

November, 2008

## *Salt Lake City Small Business Initiative*

### ***Purpose***

The ***Salt Lake City Small Business Initiative*** is a new and comprehensive resource, information, and policy initiative to expand and capitalize on small business resources provided by Salt Lake City, and create better small business linkages to other business, civic, and governmental organizations.

### ***Background***

Small businesses are an important component to the social and economic life of Salt Lake City. Small businesses anchor our neighborhood business districts, generate jobs and economic livelihood to thousands of residents, and provide unique and distinctive services and goods for residents and visitors to the City.

Many small businesses and potential entrepreneurs are unclear about the ways that Salt Lake City can be helpful to small businesses. Given the current economic challenges that many small businesses face, it is more important than ever to communicate the ways that Salt Lake City can be a resource to existing small business, or those wishing to open a business in Salt Lake City.

In addition, there are many other excellent community resources which are dedicated to providing small business assistance, such as business planning, networking, financial help, consulting services, procurement assistance, and financing.

### ***Action Plan***

The ***Salt Lake City Small Business Initiative*** will do the following:

Make the Salt Lake City web site easier to navigate for small business programs and policies.

Communicate and advocate for current and proposed City policies and ordinances to enhance the viability of small businesses.

- . Parking changes
- . Conditional Use Permits
- . New Small Business Zoning opportunities
- . Notification of business tenants and owners of zoning changes

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Create an easy to use Salt Lake City Small Business Resource Guide.

Promote and manage the existing Revolving Loan Program to fit the current needs of Salt Lake City businesses.

Provide resources and connections to businesses with mentors and advisors as part of the loan fulfillment.

Create new links and partnerships with other small business resources.

Utilize the new Accela software program to explain and facilitate the planning, permitting and inspection process for small businesses.

Organize a small business summit with other public and private organizations to create community wide actions to foster small business growth and opportunities.

Promote small business success stories in Salt Lake City.

Provide marketing, promotional, demographic, and organizational assistance for Neighborhood Business Districts.

Support the Farmers Market and Peoples Market as incubators for new businesses.

Create a Neighborhood Business District Fund for marketing and promotional resources.

Work with local commercial realtors to create a site inventory for small retail business.

Assist RDA efforts in small business involvement.

Highlight and promote Salt Lake City efforts than can assist small businesses to City departments:

- . Housing and Neighborhood Development
- . Diversity Department
- . Police and Fire Department
- . Public Utilities
- . Planning and Zoning
- . Building Permitting
- . Sustainability
- . Transportation

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Solicit business, financial advisors, and organizations to provide small business services.

Utilize local colleges and universities for small business services and resources.

Hire an Economic Development Manager focusing on small business issues.

**Implementation** (August – June 2008)

August/September – City Staff, Administration and Council input and review

September/October – Business Advisory Board, other input

November – Initiate launch of program