


TO: Audit, Finance and Legislative Committee

FROM: Erik A. Bredfeldt, Economic Development and Innovation Director 

SUBJECT: Gainesville Chamber of Commerce Recommendations for Small Businesses (Legistar Item # 130170)

DATE: August 29, 2013

Recently, the Gainesville Area Chamber of Commerce published a report entitled, "Growing Your Small Business in Gainesville: A Conversation with City Leaders".

The report was follow up to a collaborative dialogue with small business that was jointly hosted by then Mayor-Elect Braddy, members of the City Commission and the Gainesville Area Chamber of Commerce on May 13, 2013 at the City of Gainesville Senior Recreation Center.

At the event approximately 130 people gathered to share insights into how the City could assist small business in its growth and development Citywide. This feedback was presented within the context of five stages of Business Development including: Conception, Start-Up, Growth, Expansion and Establishment.

The report contains twenty seven (27) recommendations focused on the six principles of accessibility, accountability, simplicity, consistency, affordability and efficiency. Staff has reviewed the recommendations and listed them in succinct manner as they appear in the report within the six focus areas.

Each report recommendation has a staff recommended referral either in an administrative or policy direction. If administrative, the responsible Charter Officer and administering Department are listed; if Policy, then the Commission and respective Committee.

Accessibility

- 1) One Stop Website – Administrative – City Manager – Economic Development, Communications
- 2) One Stop Website Pamphlet – Administrative – City Manager – Economic Development, Communications
- 3) Work Week – Policy – City Commission - Audit, Finance and Legislative Committee

Accountability

- 4) Customer Service – Administrative – City Manager – HR Customer Service Program
- 5) Regulatory Timelines – Administrative – City Manager – Planning and Development Services, Budget and Finance
- 6) Inspectors – Administrative – City Manager – Planning and Development Services
- 7) Business Assistance – Administrative - City Manager – Economic Development, CRA
- 8) Benchmarking – Administrative -City Manager – Economic Development, Strategic Planning
- 9) Level Playing Field – Administrative – Charter Officers

Simplicity

- 10) Zoning – Administrative – City Manager – Planning and Development Services
- 11) Payment Processing – Administrative – City Manager – Planning and Development Services, IT, Budget and Finance
- 12) Doing Business with the City – Administrative – City Manager, GRU Manager - General Government and GRU Purchasing
- 13) RFP Administrative Black Out Period – Administrative – City Manager, GRU Manager – General Government and GRU Purchasing

Consistency

- 14) Standardization – Policy – City Commission - Audit , Finance and Legislative Committee
- 15) Inspectors – Administrative – City Manager – Planning and Development Services
- 16) Policy Harmonization – Administrative – City Manager, GRU Manager
- 17) Fairness – Administrative – Charter Officers

Affordability

- 18) Business Cost Reduction – Policy – City Commission – Audit, Finance and Legislative and Regional Utilities Committees
- 19) Tax Relief – Policy – City Commission – Audit, Finance and Legislative Committee

Efficiency

- 20) Centralized Business Assistance Office – Administrative – City Manager – Economic Development
- 21) GRU Plan Review Process – Administrative – GRU Manager
- 22) Urban Sprawl – Policy/Administrative – City Commission, City Manager – Planning and Development Services
- 23) Business Insight – Administrative – City Manager - Economic Development

- 24) Conflict Resolution – Administrative – City Manager – Economic Development, Planning and Development Services

- 25) Fire Marshall Inspection – Administrative – City Manager – Gainesville Fire Rescue
- 26) Code Rationalization – Administrative – City Manager – Gainesville Police, Gainesville Fire and Rescue, Planning and Development Services
- 27) Recordkeeping – Administrative – Charter Officers

Following assignment by the Audit, Finance and Legislative Committee of these recommendations a progress report on each recommendation will be provided to the Committee at its next regularly scheduled meeting.