



Doing Business GUIDE

A Guide For Business Operation, Start-Up, Relocation, and Expansion in Downtown Naples



This Section provides information on Business Counseling & Management Assistance.

Downtown Naples, Florida is the ideal place to start or expand a business. The City of Naples, Fifth Avenue South Business Improvement District, Inc. (BID) and the Greater Naples Chamber of Commerce want to ensure that your business is successful for many years to come.

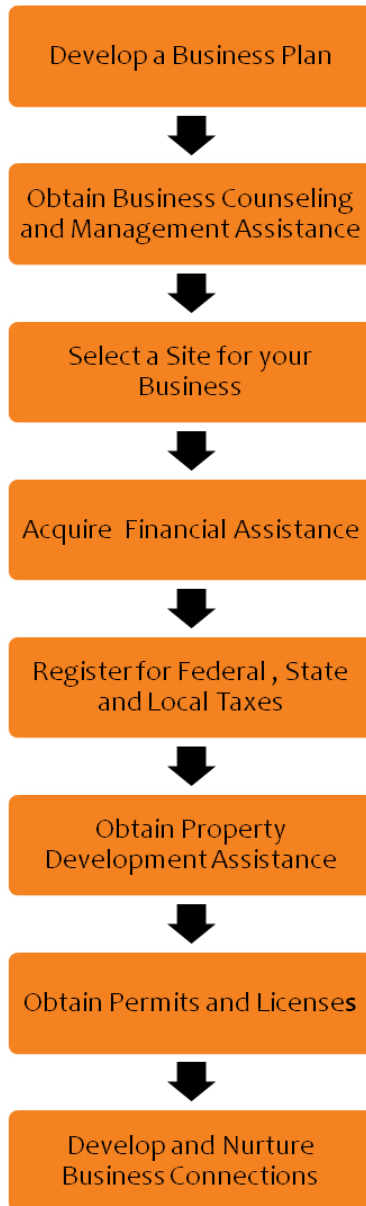
The *Doing Business Guide* is an important resource to facilitate business development. The *Guide* highlights the basic tools and resources necessary to successfully operate a business. Topics such as site selection, property improvements, signage, permitting, taxes and licensing are discussed within this booklet. Specific contact information is provided to make this *Guide* a great “one stop shop” for quick reference.

The *Guide* is downloadable from the Fifth Avenue South Website at **www.fifthavenuesouth.com** either as a full document; or by individual topic to ensure the document is navigable and easily downloadable.

Please note that information in this booklet may change as ordinances, permitting processes, and fees are revised and updated. Users are advised to verify all information with the appropriate department, agency or organization.

If you have any questions or comments regarding the *Doing Business Guide*, please contact the Fifth Avenue South Business Improvement District, Inc. at (239) 692-8436 or by email to **info@fifthavenuesouth.com**.

BUSINESS START-UP FLOW CHART



Business Counseling & Management Assistance

Starting a business can be a daunting process. The utilization of local business resources is a step in the right direction to ensure that a business is off to the right start, and maintains its success overtime. This section highlights the organizations and resources that specialize in providing technical and resource assistance to aid business creation and retention.

City of Naples Community Redevelopment Agency (CRA)

735 Eighth St. S.

Naples, FL 34102

(239) 213-1030

Fax: (239) 213-1033

www.naplesgov.com

The Community Redevelopment Agency (CRA) was established by City Resolution in 1994 and provides a mechanism to guide private and public initiatives to enhance economic development, improve physical characteristics, encourage investment in Downtown Naples, improve the quality of life for residents, and establish a framework for the proper evolution of the CRA District. The Fifth Avenue South Business Improvement District (BID) is located within the CRA. The CRA works in conjunction with the BID to develop programs that will enhance the district's economic viability. Some initiatives include public right-of-way landscaping, wayfinding, public art and parking initiatives.

For a copy of the CRA boundary map and Redevelopment Plan, please visit the City's website at **www.naplesgov.com/departments/CRA**.

Collier County Department of Business and Economic Development

**2660 N. Horseshoe Drive
Naples, FL 34104
(239) 252-8990
www.colliergov.net**

The mission of Collier County's Department of Business and Economic Development is to implement a successful program of economic policies, strategies, and incentive programs that encourage a business-friendly environment through delivery of world-class customer service. The department offers relevant services for start-up and expanding companies and industries with typically 25+ employees such as addressing business expansion and relocation, personal assistance in finding locations, automated building and site searches, regulatory assistance, and coordination with local and state agencies. The department also offers incentives through the following programs: *Advanced Long-term Productivity Strategy Incentive Program*, *Basic Industry Growth Incentive Program*, and the *Qualified Target Industry Tax Refund Program*.

Enterprise Florida, Inc. (EFI)

**800 North Magnolia Avenue, Suite 1100
Orlando, FL 32803
(407) 956-5600
Fax: (407) 956-5599
www.enterpriseflorida.com**

Enterprise Florida, Inc. (EFI) is a public-private partnership between Florida's business and government leaders and is the principal economic development organization for the state of Florida. EFI works closely with a statewide network of economic development partners and is funded both by the State of Florida and by private-sector businesses. EFI's Minority & Small Business, Entrepreneurship and Capital (MaSBEC) division partners with outside organizations to provide small, minority and entrepreneurial companies with training, development and financing options. EFI has an extensive network of state, federal and non-profit resources ready to assist small businesses in accessing capital, entering new markets, and creating revenue growth and job creation.

Fifth Avenue South Business Improvement District, Inc. (BID)

649 5th Avenue South

Naples, FL 34102

(239) 692-8436

www.fifthavenuesouth.com

The mission of the Fifth Avenue South Business Improvement District, Inc. (BID) is to brand, promote and create awareness of the Fifth Avenue South Business District to residents and visitors as THE destination of choice to live, work, shop, dine and play. A BID provides an ongoing mechanism and dedicated source of revenue used by property owners and merchants to guide the future of their retail and commercial areas. The BID is based on state and local law, which permits property owners and merchants to band together to use the local government's tax collection powers to "assess" themselves. In Naples, these funds are collected by the county and through the city returned to the BID and then used for purchasing supplemental services (e.g. management and administration of the BID district, and advertising, promotions and special events) beyond those services provided by the city. The BID is bounded by the centerline of 9th Street (41) on the East with a jog around the 900 Building; on the West by the centerline of 3rd Street South; on the North by the centerline of 4th Avenue South; and on the South by the centerline of 6th Avenue South with a jog around Cambier Park. Businesses located within these boundaries are considered "members" of the BID.

Through a partnership with the Florida Small Business Development Center (SBDC), free business counseling services are provided monthly at the BID office. This service is offered to provide guidance to both prospective and existing business owners located within the BID. The BID's website at **www.fifthavenuesouth.com** provides links to helpful business and residential resources, a listing of available properties and spaces, a listing of job opportunities within the district, and a listing of businesses located within the six block district.

Once a business is established within the district, the BID provides a number of programs and resources including marketing, advertising, networking, special events, and public improvements, to aid in sustaining a vibrant healthy business district. Additionally, the BID serves as liaison between the City, the businesses, and property owners to address issues and to develop programs to enhance the district.

Collier County Virtual Entrepreneur Center

www.flvec.com/collier

The Collier County Virtual Entrepreneur Center is a free web portal designed to connect entrepreneurs with business support organizations, programs and service providers who can support their new or growing business. Powered by the Florida High Tech Corridor Council, this ultimate small business owner source is an electronic one-stop resource to find information for a variety of situations and requirements. The Center connects entrepreneurs and business owners with local, state, regional and national resources, programs and service providers who can support every business need.

Florida Small Business Development Center (SBDC)

Florida Gulf Coast University

College of Business

Lutgert Hall, 2nd Floor

10501 FGCU Blvd, S.

Ft. Myers, FL 33965

(239) 745-3700

Fax: (239) 745-3710

www.fsbdcswfl.org

The Florida Small Business Development Center (SBDC) located on the FGCU Campus provides a variety of consulting, continuing education, and research services to support entrepreneurship and business expansion through direct business consulting and educational opportunities that address human resources, management, technology, capital formation, and infrastructure needs of the business community.

Through the SBDC Network, clients also have access to applied research and export assistance. The SBDC at FGCU employs Certified Business Analysts who provide free, confidential and one-on-one consulting, information, and guidance to small business owners. Certified Business Analysts from the SBDC are available to meet with potential and existing small business owners at multiple locations in Southwest Florida. The SBDC at FGCU sponsors more than 120 programs each year. These programs include a series of affordable business startup workshops, management seminars, as well as select special events for start-up and existing small businesses. Other specific programs offered by the SBDC

include *Help for Disadvantaged and Minority Businesses*, the *Small Business Resource Network*, and the *Procurement Technical Assistance Center*, which aid business owners in a myriad of settings and situations. The SBDC partners locally with the Fifth Avenue South Business Improvement District and the Greater Naples Chamber of Commerce to provide one on one business counseling services.

Greater Naples Chamber of Commerce

2390 Tamiami Trail North, Suite 210

Naples, FL 34103

(239) 262-6376

Fax: (239) 262-8374

info@napleschamber.org

www.napleschamber.org

The Greater Naples Chamber of Commerce offers its members access to more than 1,900 member companies representing more than 50,000 employees. The Chamber provides a collective voice that lobbies the critical business issues facing our community. The Chamber provides resource assistance to small and medium sized entrepreneurial businesses through The Partnership for Collier’s Future Economy—*Opportunity Naples*. The Partnership supports existing businesses by providing opportunities for top executives to share opinions and topics of mutual concern, and by helping entrepreneurs of high growth firms realize their potential. The Chamber offers a CEO Executive Workshop program, business and community outreach campaigns, the Chairman’s Luncheon Series, and a Business of the Month awards program. The Chamber and the Fifth Avenue South Business Improvement District partner on a number of initiatives to promote small business and encourage residents to shop locally. The Chamber also operates the Visitor Information Center at (239) 262-6141.

Hispanic Business Initiative Fund

South Florida Main Office - Miami

2315 NW 107th Avenue, Office #1M17

Mail Box #15

Miami, FL 33172

(786) 329-5830

www.hbiffl.com

The Hispanic Business Initiative Fund of Florida, Inc. (HBIF) is an economic development, nonprofit organization providing bilingual assistance to Hispanic entrepreneurs trying to establish or expand their business in Florida. HBIF's quality professional services include education assistance, individual technical assistance, entrepreneurial grants for subcontracted services, and loan facilitation.

Service Corps of Retired Executives (SCORE)

900 Goodlette Road North

Naples, FL 34102

(239) 430-0081

www.naples.score.org

SCORE is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow, and succeed nationwide. SCORE provides free consulting services on a broad variety of topics including writing business plans, advertising and marketing strategies, negotiating leases, trademark registrations, and navigating local government licensing and regulatory issues. The Naples SCORE chapter has over 60 volunteers with a wide variety of business backgrounds. In addition to face to face counseling, SCORE offers a variety of educational workshops on topics of interest to small businesses. With access to a wide variety of documents, templates and tools to assist you in starting or growing your business, the information provided by SCORE covers a range of subjects including initial business planning, capital sources, government agencies, and much more.

The SCORE Chapter in Naples has an online Business Resource Library for people that prefer to 'surf' over meeting directly with a counselor. The Library can be accessed at **www.scorenaples.org/library**.

Small Business Resource Network (SBRN)

Florida Gulf Coast University

College of Business

Lutgert Hall, 2nd Floor

10501 FGCU Blvd, S.

Ft. Myers, FL 33965

(239) 745-3700

Fax: (239) 745-3710

www.sbrn.org

The Small Business Resource Network (SBRN) is a public-private partnership of the Florida Small Business Development Center (FSBDC) Network, the Florida Office of Tourism, Trade, and Economic Development, and member firms that serve small businesses. The SBRN website provides a free information clearing-house to connect small businesses with government and non-profit agencies, and the fee-for-service professional expertise needed to achieve business goals.

TIP: International Trade

Florida is home to more than 58,000 exporters, the second highest number in the United States. Naples is an area which attracts a diversity of business professionals and consumers. Understanding applicable international standards and the resources available may be helpful in growing your business. Three key organizations provide export and trade counseling, advocacy and business matchmaking assistance—the U.S. Department of Commerce, Local U.S. Export Assistance Center at www.export.gov/florida; the U.S. Small Business Administration South Florida District Office at www.sba.gov/fl/south; and Enterprise Florida, Inc., International Trade Development Program for Small Business at www.enterprisefl.com.

The information provided in this document has been provided by or gathered from sources deemed reliable. However, the City of Naples, Fifth Avenue South Business Improvement District, Inc. and The Greater Naples Chamber of Commerce do not warrant or represent that the information is true or correct. Users are advised to verify all information independently.