

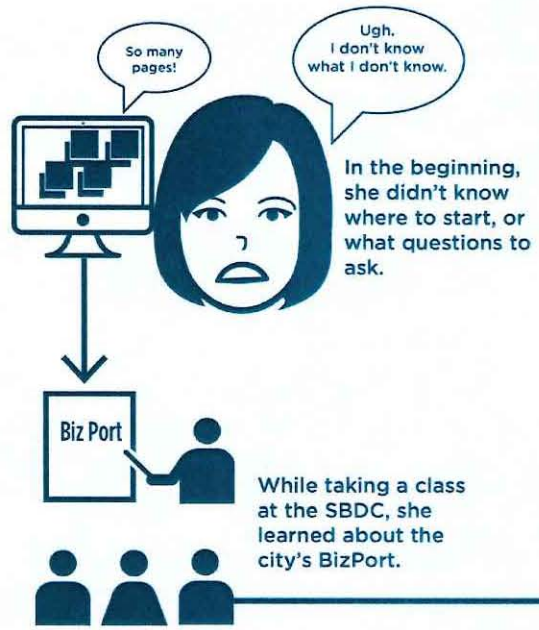
BizPort

City Council October 11, 2016





1 YEAR AGO



4th floor



Nancy went to the 4th floor Development office in City Hall.

For the next few weeks she went through the portal to figure out what she needs to do.



Nancy opened it right away on her phone. Wow! The process is so clear and all digital!



She didn't need to go to City Hall often thanks to BizPort, but when she did it was productive.



Nancy felt empowered through each step of the process.

TODAY



After 1 year in business, Nancy's restaurant is such a success that she is now expanding and hiring!



27 days to approval



Goals

Address entrepreneurs' needs

- Reduce **confusion**: centralize scattered resources
- Reduce **cost**: faster approvals
- Improve **competitiveness**: inclusive design, multiple languages and learning styles
- Improve **access**: 24/7 digital resources
- **User centered** design: create content from frequent questions and survey user experience continuously.





Bizport.longbeach.gov





PLAN

Getting your strategy together



Get an Idea

Understand why Long Beach would be the right place



Supportive Resources

Get to Know Them



Business Plan

Roadmap to Profitability



Financial Plan & Funding Types

Forecast Cost & Revenue



Business License

Determine if you need one



Determine Property Type

Home-Based? Co-working? Mobile?
Business Property?

LAUNCH

Complying with rules to get your doors open

Home



Business Property



Zoning Check

Is your business type allowed at that site?



Register Your Business

With the State of California



Apply for a Business License

with the City



Manage Your License

Receive, Renew, Edit, or Close

GROW

Opening your doors to the public



Hire Employees

Expand your workforce



Business Taxes

Paying them



Obtain Funding

Access resources to grow



Marketing

Getting Customers



Work with the City

Become a Vendor




Networking

Expand your contacts




My Profile

← Menu



My Profile
track progress and essential info

10%



"Congratulations on your decision to start a business! When you add to your profile, your progress bar grows."
-Mayor Garcia

- My Settings
- My Notebook
- My Checklist
- My Funding Opportunities
- My Forms

My Notebook

This is a list to help you keep track of key information you may need easily accessible. If you need help filling out the items below, check out the [homepage](#).

Business License #: BU-2134sdf 

Business License Renewal Date: 1/3/18 

E-Account #: 

State Seller's Permit #: 





Additional State License(s) #: 

Business Structure (Sole Proprietor, LLC): 

Doing Business As Name (DBA): 

My Checklist

This is a list of most of the tasks necessary to plan, launch, and grow your business.

-  Add and edit your own checklist items
-  Cross out tasks that don't apply to you
-  Reveal items you deleted
-  Learn more about each section

PLAN

Getting your strategy together

Business Plan Roadmap to Profitability

- Determine if I need a Business License 
- Write a business plan 
- Check out the FREE classes at SBDC 
- Get feedback 

Help / Chat

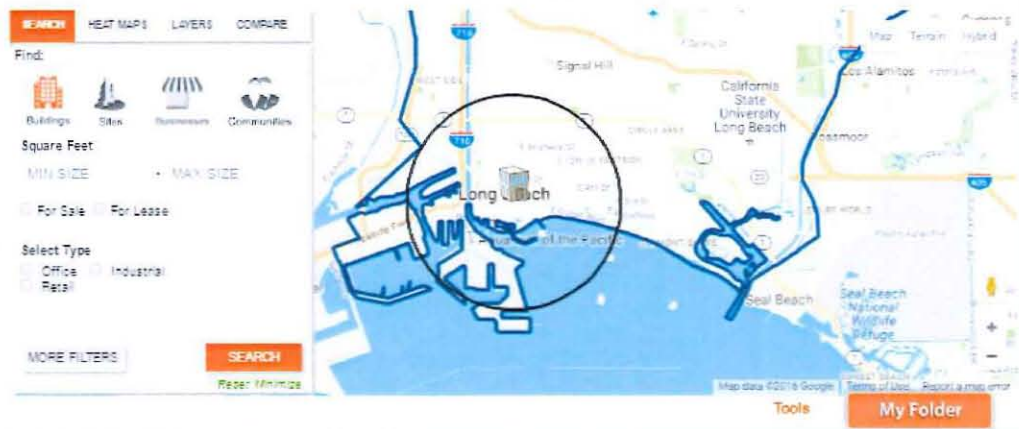


BizPort Team

Have a question? Chat with us

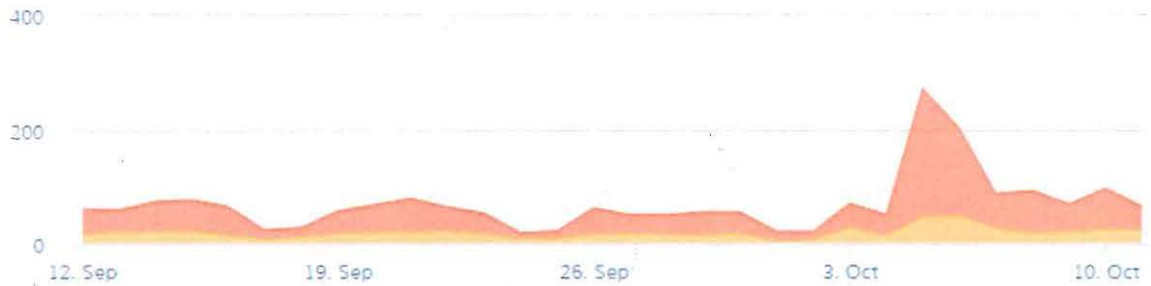
Send a message...





Number of BizPort Users New and Returning Users (Line)

NEW USERS 1,539 Day: -32 Week: +5	RETURNING USERS 561 Day: — Week: +10	TOTAL USERS 2,100 Day: -32 Week: +15
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7 comments

Accounts Created Multiple Stats with His..

NUMBER OF USERS 99 Day: +5 Week: +31
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0 comments



BizPort Device Types

Sessions by Device Type



65.2%

Sessions: 1,616

Day: -31 Week: +11



3.2%

Sessions: 79

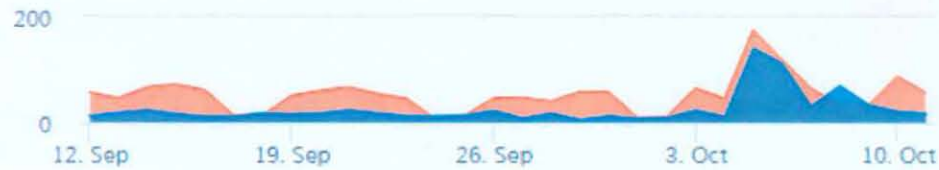
Day: — Week: +1



31.6%

Sessions: 784

Day: -4 Week: +6



2 comments

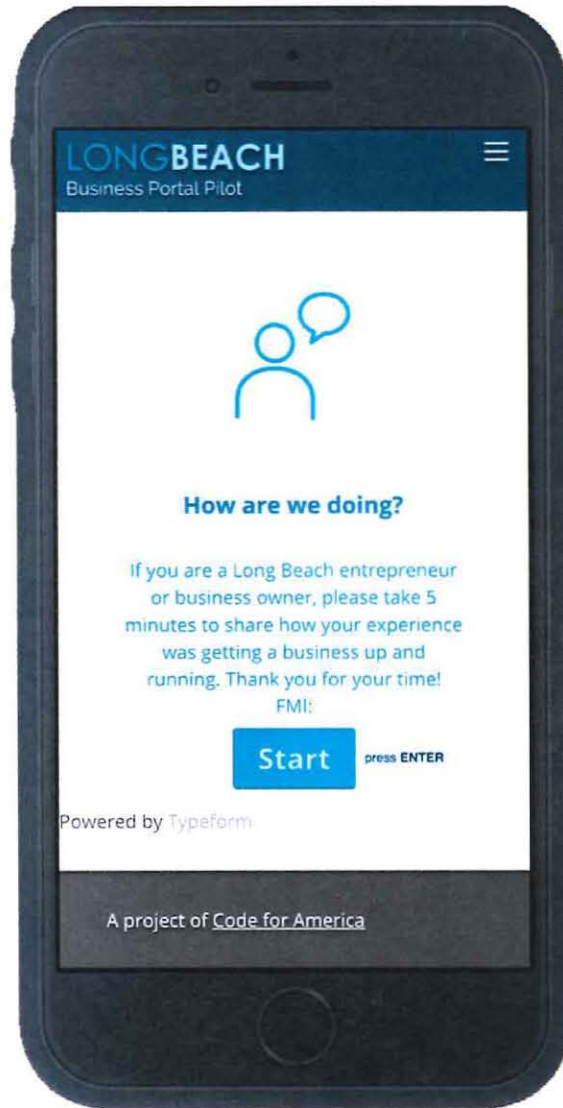
Sources

All Traffic


longbeach.gov	1,024	(41.3%)
(direct)	729	(29.4%)
google	373	(15.0%)
lbds.info	82	(3.3%)
m.facebook.com	65	(2.6%)
t.co	49	(2.0%)
govtech.com	35	(1.4%)
presstelegram.com	23	(0.92%)
bing	16	(0.64%)
facebook.com	15	(0.6%)



Survey



Marketing & Promotion




Need help starting a business?
Try our new website

[Click Here](#)

CITY OF **LONG BEACH**
Business Portal

Need help starting a business?
Try our new pilot website:
bizport.longbeach.gov



We would love your feedback!
bizport.longbeach.gov/survey

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