



Agenda
Olivette City Council Special Worksession
01-06-2020
7:00 PM
Council Chambers
Olivette City Center
1140 Dielman Road
Olivette, MO 63132

1. Roll Call
2. Business Communication Plan - Discussion
The Council will discuss with the Economic Development Commission the draft Business Communication Plan.

Documents:

[OLIVETTE BUSINESS COMMUNICATION PLAN REVISED \(004\).PDF](#)

3. Adjournment

AGENDA ITEMS WILL NOT NECESSARILY BE DISCUSSED IN ORDER. IF YOU HAVE ANY QUESTIONS, PLEASE CALL CITY HALL AT (314) 993-0444

The City of Olivette acknowledges its responsibility to comply with the Americans with Disabilities Act of 1990. If you require special services (i.e. sign interpretative services, alternative audio/video device) for participation in or access to the City of Olivette sponsored public programs, services, and/or meetings please call Barbara Sondag, City Manager at 314.993.0444 as soon as possible but no later than 48 hours prior to the event or call 314.993.3610 VOICE TDD, 1.800.735.2466 RELAY MISSOURI. Thank you.

Please note that the City Council may adjourn to closed session pursuant to the Revised Statutes of the State of Missouri to discuss legal, confidential or privileged attorney-client matters pursuant to Section 610.021(1), real estate matters pursuant to Section 610.021(2), personnel matters pursuant to 610.021(3), audit matters pursuant to Section 610.021(17), or for any other reason allowed by Missouri law.

Posted this day, January 3, 2020

Olivette

...in the center of it all

City of Olivette Business Communications Plan



Kiana Fleming
Communications Manager
11/12/2019

Olivette Communication Plan for Business

Initiative Background

Small and large businesses play a critical role in fostering the economic vitality of a community, generating both jobs for residents and revenue for a city. It is important for city leaders to understand effective strategies for supporting and encouraging business development within their community. Whether it's creating space for innovation, cutting red tape or proactively engaging the business community, there are many successful approaches that can be adopted by the City of Olivette.

Olivette wants to foster a climate that encourages all businesses to involve themselves in the community, to grow and strive for success. A plethora of businesses create community resiliency and more successful businesses create a greater tax base to foster community functions and services. Unique and niche businesses lend character to our community. Small and mission-oriented businesses create organic rapport with residents and local amenities also contribute to the city's uniqueness and vitality – restaurants, stores, mom and pop shops shape Olivette's streetscapes and create an environment that make the City a desirable place for residents, workers, and tourists. **Live. Work. Play.** Our businesses sponsor and support the *Boo Bash, Turkey Trot, Parties in the Park*, and other events and functions held by the City.

Businesses play an essential role in the growth and development of cities worldwide. Today, *"the most forward-looking cities are actually reaching out to businesses with data, expert knowledge and partnership, rather than just words."*¹

Why Support Businesses?

Olivette's business engagement initiative will demonstrate the City's support for the business community and uncover opportunities to improve the business climate, find benefits for existing businesses and a means for the City to establish a meaningful and productive relationship with local businesses. Olivette is growing before our eyes. We want to be able to support a thriving business economy, to enhance neighborhood vibrancy, and to foster economic and social inclusion and equity.

According to a policy brief produced by the *Institute for Local Self-Reliance*, ²*"locally owned businesses play a central role in healthy communities and are among the best engines that cities and towns have for advancing economic opportunity. [They] are also linked to higher rates of job creation, less income inequality, and stronger social networks."*

¹ <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/how-cities-can-help-small-businesses-grow-and-thrive/>

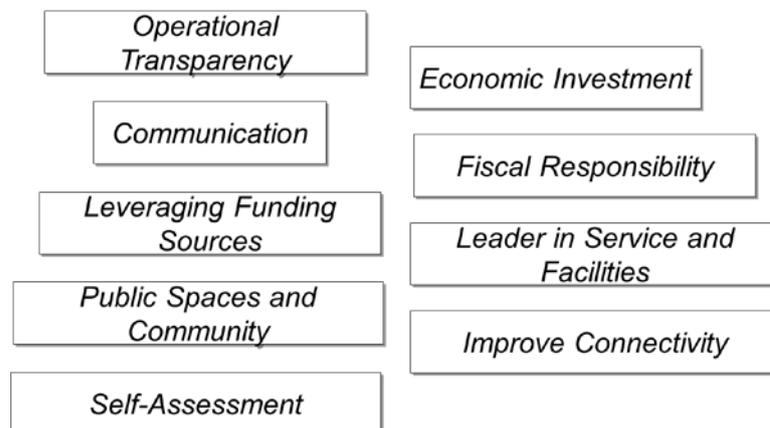
² <https://ilsr.org/8-policy-strategies-cities-can-use-to-support-local-businesses/>

³Connecting effectively and consistently with local businesses presents several benefits for the City Council.

- **it displays a commitment to involvement in the community, as well as to community empowerment and improvement.**
- **It plays a vital role in creating or building economic benefits for the entire community.**
- **It plays a vital role in creating and building social benefits in the community.**
- **It helps the community – and particularly community groups and their members – to become empowered. Because of this empowerment, and the knowledge gained, it means the community has more of a chance to find creative and worthwhile solutions to problems or issues that may be raised.**
- **It improves the community's perceptions of the City Council and raises the Council's profile across a wider area.**

City Council Goals and Objectives

This document proposes steps to foster a high-quality, efficient support system for all businesses; to develop tools, programs, and systems to address specific gaps that are vital to the City’s economic growth; and to enhance community engagement and partnerships.

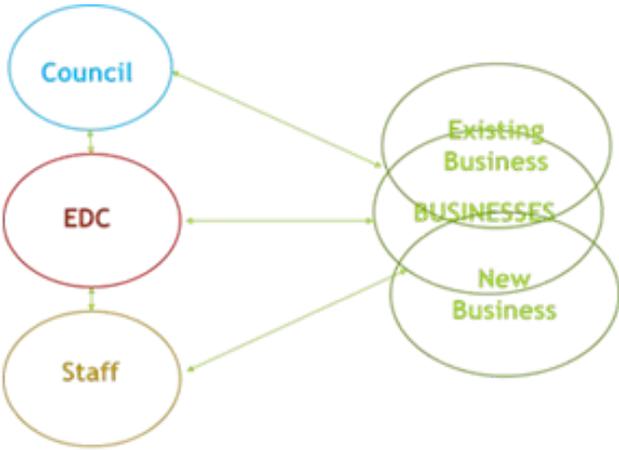


Goal 5: Create opportunities for economic development and retain and improve existing businesses

Objective: Development of a communication plan for exchanging information with businesses—to include EDC and/or staff meetings with business owners.

³ https://www.ourcommunity.com.au/business/view_help_sheet.jsp?articleId=1383

Target Audiences



What Does The City Want From Businesses?

1. *How we help them build?*
2. *How we can provide more information from City?*
3. *Why did they choose Olivette?*

 <p>Existing Business</p>	<ul style="list-style-type: none">• Make sure they stay in Olivette (or help them find another home)• Understand their growth and challenges• Develop funding potential• Celebrate Success
 <p>New Business</p>	<ul style="list-style-type: none">• Make them aware of Olivette• Low Vacancy• Highest and Best use of land/buildings• Olivette stays relevant (new forms of businesses)

What Do Businesses Want From The City?

 <p>Existing Business</p>	<ul style="list-style-type: none">• To be left alone• Advertising/Marketing of business• Increased sales• Low Crime City• Good Customer Service• Information on City events??
 <p>New Business</p>	<ul style="list-style-type: none">• A "deal" for coming to the City• Straightforward and easy permitting process• Ready workforce• Low Crime City• Good Customer Service

Proactively Engaging the Business Community: What Are Other Cities Doing?

New York City – *Webpage and Starter Guides to the City*

The City of New York created a webpage for new and existing businesses. The City offers “**Starter Guides**,” - entrepreneurs can find easily accessible information regarding the specific business that they intend to open, and the laws that are directly applicable to their work. By making this information user-friendly, New York has lowered the barriers to starting a business, thereby creating a culture of opportunity for all.

Cincinnati – *Small Business Committee*

Establishing a city with a culture of supporting small businesses and innovation requires the business community having a voice at the table. In Cincinnati, the **Small Business Advisory Committee (SBAC)**, which includes representation from small business owners in the community, was developed to serve as a counsel to the Mayor, City Council and other local leaders on issues that impact small businesses.

Maryland, Minneapolis and San Francisco – *Small Business Offices and Navigator*

⁴ Cities can create a position within city government to guide business owners through local permitting requirements, and to serve as a liaison between small businesses and policymakers. Models include a Small Business Navigator office such as those in **Montgomery County, Md.**, and **Minneapolis**, or a Small Business Commission, such as the one in **San Francisco**.

Detroit – *Business Directory*

⁵ The City of Detroit wanted to make business services and resources more assessible. The City created a comprehensive directory, called **BizGrid**, to help business owners find out about funding opportunities, legal assistance, office space, manufacturing facilities and business planning and marketing resources available to them. The tool is available online and distributed by 50 organizations in the city.

Seattle- *On-site Business Consulting*

⁴ <https://ilsr.org/8-policy-strategies-cities-can-use-to-support-local-businesses/>

⁵ <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/4-ways-cities-can-help-small-business-owners-succeed/>

⁶ Seattle provides on-site business consulting. Seattle's economic development office launched a program called **GrowSeattle** that consults small businesses on everything from getting financing to licensing and taxes to environmental sustainability. The program's Citywide Business Advocacy Team aims to visit at least 500 Seattle small businesses every year and consults on everything from getting financing to expanding a business to licensing and taxes to environmental sustainability.

Various- Business Diversity Ordinance

⁷A Business Diversity Ordinance can ensure that independent, neighborhood-serving businesses don't get crowded out by chains. Municipalities around the country, from Fredericksburg, Texas, to Jersey City, have used this tool effectively. San Francisco's 12-year-old policy is one of the most comprehensive. It requires a "formula" business to apply for a special use permit and meet criteria in order to locate in any of the city's neighborhood commercial districts.

Communication Approach

City Council Objectives and Key Messages:

- Develop mutually beneficial partnerships
- Share our individual and joint successes with the world
- Create and build a stronger community
- Create a communication strategy that streamlines the **sharing of information**, tells our **success stories** locally and regionally, and creates and **strengthens relationships** between the City and businesses.

Current Business Engagement Structures

Olivette prides itself on being business friendly and proactive in attracting new developments that will grow our local economy. This section identifies some of the main business engagement structures already in place and supported by the City Council. However once established, most of the engagement comes in the form of donations and vendor partnerships with businesses. It is imperative collaborations between cities and business hold out the promise of significant progress in improving long-term economic growth, resilience and quality of life.

The Planning and Community Development Department

The Planning and Community Development Department oversees and communicates the development, construction and logistical side to businesses,

⁶ <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/4-ways-cities-can-help-small-business-owners-succeed/>

⁷ <https://ilsr.org/8-policy-strategies-cities-can-use-to-support-local-businesses/>

residential and nonresidential properties including building code requirements, building permitting, land use permitting.

The department also provides support for businesses through the [Business Guide](#), [Dining Guide](#) and [walking and bike map](#).

Established Business Engagement Structures

1. Turkey Trot
2. Parks and Recreation events (Movies In the Park, Parties In the Park, Harvest Fest & Boo Bash)
3. Coffee with the Mayor
 - a. Business Edition with *Really Big Coloring Books Inc.* & *Pedal the Cause* 9/18/2019
4. Coffee with a Cop
 - a. Olivette Diner 9/7/2019, Banducci McDonald's 10/2/2019
5. Ribbon Cutting & Grand Opening Ceremony
 - a. Kickin Crab 9/26/2019
6. Improved wayfinding signage
 - a. Highlighting businesses and the growing business district and Olivette corridor.
 - b. Coordinate resources and ease burdensome regulations by mapping and making more accessible the resources that already exist.

Requirements for a Business Engagement Strategy

A priority for the City Council and is to develop a better understanding of business priorities for growth and infrastructure development. The City Council also has an important role in supporting the sharing of information and networking within the business community.

The City of Olivette can employ several different tactics to achieve its communication approach.

Olivette Life

Opportunities	Challenges
<ul style="list-style-type: none"> • Special section on doing business in Olivette • Highlight business's anniversary, milestones • Recognize awards or designations • Feature on New businesses in Olivette • Feature stories on low-crime, housing stock, school district, local events 	<ul style="list-style-type: none"> • Finding the stories (BizJournal and STLToday news-watch) • Finding a contact

Olivette Website

Opportunities	Challenges
<ul style="list-style-type: none"> • Improve content in the “Doing Business” section • Feature news articles about local businesses • Create an “available space” section on the website on which landlords/property owners can advertise • Feature stories on low-crime, school district, housing local events 	<ul style="list-style-type: none"> • Keeping information updated and relevant (Allow businesses to submit stories and information through a link) <p>Example: Claytonmo.com</p>

Social Event/Meetings

Opportunities	Challenges
<ul style="list-style-type: none"> • Host events at the City Center • Attend events at businesses 	<ul style="list-style-type: none"> • Attendance can be difficult (offer to host existing organizations/agencies) • Identifying topics of interest • Staffing (Seek volunteers to assist with setup and clean-up)

Creve Coeur Olivette Chamber of Commerce

Opportunities	Challenges
<ul style="list-style-type: none"> • Advertise events/updates on CCOCC website • Attend events where City business will be in attendance • Hold Chamber events at the City Center 	<ul style="list-style-type: none"> • Time (Make attendance at events a priority)

Survey

Opportunities	Challenges
<ul style="list-style-type: none"> • Develop a survey(s) to identify business satisfaction with City services/staff/policies 	<ul style="list-style-type: none"> • Difficult to create a “solid” survey (hire professional for assistance) • Participation – (so up-front work to prepare businesses for survey) • Identifying the individual within the business most appropriate to respond (professional assistance or ?)

Local and Regional Print, Radio, Trade outlets

Opportunities	Challenges
<ul style="list-style-type: none"> Increase interest stories in local publications 	<ul style="list-style-type: none"> Increase interest stories in local publications

Social Media (FB, Instagram, Twitter, Next Door):

Opportunities	Challenges
<ul style="list-style-type: none"> Link with local businesses Highlight business’s anniversary, milestones Recognize awards or designations Tell success City’s stories – new or existing businesses share their experience working with City Council/staff/departments/commissions 	<ul style="list-style-type: none"> Getting information from businesses – may need to use other sources (BizJournal, STLToday, Business FB pages) Establishing a contact (Introduction of Communications Mgr to local businesses)

Recommendations

Below is a list of recommendations the Council can discuss, consider and implement as next steps.

New Businesses

1. Outline a streamlined process when new businesses arrive to Olivette

For business owners, it can be easy to think of the City process as a hassle. Olivette wants a clear process from start to finish to ensure we efficiently support business and foster growth.

- a. **Identify** a contact person at the City Center for new and existing businesses. This trained professional will be the primary contact to support interested parties, businesses owners and business service organizations. **This person will also connect businesses with the appropriate Olivette staff member for further engagement.**
- b. **Identify all City employees who interact with businesses to serve as additional business navigators.**

2. Develop a branding campaign or strategy to attract visitors and new businesses

3. Collaborate with appropriate staff to create a Welcome Packet

- a. Staff time, knowledge, and other expertise necessary to conduct outreach and work.

Existing Businesses

4. **Survey or Focus Group:** Consider developing and conducting a regular local business survey to gather baseline data to provide the Council and City Staff with an accurate picture of business views from a representative sample of Olivette. Questionnaires or focus groups can be a methodology for collecting information on businesses views and issues, the barriers they face, business satisfaction with Olivette, or more generally on business confidence. This is another way to help to increase the Council's understanding of local business needs and can be used to provide robust information about business views that could help the Council make well-informed decisions.
5. **Develop a contact list for both new and existing businesses for inquiries.**
6. **Create an industry-specific mentorship network.**

Business Support & Acknowledgment

7. **Relocation Packet/One-Pager for employees of local businesses.**
8. ~~In collaboration with the EDC, create a working group or committee with business leaders~~
 - a. ~~Establishment of a business advisory group or small business council to determine needs, shape recommendations and collaborate on support activities.~~
 - b. ~~The group can also serve as a source to improve the navigation of citywide business questions and to serve as an advocate for Olivette businesses.~~

9. Create a Business page on Website

With the website redesign, launch a new web portal to integrate and publicize existing resources for businesses and offer a variety of new tools and resources for small businesses.

- a. The up- to-date business section on the website will provide information about additional programs and support, service organizations, vacant commercial space, online permitting, business directory, licensing and zoning tools, events calendar and checklist for new business starters.

10. Highlight Businesses in Olivette Life and on Social Media

- a. Develop a business e-newsletter. (See the [City of Creve Coeur](#))
- b. Push the #OlivetteStrong hashtag on social media platforms
- c. Write and Pitch Articles on Local Businesses

11. Send updates to the Creve Coeur Olivette Chamber of Commerce

12. Sponsor and promote annual awards to the local business community

13. Partner with Organizations in the Surrounding Area: *Donald Danforth Plant Science Center, 39 North and Venture Café* i.e. for innovative working sessions, support and partnerships.

- a. Communications Manager Kiana Fleming will attend and promote Venture Cafés.
- b. Communications Manager Kiana Fleming was asked to join the marketing committee of 39 North by Karla J. Roeber Vice President Public and Government Affairs at the Donald Danforth Plant Science Center on October 21st, 2019.
- c. Communications Manager Kiana Fleming will continue to build working relationships, opportunity zones, and partnerships with:
 - i. Karla J. Roeber; Vice President Public and Government Affairs at the Donald Danforth Plant Science Center
 - ii. Janet Wilding; Vice President of Major Projects and 39N

14. Include businesses on wayfinding signage. (To increase local commerce, many cities and towns have begun to strategically place signs pointing to commercial districts).

15. Continue to have available parking, appropriate lighting, orderly trash pick-up, low crime and beautification of Olivette.

Bruce Katz, of the Metropolitan Policy Program at the Brookings Institution stated:

"If you ask a particular citizen or business located in Boston or a suburb of Boston why they stay, they'll tell you they want clean streets, they want safe streets, they want good schools, they want fluid traffic and transport options, they want a government that's actually transparent."

⁸ <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/how-cities-can-help-small-businesses-grow-and-thrive/>

Community Engagement

16. Invitations to Coffee with the Mayor

17. Host Coffee with a Cop at Local Businesses

18. Networking Events

- ~~a. City Council or the EDC can create 1:1 meeting with businesses leaders, face to face meetings or business hours with local businesses. The informal discussions with key business leaders can enlighten and inform the City on the main issues that businesses are facing and put forward actions to help address. Summary notes can be taken from each meeting and actions allocated to relevant City Council staff.~~
- ~~b. Facilitate workshops to help small business owners.~~
- ~~c. Host quarterly business breakfasts. Either a casual, informal setting or centered on a thematic issue.~~

19. Olivette Restaurant Night Out

- a. Could Olivette support a day called “*Olivette Restaurant Night Out*” when the City declares one day of the year to dine out locally?

20. Create and encourage to shop local campaigns

- a. Olivette Life coupons for local businesses

21. Continue to use Olivette businesses as sponsors for Citywide events

Evaluation

The City of Olivette will monitor to evaluate whether the objectives have been achieved.

Examples:

- *Media monitoring – check newspapers for stories, mentions*
- *Website hits and views for stories on local businesses*
- *Feedback (formal and informal)– from survey*
- *Event statistics - attendance (numbers) at networking event*

Conclusion: Businesses and the City of Olivette

The principles addressed through the Olivette Business Communications Plan will support with a level of aspiration improved relationships between Olivette and the businesses we serve. Olivette's business efforts are divided across many departments which have direct responsibility for activities and relationship building. As part of this plan, the City will work to integrate the leadership, strategy, delivery, and marketing of programs and activities. Improved citywide partnerships and networks will strengthen the City's business environment, while increasing accessibility, connectivity and community.

Businesses thrive when they are surrounded by a robust ecosystem of resources and opportunities— and when they can feel at home in the City in which they reside. At the core of this plan is a commitment by the City of Olivette to play an integrative role in achieving this vision and to invest in both proven and innovative recommendations to help businesses succeed. In turn, this support will strengthen Olivette's economy, drive transparency and community, and enhance neighborhood vibrancy throughout the city.