

City of Port St. Lucie
Building Department

MEMORANDUM

TO: Gregory Oravec, City Manager

FROM: Joel A. Dramis, Building Code Administrator 

SUBJECT: Community Days

DATE: August 2, 2012

CC:

Community Days Event is a proposed free special event for all businesses located in commercial zoning districts. The event is scheduled for November 9, 10th and 11th, which is also Veterans Day Weekend.

Since the registration and permit issuance will be done 100% on-line, staffing time and resources will be substantially reduced. City Ordinance requires fees to be paid for both the special event and special event sign permit fees. I am asking that this item be placed on the agenda for the next City Council meeting for recognition of the event and a waiving of fees associated with this event.

As part of the registration process, the Building Department will be asking each registering business to identify a product or service offered for free to our veterans.

Thank you for considering this request and feel free to contact me to discuss this further.

JAD/tv

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City Manager

"A City for All Ages"

*Safeguarding the Public Health, Safety
and General Welfare of the Built Environment.*

THE CITY WANTS TO PROMOTE YOUR BUSINESS!



Veterans Day weekend
Friday to Sunday, Nov. 9 to 11

The City of Port St. Lucie invites you to join the 2nd annual Community Days free business promotion later this year.

This three-day event will be held on Veterans Day weekend, Nov. 9 to 11 and is intended to bring customers into your store, restaurant or office.

For that weekend, the city will issue free special event and sign permits to any qualified business that applies. That's a savings of \$275. And for businesses in St. Lucie West, the \$100 fee also will be waived. The sign permit will allow for one banner sign to promote the event.

SPECIAL OFFER!

Retail, food establishments, service and professional offices are encouraged to sign up. To be qualified, you must have a current city business tax receipt and must be in an area zoned for commercial use.

The city asks that you provide customers with something of promotional value, such as discounted prices or giveaway items. There are no requirements specifying what the promotional offer should be — you know what works.

Your business will be included by name and location in a promotion on the city's website, which averages more than 75,000 visits a month. The promotion will include listings that can be searched by business name or category, such as automotive, furniture, travel, etc. Community Days also will be promoted to local news outlets, on the city's TV channel, and in the city's weekly electronic newsletter, which has more than 10,000 subscribers.

SIGN UP TODAY
CALL (772) 871-5132

As the only event of its kind on the Treasure Coast, Community Days is intended to encourage residents to shop locally and to help businesses attract new customers.

CITY OF PORT ST. LUCIE • Business Tax Division
121 S.W. Port St. Lucie, Blvd. • Port St. Lucie, FL 34984
(772) 871-5132 • www.cityofpsl.com/building