Small Business Task Force Policy Recommendations for Council Consideration



Purpose of Presentation

- Provide policy-level recommendations to support small business growth.
- Align strategies with Council goals, legal frameworks, and fiscal responsibility.
- Encourage collaboration and focus on ecosystem-based solutions.





Key Challenges Identified

New Businesses

- Place: Limited availability of affordable commercial space.
- Price: Lease rates are rising beyond affordability.
- Process: Business startup process is perceived as complex.

Existing Businesses

- Resources: Continue efforts to enhance awareness of support programs and tools.
- Code Enforcement: Continue efforts to align communication and approach can further support positive relationships with businesses.
- **Safety:** Continue attention to proactive engagement with law enforcement remains important to the business community.



Policy Recommendations – New Business Support

- Zoning & Land Use Flexibility
 Encourage mixed-use and infill development through Zoning updates.
- 2. **Retail Space Incentive Program**Expand incentives for developers to build affordable commercial space.
- 3. **Education & Awareness**Draft a digital and print guide that outlines the business startup process.



Policy Recommendations – Existing Business Support

1. Resource Navigation Program

Explore an ambassador program to help connect businesses to resources and tools.

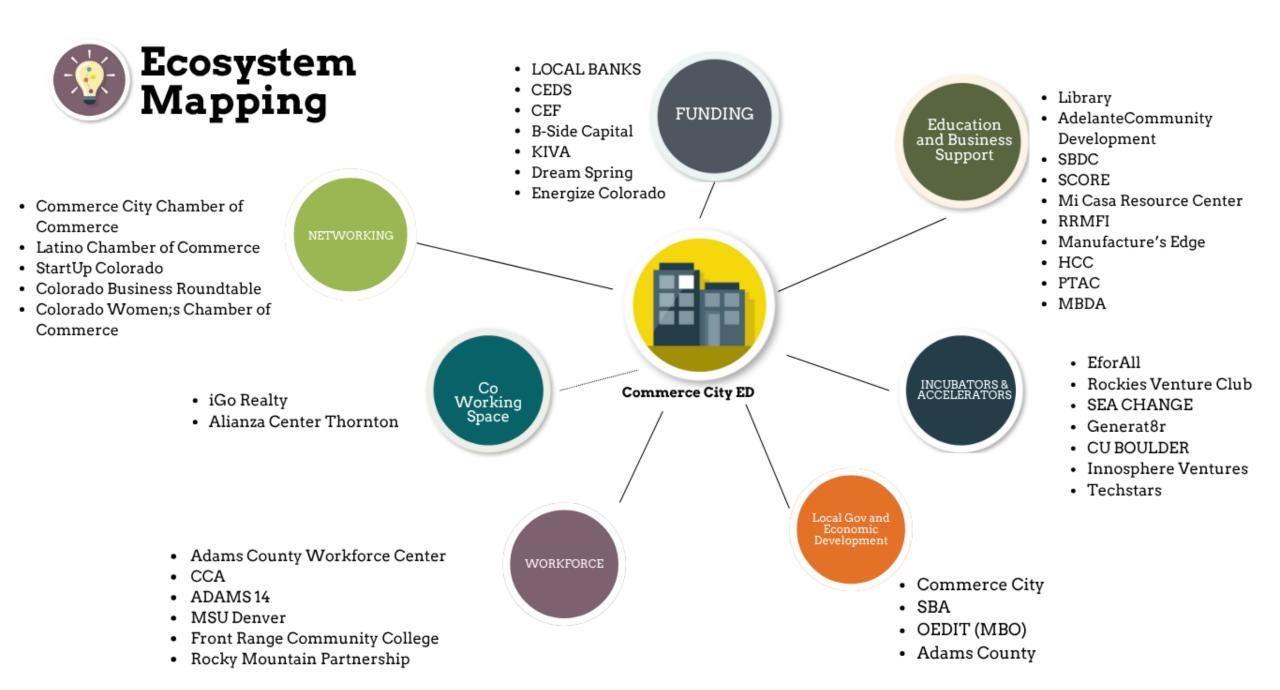
2. Code Enforcement

Support current efforts with additional tools that promote a collaborative approach. (Examples: Good Neighbor Guide, My C3 Day of Service, etc.)

3. Public Safety Partnerships

Explore opportunities to expand ongoing collaboration between businesses and law Enforcement through neighborhood-based engagement strategies. (Examples: National Night Out, Crime Prevention Unit, etc.)





Commercial Lease Assistant Program Exploration

Legal & Policy Consideration

- Direct lease subsidies create many legal challenges.
- The City's adopted incentive policy requires a nexus to new revenue generation.
- Non-sales tax generating businesses (e.g., salons, gyms) typically do not meet this threshold.



Shopping Center Incentive Program

- Supports construction of new retail space in underserved areas.
- Aims to reduce lease costs over-time by increasing supply and improving market conditions.
- Provides a sustainable, market-based alternative to direct subsidies.



