

Open for Business

Imagine Our City



City Council Meeting
June 26, 2019
10 AM – 11:30 PM

City/Council Collaboration

“Open for Business” means a City that makes it easy to create and open a business by providing a process that is easy to understand, efficient and fair. It is a transparent system of governance with a strong online presence, good quality of life and a dynamic cultural environment. It is globally connected and is a welcoming place for people from all types of backgrounds.

Sub-Cabinet Member Departments



Peter Leggett

Ricardo Cervantes

Bruce Corrie

Kathy Lantry

Catherine Penkert

Sharon Kennedy Vickers

Projects

Communication Plan

Performance Measures

Heritage Preservation Review

Ordinance Amendments

Sewer Availability Charge

Technology Projects

Virtual One Shop

Survey(s)

Training/Education

Neighborhood STAR Program

Game Day Business Opportunities

Communications Plan

Goals

- Engage (or Promote, Celebrate, Highlight)
 - Define what it means to be Open for Business
 - Highlight 2018 successes of the Open for Business initiative
 - Highlight in process and 2019 enhancements of the Open for Business initiative
 - Highlight positive experiences businesses have had/will have through the City's continuing OFB Focus
- Educate
 - Educate stakeholders on our city processes + resources through simple, accessible messaging
- Convert
 - Provide compelling, actionable information so stakeholders can easily work with the city

Outcomes

- Engage: Stakeholders have a positive impression of doing business in Saint Paul
- Educate: Stakeholders are better informed on city processes, resources, and perceived barriers are reduced
- Convert: Stakeholders are compelled to do business in Saint Paul, as well as speak of the easily navigable and supportive Saint Paul business environment.

“The Naughty Greek: Open for business in Saint Paul,” rough cut https://youtu.be/_OROWhsSSQM

Performance Metrics



Project Objectives

Ensure OFB efforts are:

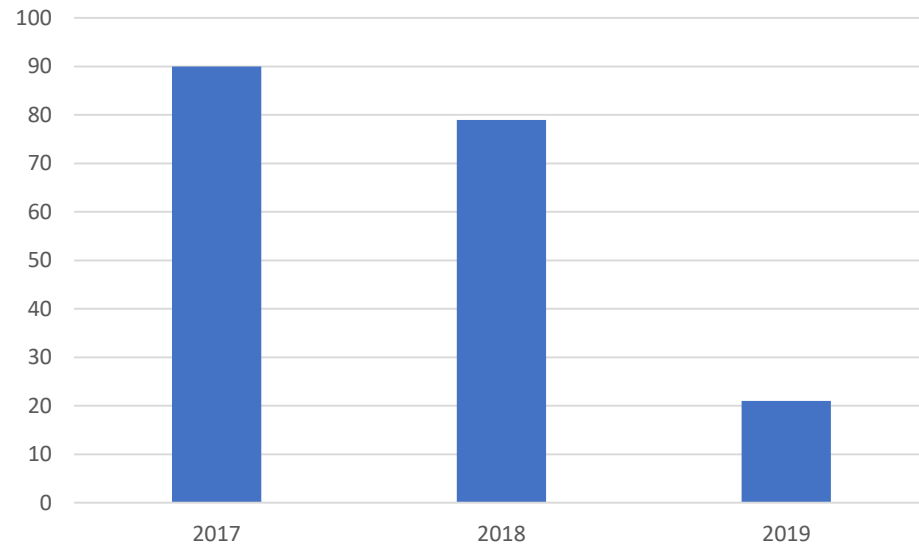
- Focused on intended results (specific actions demonstrating Saint Paul is Open for Business)
- Measurable
- Reported

Project Status

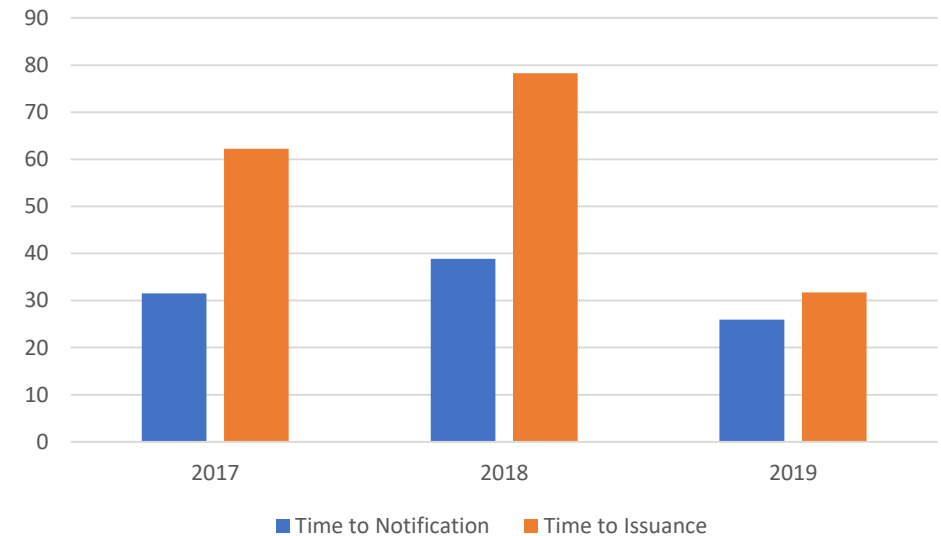
- Identifying measures and performance metrics
- Identifying tools to measure and report performance
- Current measures in development
 - Number of licensed businesses by sector
 - Processing time for business licensing applications
 - Percentage of business licensing applications that are unsuccessful or abandoned
 - Processing times of Site Plan and Building Plan review
- Measure implemented
 - Net Promoter Score for all new business license applicants

Performance Metrics

Abandoned Applications 2017 - 2019



Processing Time (Days) - Class N Licenses



Ordinance Amendments

Completed

- Allowed Sandwich Board signs
- Eliminated spacing requirement between on-sale liquor establishments and places of worship
- Eliminated spacing requirement between downtown on-sale liquor establishments and schools

City Council Phase

- Increasing the number of temporary entertainment permits for downtown on-sale liquor establishments

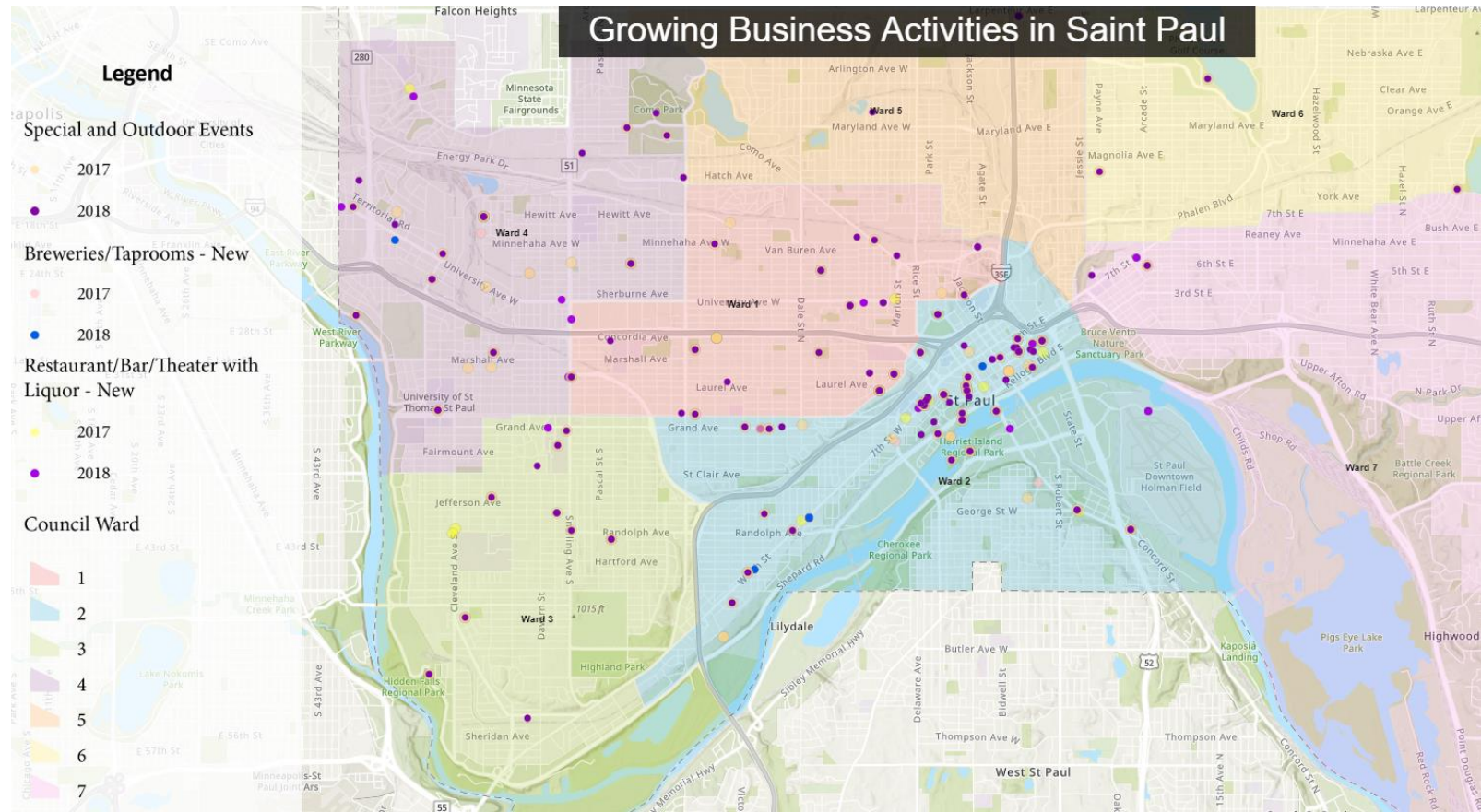
Staff Phase

- Eliminating Sidewalk Café licenses

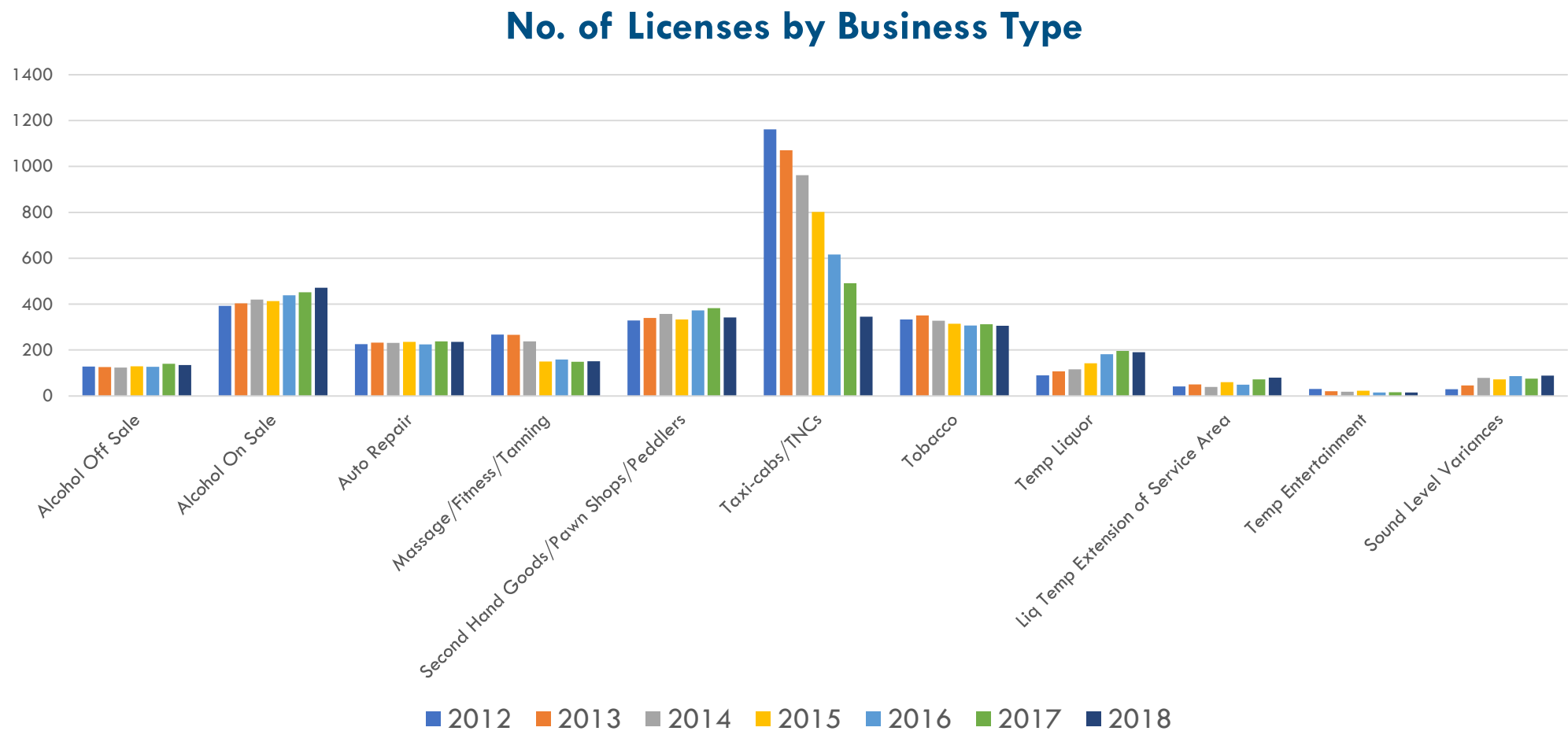
Community Engagement Phase

- Class N License Notification and Petition Process improvements

Growing Number of Licensed Businesses



Growing Number of Licensed Businesses



Sewer Availability Charge Research



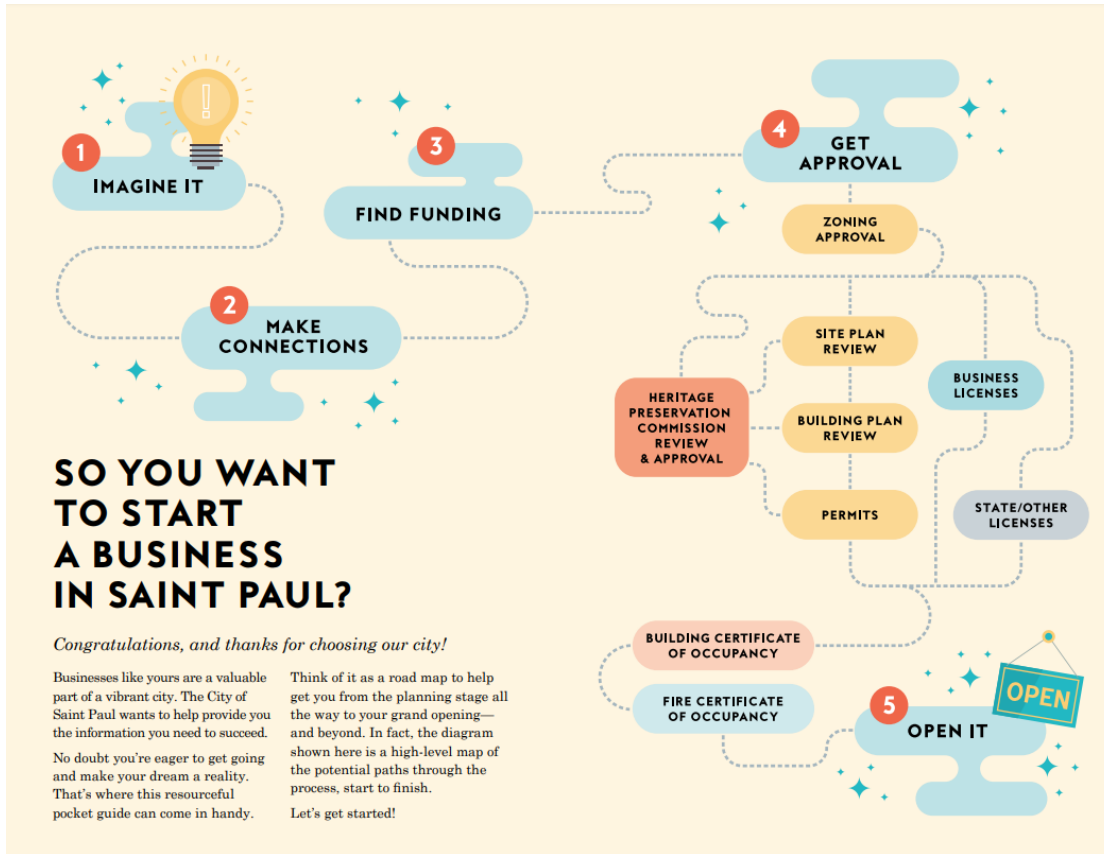
Project Objectives

Ensure all new businesses (property owners/tenants) receive the appropriate level of research for Sewer Availability Charge (SAC) credit determination during construction process.

Project Status

- Additional FTE added to Building Plan Review team
- New Standard Operating Procedure developed and implemented
- YTD savings are \$273,350, projected to save customers \$656,040 in 2019 (50% increase over 2018 values!)

Technology Projects | Customer Centric DSI Website



Project Objectives

- Rework DSI's website to provide a customer journey focused experience
- Customers will be guided to information based on the activity they want to achieve
- Minimize clicks and ensure easy navigation
- Update and ensure plain language for webpage text and documents
- Ensure consistency with Citywide Digital Transformation

Project Status

- Internal work team completed website assessment
- Hosted external user event to explore customer's desired website functionality/format
- Working on:
 - Reorganizing website material
 - Planning external user input event



Technology Projects | Electronic Plan Review

Project Objectives

Implement software that allows for the building and site plan review process to occur electronically.

- Upload plans 24/7-no hand deliveries
- Improved, real-time customer communication
- Faster reviews (up to 40% faster)
- Improved, safer final product

Project Status

Building Plan Review process live April 2019

- 1st customer utilizing software and assisting with enhancements
- 255 Western Ave-162 Unit Apartment Building

Site Plan Review expected to go live July 2019

Portal development complete by 2020



Virtual One Shop

Virtual One Shop



Project Objectives

- Create a “Business One Shop” service center that offers individuals the opportunity to conveniently and easily access city services to achieve their business dreams; including:
 - Virtual “Business One Shop” at DSI where customers can:
 - Interact in-person with staff from all DSI service areas
 - Interact virtually with staff from other city departments
 - Complete and submit zoning, licensing, financing, and construction permit applications
 - Gender neutral restrooms

Project Status

Design is underway for Virtual Rooms and Gender Neutral bathrooms



Surveys | Licensing Net Promoter Score (35 Respondents)

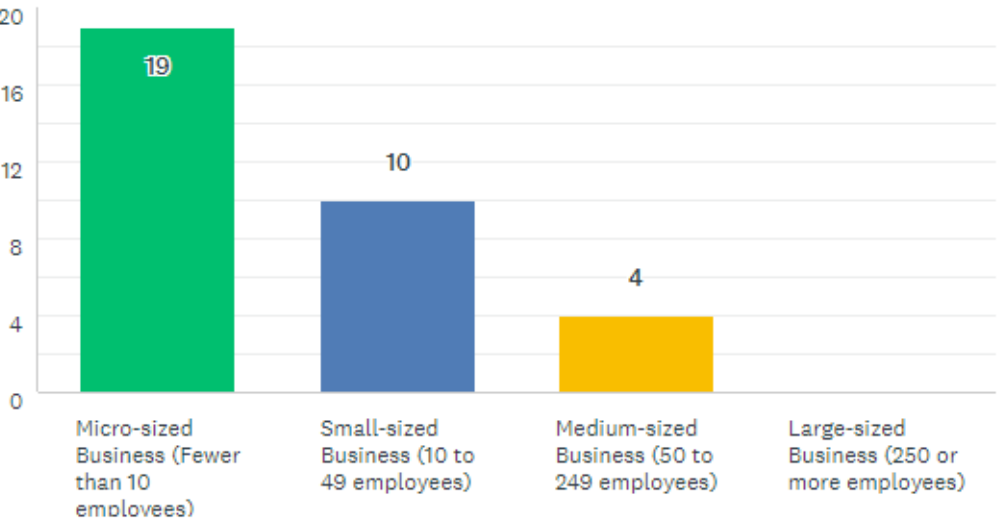
On a scale of 0-10, based on your experience with the City's licensing process, is Saint Paul Open for Business?

AVERAGE SCORE

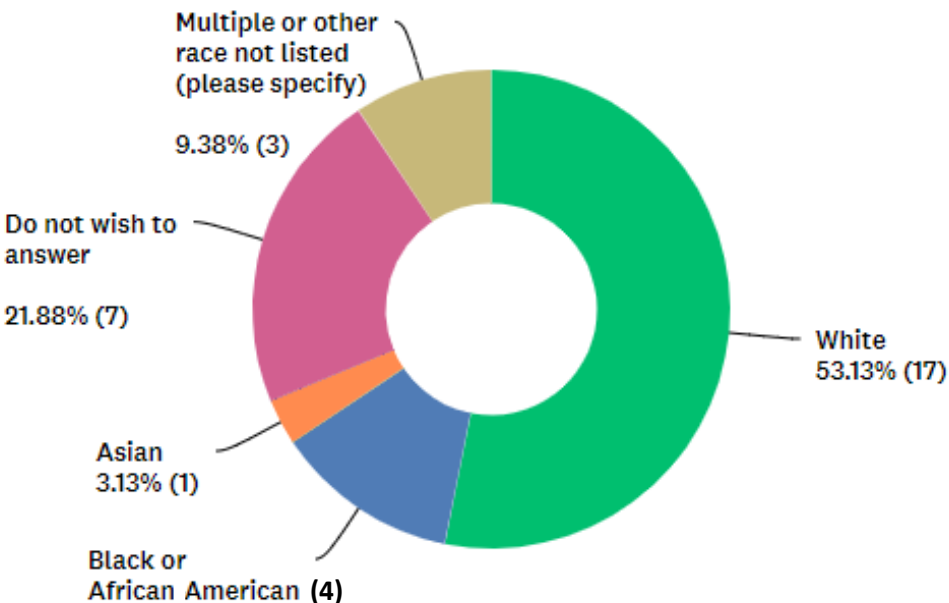
7.9/10

Business Licenses Survey Last Six Months

Business Size



Racial Background



"I printed off the online application and delivered it to your office in person. The customer service I received at your office was very helpful and friendly. I was extremely grateful that your building had a private parking lot."

Training/Education



Strategic goal: support an inclusive and innovative local economy

Library assets that support entrepreneurs: innovative equipment, small business resource center, programs and classes, online resources, Northstar Digital Literacy Assessment, meeting rooms, printers, and computers.

Key partners: Neighborhood Development Center, Joule Micronation, SCORE, and more



Training/Education



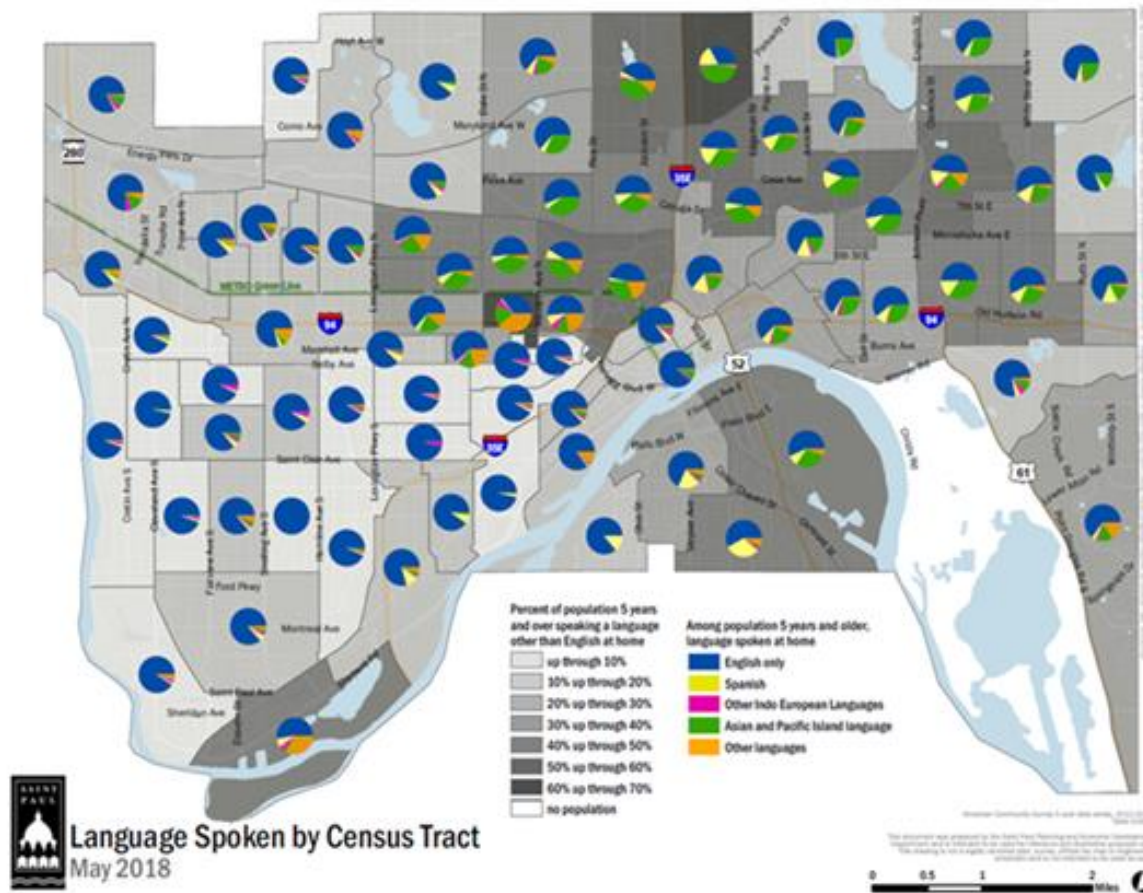
2019 Highlights

- \$25K grant from Knight Foundation for downtown Workforce and Innovation Center
- New model for some NDC classes with embedded librarian to help with market research and tech help to complete business plan: August at Rondo
- Future host site for 1 Million Cups

2018 Key Stat Results:

- 5,341 participants in open labs (tech help, job search, computer topics)
- SCORE, Joule Micronation, NDC, WomenVenture key partners
- 133 entrepreneurs attended SCORE's "5 Simple Steps to Starting a Business" series
- 630 entrepreneurs gained skills to improve their business through a partnership with Joule Micronation, which was an increase in attendance of more than 15% from 2017.
- During our reference survey week, 234 questions regarding small business, job search, and tech help were asked in one week

Training/Education



Neighborhood STAR Program

Modifying the Neighborhood STAR Guidelines



Neighborhood STAR Program

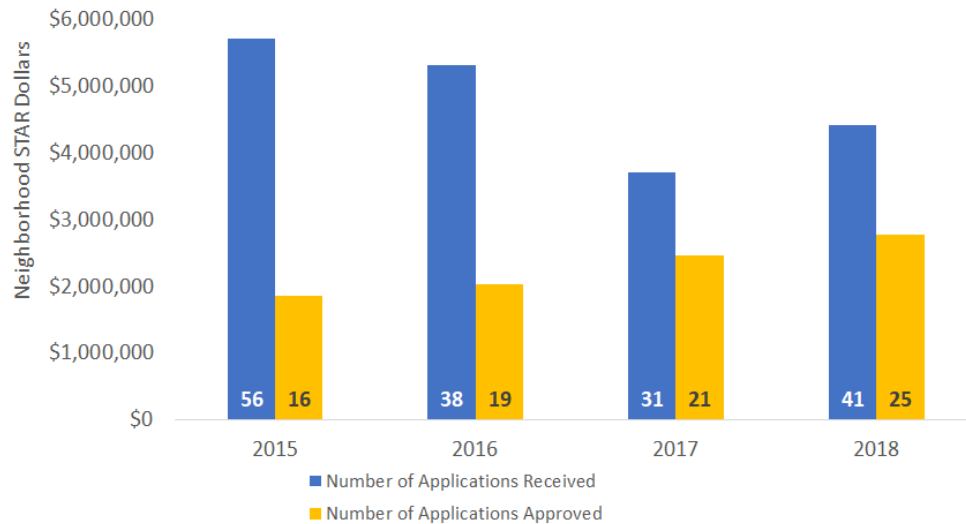
Neighborhood STAR Program Guidelines Updates

- Most recent updates to Neighborhood STAR Guidelines include:
 - STAR loans of \$50,000 or less no longer require a match;
 - Accessing Neighborhood STAR Funds changed from a reimbursement-only system to a disbursement after work has been completed model; and
 - Proposals leading to filling vacant commercial storefront space or positively impacting one or more of the City's defined Cultural Destination Areas may receive more favorable consideration during the selection process.



Neighborhood STAR Program

2015-2018 Neighborhood STAR Program



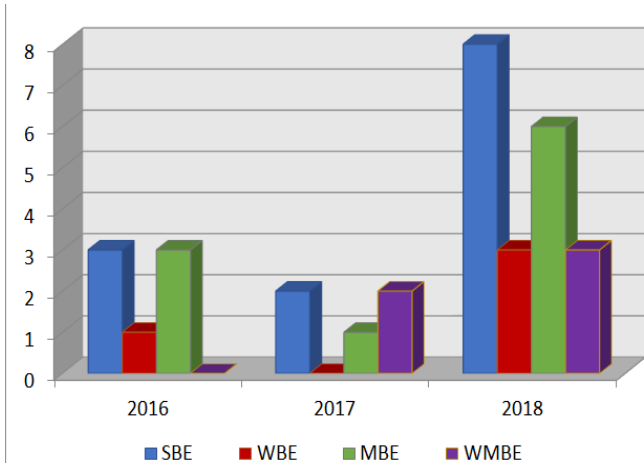
Equity Goals

- Since 1995, the Neighborhood STAR Program has assisted over 980 projects with more than \$121 million in STAR dollars. These funds are estimated to have generated more than \$1.2 billion in private investment throughout the City of Saint Paul.
- The City of Saint Paul is home to over 300,000 residents speaking more than 100 different languages and dialects. Our diversity is an asset in a globally-connected economy, and one we as a community need to activate by ensuring equitable access to resources and opportunity.
- Applicants are asked to consider how their projects will further the City's racial equity goals: Saint Paul will be a city where race does not predetermine opportunities in education, employment, housing, health and safety.

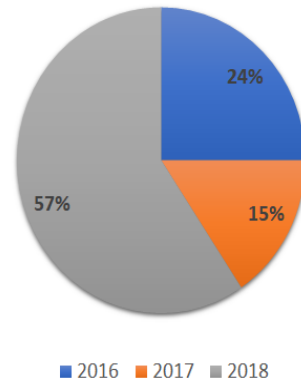
Neighborhood STAR Program

2016-2018 Neighborhood STAR Program

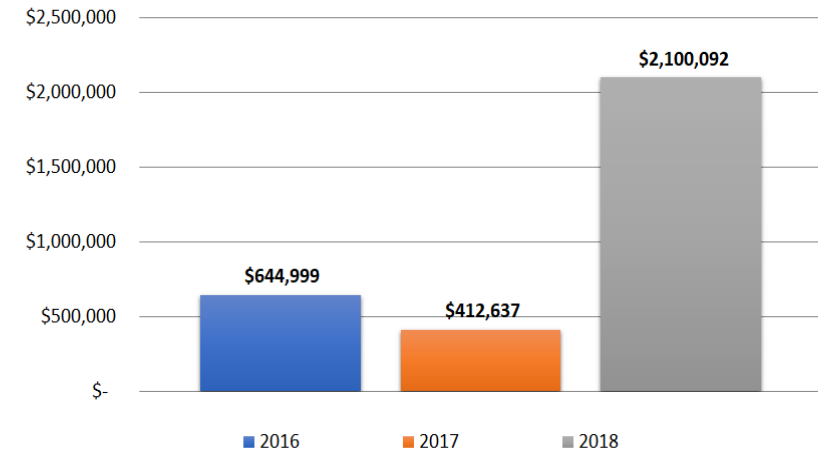
Small, Women and Minority Owned Business Investment



Percentage of SWMBE Awarded



STAR Dollars Awarded to Small, Women and Minority Owned Businesses



Allianz Field Game Day Business Opportunities



Working to ensure Allianz Field works for our families, businesses and cultural communities

- New opportunities for community businesses
- Local food vendors selected by Minnesota United operating inside the stadium
- City negotiated an agreement with Minnesota United for a dedicated food truck space outside the stadium, featuring rotating food vendors from Cultural Destination Areas (CDAs)

Allianz Field Game Day Business Opportunities

Regulatory guide: City & State Permits, Licenses and Variances

- Entertainment & Liquor licenses
- Sound Variances
- Transient Merchant / Peddler License
- Outdoor Commercial Uses, including food trucks, sidewalk cafes
- Parking for event uses

Chinook Book app: PED outreach to businesses to sign up to offer game day deals on Chinook Book

Business Opportunities fostered by Allianz Field events City and State Permits, Licenses, & Variances you may need for game day*

Saint Paul Departments of Safety and Inspections (DSI); Planning and Economic Development (PED); Public Works; and Police
Minnesota Department of Health (MDH)

*The above list of required permits, licenses and variances is not exhaustive.

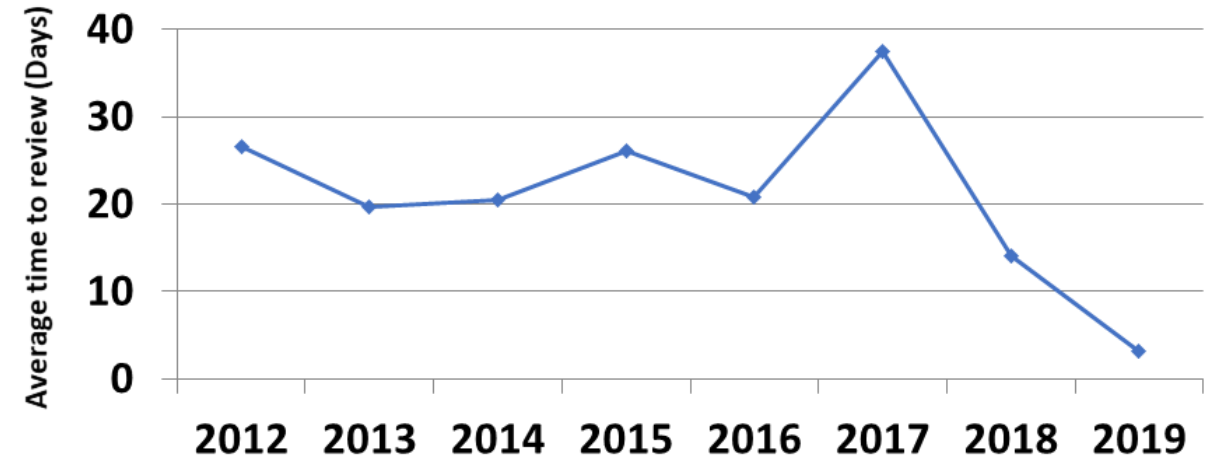
Entertainment and Alcoholic Beverages	Description	Contact	Links and More information
Liquor – Outdoor Service Area (Patio) License <u>Who:</u> An establishment with an annual City liquor license	Sell or serve intoxicating liquors in areas outside the building structure on private property which is immediately adjacent to and contiguous with the structure containing the licensed premises If on Public Property and without a Block Party Permit , this will also require an Obstruction Permit (see below) <u>Limits:</u> Seasonal use of patio only <u>Petition requirement:</u> Petition of approval from 60% or more of your neighbors within 300 feet. Notification required of owners/occupants within 300 feet of property. The City will provide a notice of 45 days prior to all residents within 350 feet. Public hearing on the application is required	City DSI - Kris Schweinler, 266-9110 City Public Works for public right of way obstruction permit (if on public property and in situations where no Block Party Permit is required)	More info. Class N Application Fee: \$76 per year, renewed annually Note: A site plan for the patio is required. A Sound Level Variance may also be required.
Entertainment Temporary License <u>Who:</u> An establishment with an annual City liquor license but not an entertainment license	A one-day entertainment license: On Public Property and without a Block Party Permit , this will also require an Obstruction Permit (see below). If in conjunction with a Block Party Permit (see below), no Obstruction Permit needed If liquor service is proposed – a Liquor-Temporary Extension of Service Area License is also required (see below) <u>Limits:</u> Only valid for a 24-hour period, and no more than three such licenses will be granted per calendar year <u>Petition requirement:</u> None <u>Exemptions:</u> An establishment with entertainment license	City DSI - Kris Schweinler, 266-9110 City Public Works for public right of way obstruction permit (situations where no Block Party Permit is required)	More info. Class T License application Fee: \$30/event per location Notes: A Sound Level Variance may also be required. Additional permits are required if Tents, Propane, or Temporary Electrical are needed (City DSI)

Heritage Preservation Review

Heritage Preservation

- The timeline design review shortened from 27 to 3 days

Review Time by Year



Business Outreach and Development

Design Center

The Design Center is open to providing urban design feedback on initial proposal by developers to help them get a realistic picture of their project.

Business Development

PED team has increased business outreach across all departments to become more customer-centric.

Businesses Assisted in Expansion/Retention

Year	Business Development
2018	17
2019	13



SAINT PAUL MINNESOTA *Imagine Our City*

Thank You