

# Board of County Commissioners

## Leon County, Florida

### Policy No. 14-3

Title: Leon County Outreach Partnership and Enhanced Navigation (OPEN) for Businesses Program

Date Adopted: March 11, 2014

Effective Date: March 11, 2014

Reference: Leon County Board of County Commissioners Policy No. 03-07, "Transportation Corridor Study Public Participation (p2) Program"

Policy Superseded: N/A

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It shall be the policy of the Board of County Commissioners of Leon County, Florida, that a new Policy is hereby adopted entitled "Leon County Outreach Partnership and Enhanced Navigation (OPEN) for Businesses Program" to wit:

1) Approved Name of Program

The Leon County Outreach Partnership and Enhanced Navigation (OPEN) for Businesses Program may hereafter be referred to as the OPEN for Business Program.

2) Authority, Intent, Purpose, and Scope

- a) The authority set forth herein is delegated to the County Administrator, or designee.
- b) The intent of this Policy, in accordance with the Board's findings and declarations set forth in Resolution 14-01, the contents of which are incorporated herein by this reference, is to provide impacted businesses with the assistance they need to survive the disruption of an adjacent County construction road project and will, thereby, help achieve the County's economic development goals of enhancing and expanding economic activity in the County and retaining businesses that may be adversely impacted by such project.
- c) The purpose of this Policy is to put in place a uniform set of services to mitigate the impact of County construction road projects on local businesses for future projects by promoting that stores, shops, companies, and restaurants are open for business.
- d) The Program would be limited to business corridors directly impacted by County construction road projects, as identified in the Transportation Corridor Study Public Participation (p2) Program (where applicable), or by Public Works staff.

e) The Program provides the following:

- Continue to hold monthly meetings for residents and local businesses impacted by a County construction project to provide updated information on construction, detour routes, and receive comments.
- Continue to provide a designated County staff contact for information on a County construction project.
- Adopt a “Shop Here” brand that encourages the public to visit and patronize businesses directly impacted by a County construction project.
- Create a website that promotes the businesses impacted by a construction project and provides information on the particular project.
- Hand deliver letters, flyers, and other materials to businesses to ensure that property owners as well as tenants are informed of the upcoming and ongoing project.
- Print advertisements in the local newspaper.
- Radio advertisements on local stations.
- Broadcast on the Leon County government access channel.
- Street signs along detour routes that list the names of businesses impacted by a County construction project.
- Directional yard signs along detour routes that promote businesses impacted by a County construction project.
- Promotion on social media including Facebook, Twitter, the County’s E-Subscribe system.
- A “Road Work Survival Guide” for impacted businesses that would provide project details and timelines, detour information, and construction plans. More importantly for local business owners, the guide would discuss strategies on how to continue engaging customers during construction. In addition, the guide would provide direction on how to better capitalize on the improved area after construction is completed, such as hosting a grand re-opening.

f) The program is limited to \$10,000 or up to one-half of one percent of the total project cost, whichever is greater, and paid for from the applicable capital improvement budget.

*Adopted 3/11/2014*