

Business Climate Working Group

JUNE 2003

Scope of Business Climate Working Group

☑ Affordable Housing and Livable Wages

- ◆ Collaborate with Affordable Housing Task Force

☑ Regulatory Issues

- ◆ Zoning
- ◆ Infrastructure (sewer, water, roads and transportation)

☑ Community Education and Public Relations

- ◆ Image for Sarasota County
- ◆ Where to market – businesses, trade shows – “segmented marketing”

☑ Regional Perspective on Development

- ◆ Relations with contiguous counties

☑ Availability of Capital

Affordable Housing and Livable Wages

- Form Strong Working Relationship with SCOPE Taskforce to tackle affordable housing. Get more government representatives involved:**
 - ◆ Staff
 - ◆ Office of Community Housing
- Create Mirror Ordinances for affordable housing at City, County**
- Create Trust Fund for affordable housing**

Regulatory Issues

☑ Development of Business Campuses

- ◆ Attractive to both residents and to prospective business managers

☑ Fast-Tracking and Incentives for particular industries / kinds of development

☑ Make planning process more user-friendly

- ◆ Online tracking system to check status of applications
- ◆ Better coordination between government agencies

Community Education and Public Relations

- ✓ **Segmented Marketing Strategies for Sarasota: Countywide as well as specific regions**
 - ◆ Include incentives
- ✓ **Fresh Brand for Sarasota County**
- ✓ **Internal Marketing to Community (Neighborhood Groups etc)**
 - ◆ Newsletter, Speakers' Bureau
- ✓ **Internal Training of County and City Government**
 - ◆ Target mid-level staff
 - ◆ Roll back out to community as a “we love business” campaign
- ✓ **“Citizens for Better Business” campaign**
 - ◆ Tie into 2nd tier financing efforts

Community Education and Public Relations

- Professionally-done video showing business perspectives**

Regional Perspectives on Development

Break down North/South concept

- ◆ Solicit more involvement of South County

Put CED in central County

Availability of Capital

- ☑ **Create conduit for 2nd-tier financing to tap into existing wealth**
 - ◆ Tie in SCORE
 - ◆ Contact bankers with expertise in a range of industries; one day a month?
 - ◆ Position Sarasota as regional hub for angel investment
- ☑ **Create directory of financial resources available in Sarasota region**

Project Website: www.sarasotaeconomy.org

