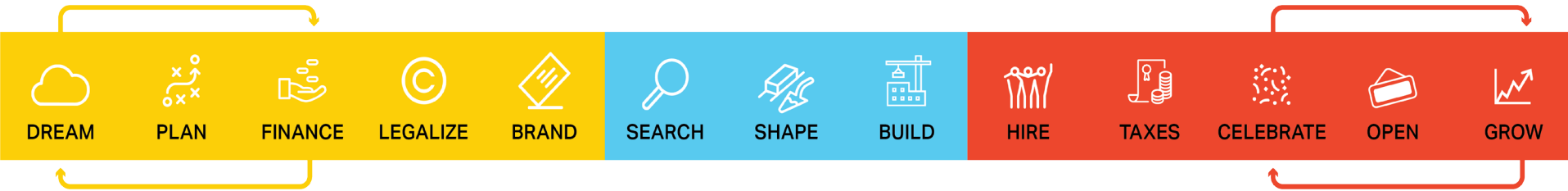
cold

appreciative



FROM **HURDLES** TO **HELPERS**

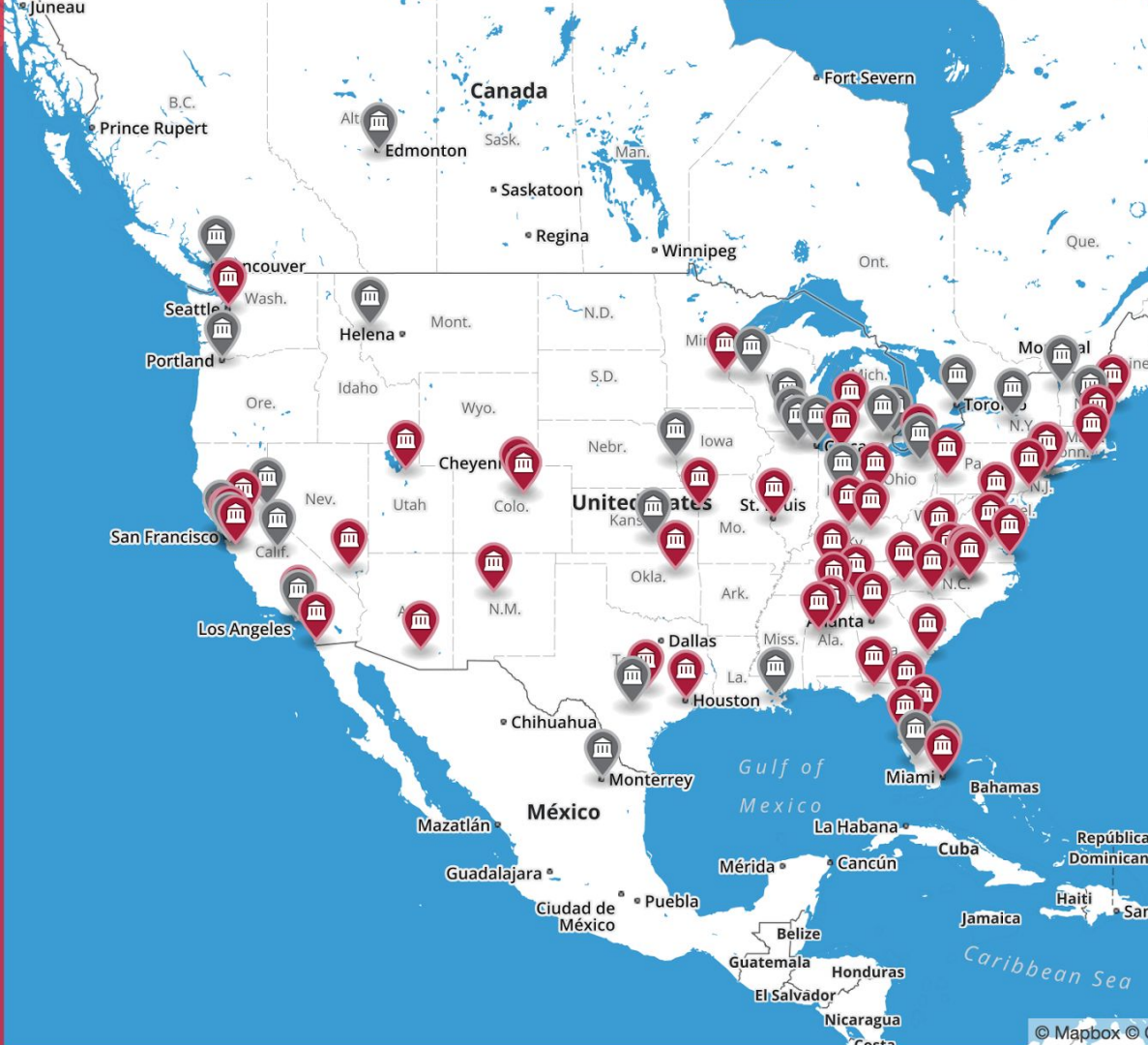
LET'S TALK BUSINESS...



Code for America's Mission:
**To make government services
simple, effective and easy to use.**

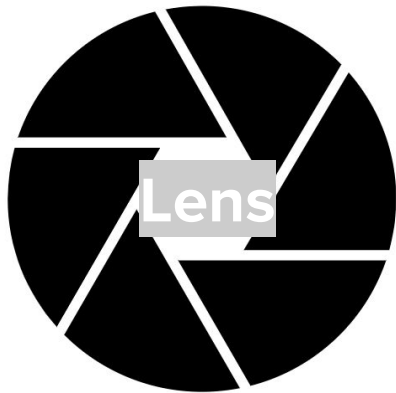
The Brigade

The Code for America Brigade Network is a national alliance of community organizers, developers, and designers that are putting technology to work in service of our local communities. We believe that government can work, for the people, by the people, in the 21st century, if we all help.



Code for / Gainesville

NATIONAL DAY OF
CIVIC HACKING



**NATIONAL DAY OF
CIVIC HACKING**

GNV ONE STOP

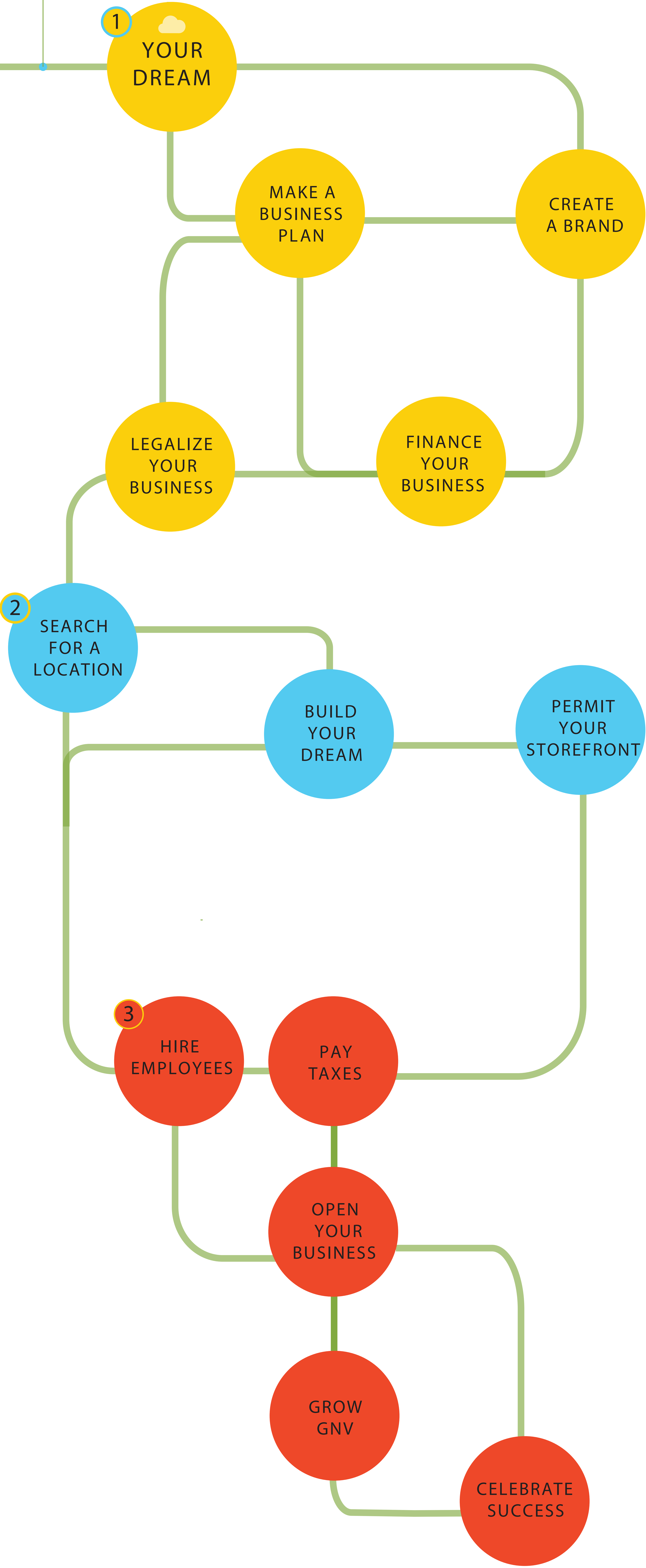
Start or grow your business
with a clear path ahead.

START

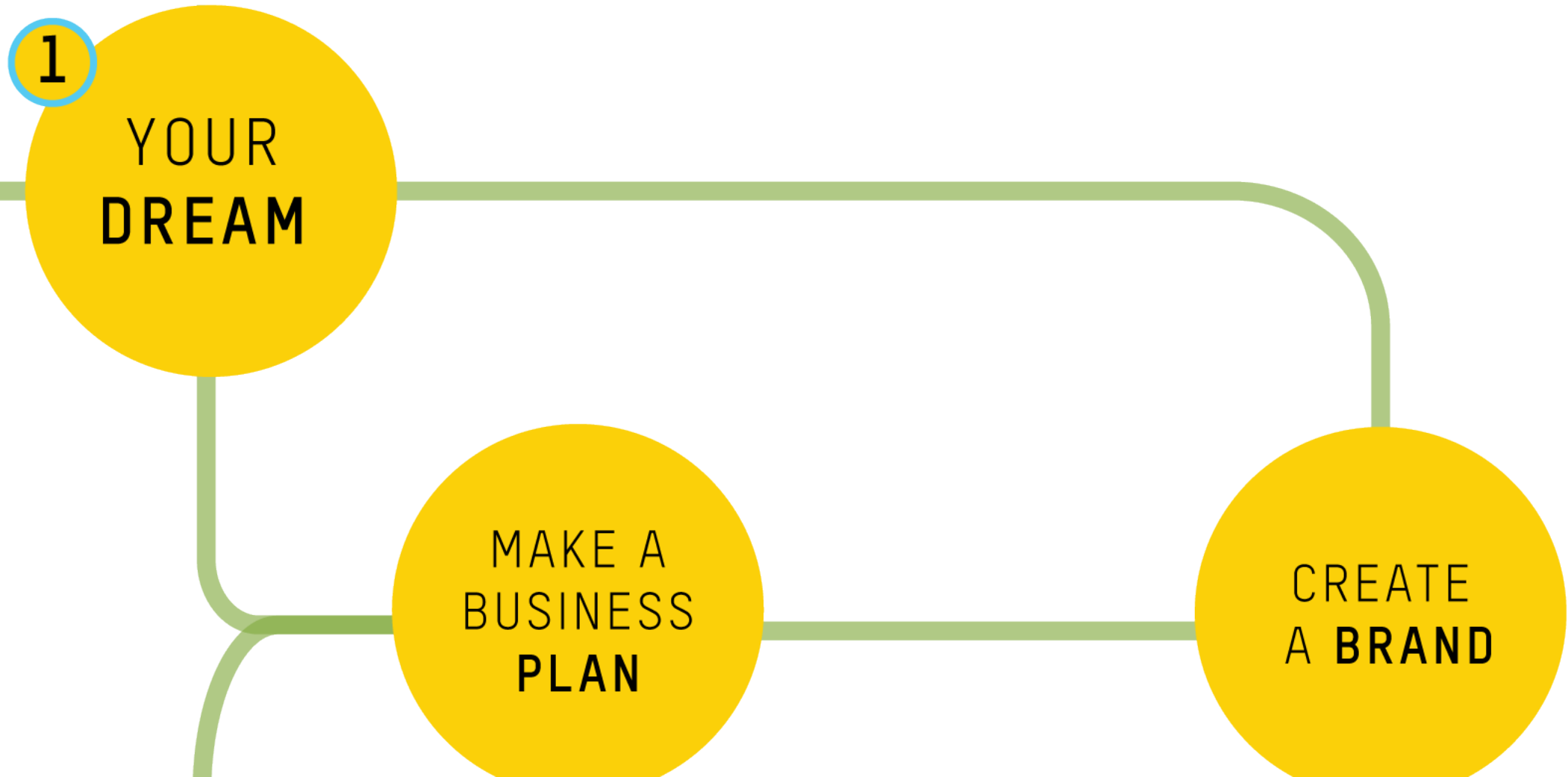
SHAPE

GROW

START



START



1



YOUR DREAM

GNV is the city that will bring your dreams to life. The Department of Doing is here to help you officially become Open for Business. Learn how to make your dream a reality with clear, step-by-step instructions on how to get started.



MAKE A BUSINESS PLAN

Craft a business plan as a blueprint, serving as your guide to grow your idea into a successful business venture. Your business plan will allow you to think through your business concept and determine if it is really a good opportunity.



CREATE A BRAND

Make your mark on Gainesville by establishing a presence. Brainstorm, register, and market your idea. Let's make it easy for GNV to find you.

- Your Dream
- Make a Business Plan
- Create a Brand
- Legalize Your Business
- Finance Your Business

CREATE A BRAND

Make your mark on Gainesville by establishing a presence. Brainstorm, register, and market your idea. Let’s make it easy for citizens to find you.

- JUMP TO >
- Choose a Business Name
- Create Local Awareness
- Start a Marketing Plan
- Establish an Online Presence

Choose a Business Name

Once you’ve brainstormed and selected the name of your business, the next step is to claim legal ownership of it to protect your brand. If you’re planning to do business under any name other than your legal business name (or given name and surname if you’re a sole proprietor), you must register it as a trade name.

You can search for available “fictitious” or trade names through the Florida Department of State, Division of Corporations . Register your trade name here

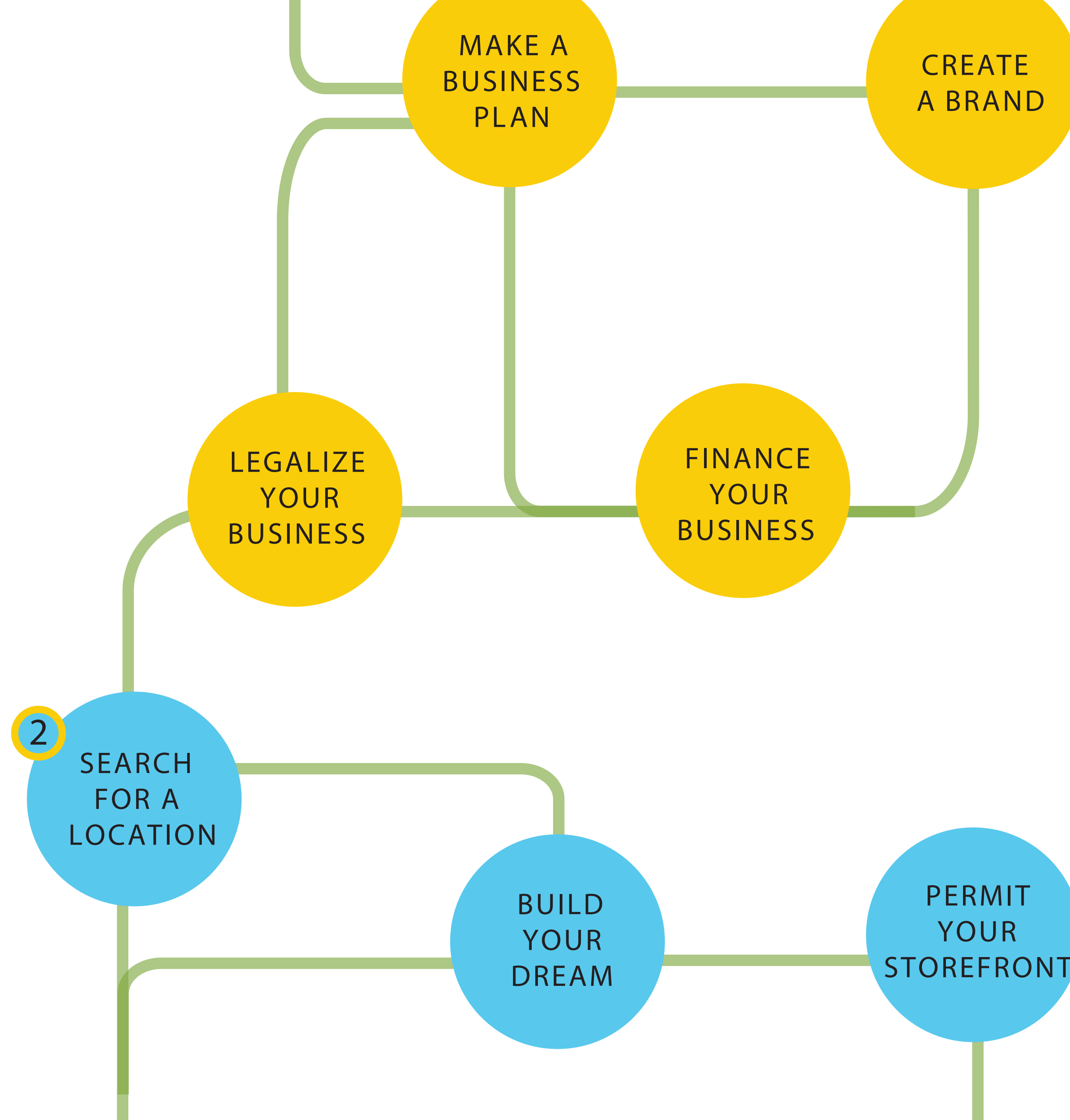
Create Local Awareness

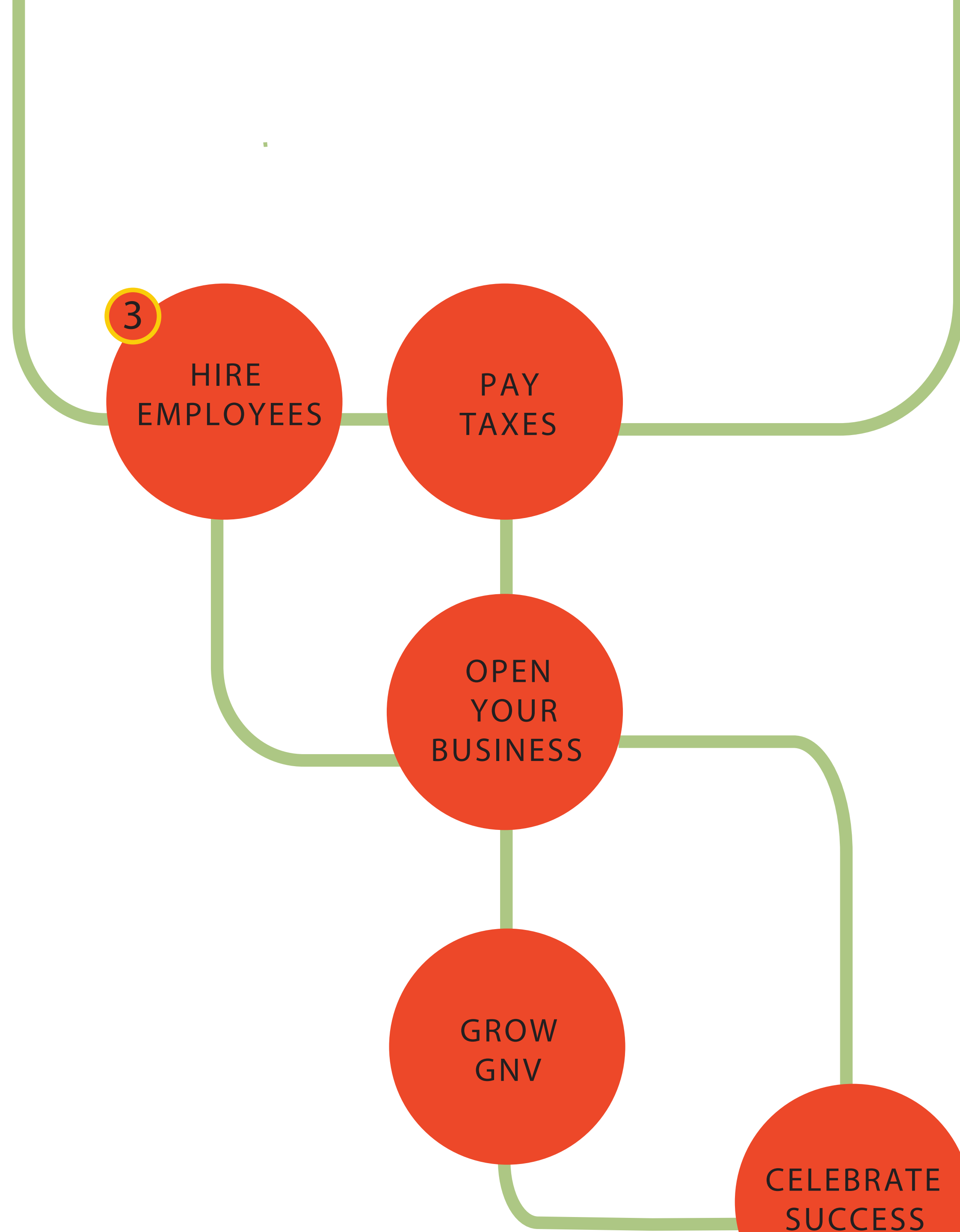
Engage customers and your community through social media. Social media marketing is a low-cost way to raise awareness and provide information about your business. Commonly used social media platforms include:

- Facebook
- Twitter
- Instagram
- Google
- Yelp
- Pinterest
- LinkedIn

Establish an Online Presence

1. Register a domain name for your business website
2. Design/Launch website
3. Make sure your website is easily searchable on the internet by allowing Google and other popular search engines to index your site.
4. Track analytics and monitor traffic to increase opportunities to market your business and expand your online presence.







Dream

Plan

Finance

Legalize

Brand

Search

Shape

Build

Hire

Taxes

Celebrate

Open

Grow

GNV is open for business!

**Locate permits, licenses, and forms
by searching or filtering below.**

Search



REFINE YOUR RESULTS

Business Types

- Advertising Agency

FORMS TO LAUNCH YOUR **ADVERTISING AGENCY BUSINESS**

Dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for clients.

Required Permits (5)

BUSINESS TAX AFFIDAVIT

Tax affidavit for businesses operating in a commercial location within the city limits of Gainesville.



GROW IT YOURSELF KIT

DEPT OF DOING

DEPT
OF
DOING

DREAM



PLAN



FINANCE



LLEGALIZE



BRAND



SEARCH



SHAPE



BUILD



HIRE



TAXES



**GETTING STARTED
WITH THE RIGHT
TOOLS AND
SUPPORT**



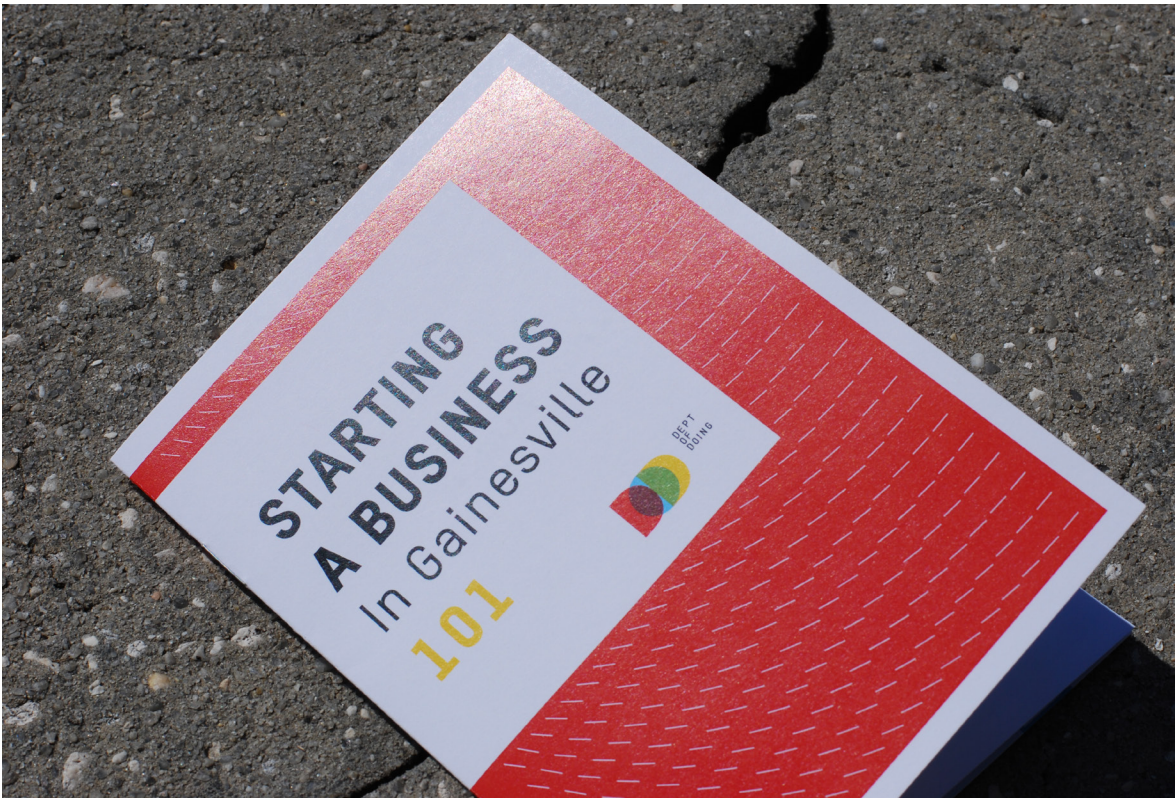
THIS IS MY ACTION JOURNAL

DEPT OF DOING

DEPT OF DOING



THE GIY GUIDE BOOKLET



Let us help
you navigate
the path to
realizing your
business
dreams



Step by Step Guide
from Start to Finish

STARTING A BUSINESS

In Gainesville

101



DEPT
OF
DOING

We understand that starting a business can be complicated -- that's why we've designed an easy-to-follow booklet to help you get started. Here's to your **FUTURE SUCCESS!**

GROW
IT
YOURSELF
KIT

Take a look at the GIY kit.

It's pretty cool.

We've filled it with helpful tips, tools, and insights on how to search for a location and build your business. Best of all, the kit includes me! I'm as excited about your business as you are, and I can't wait to get started. Here's my contact information:

Florence Buaku
PLANNING CONSULTANT

352.393.8687 *office*
BuakuFD@cityofgainesville.org

GAINEVILLE





Are you thinking of building **something new** or upgrading a site?

Getting the help you need from an engineer or design professional will make the process easier. If you are doing interior work in an existing building, contact an architect or a contractor. How?

Here's where you can find licensed providers in our area:

<http://www.bancf.com>

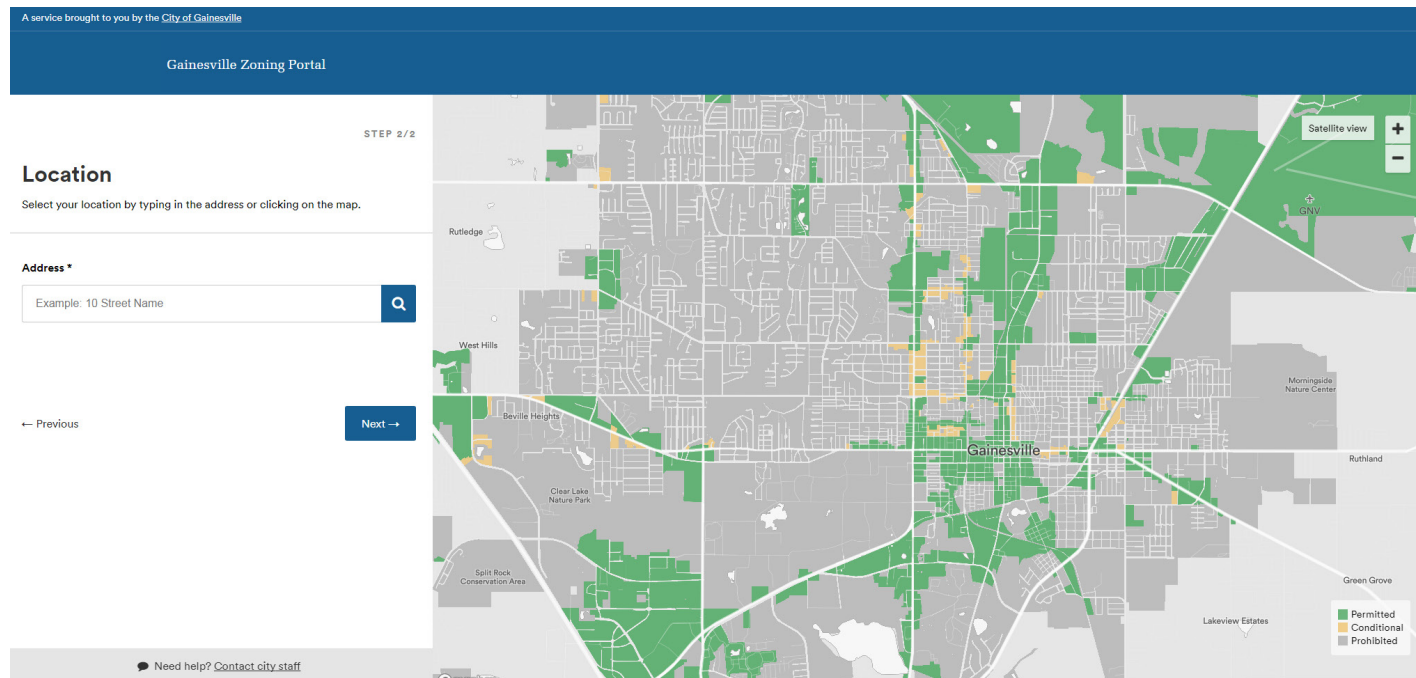
<https://www.myfloridalicense.com>

SEARCH / SHAPE / BUILD



Right Site Zoning Portal, an interactive web-based tool <https://zoning.cityofgainesville.org>

1





2

Zoning verification form

The screenshot shows a web form titled "Zoning Verification Form" under the "DEPT OF DOING" logo. The form includes a descriptive paragraph about its purpose and a contact number. Below this, there are input fields for "Name of Business", "Business Address" (with sub-fields for "Street Address", "Street Address Line 2", and "Zip Code").

DEPT OF DOING

Zoning Verification Form

The Zoning Verification Form is a tool to check the zoning districts applied to properties within the City of Gainesville. This tool can be used to verify the zoning for a variety of requests but users should be aware that some uses or business types may require additional permits or inspections.

If you are having trouble submitting this form please call (352) 334-5023 for assistance.

Name of Business *

Business Address *

Street Address

Street Address Line 2

Zip Code

3

information
on additional permits:
occupancy permit or
change of use permit.



4

Now it's time to register your business! You can provide your business information online and a team member will contact you by the next business day to help you set up your new business tax account, or you can set up your new business tax account in person at City Hall 200 East University Avenue on the 3rd floor.

<http://bit.ly/2j009Ve>



5

Connect to utilities.

Register your business through SunBiz at
<http://bit.ly/2ojN7El> prior to connecting to utilities.

**I've got contacts in New
Services to help you plan
for your utility needs**

<http://www.gru.com/WorkWithGRU/NewServices/AboutNewServices.aspx>

When you are ready to apply for utilities, Customer Service representatives are ready to help you at the GRU Administration Building at 301 SE 4th Avenue, or by phone at (352) 334-3434.

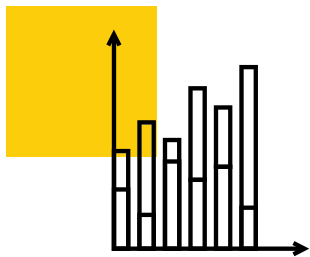
FREE HELPFUL TOOLS ALONG EACH STEP OF THE WAY



Personalized Assistance

Ask a Planner

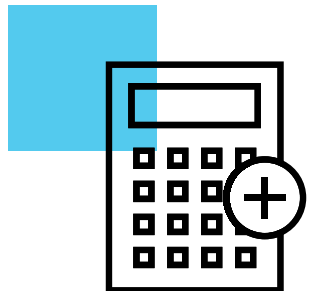
Schedule a First Step Meeting



Data

GRU Utility Data request form

Gainesville Fire Rescue Risk Reduction Bureau

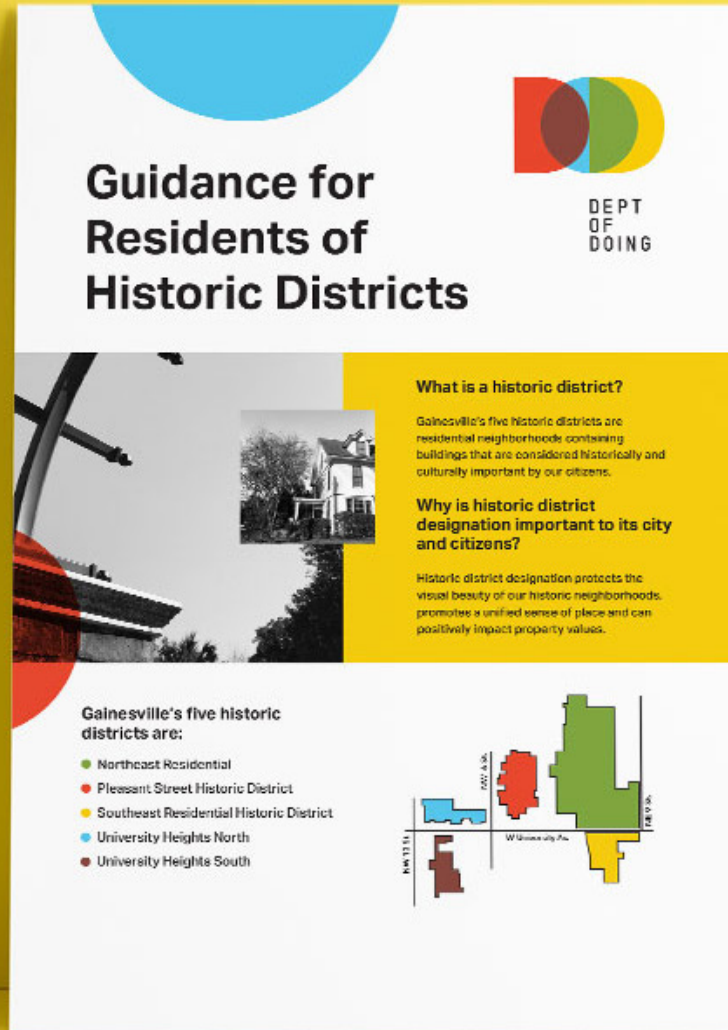




Fee calculations

Call GRU New Services

Call Building Department

ADDITIONAL RESOURCES



Guidance for Residents of Historic Districts

DEPT OF DOING

What is a historic district?

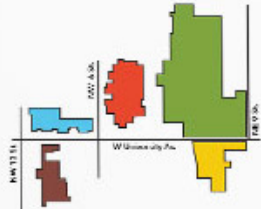
Gainesville's five historic districts are residential neighborhoods containing buildings that are considered historically and culturally important by our citizens.

Why is historic district designation important to its city and citizens?

Historic district designation protects the visual beauty of our historic neighborhoods, promotes a unified sense of place and can positively impact property values.

Gainesville's five historic districts are:

- Northeast Residential
- Pleasant Street Historic District
- Southeast Residential Historic District
- University Heights North
- University Heights South



ADDITIONAL RESOURCES

ePlan Review at a glance
Lingo you need to know

ProjectBox
The internet software solution used by the engineers and involved by the planning and building departments.

Training
Groups are individual training available by attending the Department of Planning and Building's ePlan Review training sessions.

Citizens Access
A web-based portal for you to easily find a project and permit fees and to submit a planning application.

Documents
These include items such as: building plans, engineering drawings, and other documents submitted with the application.

File Types
PDFs are the file type for uploading all drawings and documents to ProjectBox.

Native PDFs
Generated from a Microsoft Word document, a CAD program, or a scanned image, these are the preferred file type.

Scanned PDFs
Created by scanning paper documents into an electronic format, these files are not searchable and are not as reliable as native PDFs.

Electronic Seals and Digital Signatures
Plans submitted by a Professional Engineer or Professional Architect must be sealed and signed electronically.

File Names
For single family dwellings, the file names must include the following information:
• Owner's name
• Project name
• Project location
• Project type
• Project status
For multi-family dwellings, the file names must include the following information:
• Owner's name
• Project name
• Project location
• Project type
• Project status

Revisions
When submitting a revised drawing, the file name must be changed to reflect the revision number and the date of the revision.

Approved Plans
When your drawings and documents are approved by the Department of Planning and Building, you will receive an "Approved Plans" notification.

Revisions after the Permit is Issued
The submitted and revised plans will be the same as the original.

Uploading Files
Every project must be uploaded as a single file. As an exception, the file name must be changed to reflect the revision number and the date of the revision.

What is ePlan Review?
ePlan Review is an online platform that enables citizens to electronically submit and monitor the plan review process.

Why ePlan Review?
Simply put, ePlan Review will save customers substantial time, money and frustration.
• Allows plan uploads from anywhere at any time
• Improves review time and accuracy by utilizing digital plan review
• Reduces paper, printing, fuel, storage and disposal costs

An Overview of the ePlan Review Process
Here are the steps to follow as you submit a permit application:
1. Submit a permit application
2. You will receive an email notification of the status of your application
3. You will receive an email notification of the status of your application
4. You will receive an email notification of the status of your application

Online Tutorial
For a helpful guide to the ePlan Review process, visit the ePlan Review website.

Phone: 1-800-334-1010
Email: eplanreview@planning.nj.gov
**Address: 5th Floor, 100 West
Washington Avenue, Suite 500
Camden, NJ 08102**
Website: <http://eplanreview.planning.nj.gov>

NEXT STEPS?

- 1 Community Outreach for GLY Kit
- 2 Future Evaluation and Refinement of Business Portal