

# Think Tequesta

A Business Guide to Village Resources

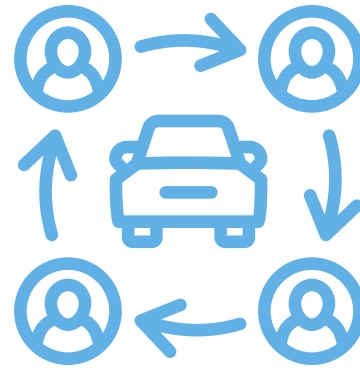


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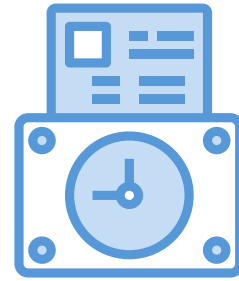
# Successful Workplace Carpooling



Research shows that employees who carpool to work arrive at work with lower stress levels, contributing to higher productivity and improved job satisfaction. They also help to build a more collegial work environment and a more positive company culture. Plus, it's eco-friendly!

- Adopt a gamification approach by encouraging participants to align themselves in teams, then track the number of trips and miles logged.
- Offer incentives to participants and prizes to competition winners.
- Match prospective participants who have similar work schedules.
- Offer free, reduced-rate, or preferred parking to vehicles used in carpools.
- Promote individual end benefits, like lower stress, savings on transportation costs, and reduced wear-and-tear on privately owned vehicles.

# Smart Staff Scheduling



- Allow employees to work remotely whenever possible.
- Publish employee schedules early so that they are able to plan the best transportation routes.
- When possible, avoid scheduling shift beginning/end times during peak congestion times. As Business Flare gains more data, there will be more information on how the US-1 bridge closure impacts traffic patterns.

# Encouraging Employees to Shop Locally



- Demonstrate what they can get from your business that they cannot get online:
  - Specialty advice
  - Classes/product demonstrations
  - Additional product expertise
- If your employees finish their shifts at peak traffic congestion times, encourage them to shop locally before heading home. Businesses can offer a special discount to those who can show an employee ID from a Tequesta business and/or "happy hour" pricing.

# Village Resources



- **Tequesta Business Job Opportunities:** In an effort to assist businesses widen their ability to attract candidates, the Village of Tequesta will post employment opportunities for Village businesses on the Village's website. These employment opportunities are not affiliated with the Village and we cannot guarantee employment. If you would like to post a position, email Luis Nicolas at [lnicolas@tequesta.org](mailto:lnicolas@tequesta.org).
- **Video Highlights:** The Village of Tequesta offers our new local incorporated Tequesta businesses a one-time opportunity have a short 3-4 minute video shot with a Councilmember. We will publish the video on our website and social media accounts. If you are interested in this opportunity, email the Village Clerk to arrange a visit.
- **Friday News, "Think Tequesta" Business Corner:** The Village of Tequesta now offers a way to market your business' special events, sales and promotions. Send all relevant information to Nara Cavalcanti at [ncavalcanti@tequesta.org](mailto:ncavalcanti@tequesta.org) by Tuesday for it to appear in that week's Friday News. (Note that in the event there is no Friday News on a particular week, the items will appear in the next week's Friday News.)

# Village Resources



- **Business Highlights:** The Village offers new local incorporated Tequesta businesses the opportunity to submit an article highlighting their business to be published on the Village's website, social media in the Smoke Signals newsletter and sent out via text and email to residents. Businesses must submit via the Business Highlights Form, the following information:
  - Article – 250 word limit
  - Photo (jpg or png) of business (emailed to the Clerk's Office)
  - Contact info to include:
    - Business name
    - Business phone
    - Business email
    - Business website
    - Business social media addresses
- **Welcome to Tequesta:** The Village would like to provide a welcome packet to new residents with incorporated Tequesta businesses information. In addition to the Business Directory, we would like to complement with store coupons, business card, flyer, brochure, etc. To participate, please contact Nara at [ncavalcanti@tequesta.org](mailto:ncavalcanti@tequesta.org) .

# Village Resources



- **Sidewalk Sale:** During the Village's spring Sidewalk Sale, the Village businesses are encouraged to use the space in front of their shop to display merchandise and run specials to encourage shopping local. Businesses who elect to participate have their sales and businesses promoted on the Village's social media and website.
- **Shop VOT:** Shop VOT is a business campaign that focuses on encouraging shopping locally during the holiday season and beyond. Businesses contribute prizes to the prize pool and the Village markets their business on social media and the Village's website. When someone makes a \$10+ dollar purchase from an incorporated Tequesta business, they can submit their receipt to drop boxes located at Village Hall, the Recreation Center, select business locations or via email to [ncavalcanti@tequesta.org](mailto:ncavalcanti@tequesta.org). The receipts are then entered into a drawing for the prizes provided by the businesses.
- **Building & Business Relations Officer:** This position coordinates special business-focused efforts and can be reached at [ncavalcanti@tequesta.org](mailto:ncavalcanti@tequesta.org).



# Village Resources

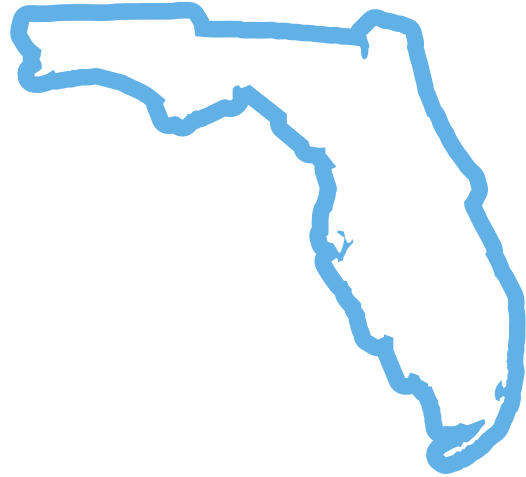


- **Public Safety Resources:**

- Fire Safety Inspections: All new businesses, including home businesses, need a fire safety inspection. Call 561-768-0550 to schedule an appointment for a fire safety inspection. Prior to calling, you will need to have one fire extinguisher (type 2A 10BC) for every 3000 sq. ft. It must have a current tag from a Fire Equipment Company. The Emergency Exit lights must work. There should be no extension cords in use. The address should be properly displayed. All businesses (except home businesses) will be inspected annually.



# Other Resources



- **Chambers of Commerce**
  - [Palm Beach North Chamber](#)
  - [Hobe Sound Chamber](#)
- **Palm Beach County Resources**
  - [CareerSource Palm Beach County](#) is a dedicated team of career counselors, business coaches and training providers to help area businesses stay competitive through training grants and talent acquisition, and job seekers find new jobs through career assessments, training and employment assistance.
  - [Palm Beach County Business Services](#)
  - [Business Development Board of Palm Beach County](#)
- **State Resources**
  - [Florida Department of Business and Professional Regulation](#)
- **University Resources**
  - [Florida SBDC](#)
- **Loan Programs**
  - [Small Business Association Funding Programs](#)
  - [Accion](#) is the largest nationwide nonprofit lending network in the United States. Accion helps entrepreneurs generate income, build assets, create jobs by providing direct loans tailored to the company's needs.
  - [State Small Business Credit Initiative](#)

# Online Marketing Basics



With the US-1 bridge closure, online marketing may be a tool that you can use to maximize your business' reach. Online marketing works by targeting customers who are already interested your offerings. This includes social media marketing, display advertising, email marketing, online video marketing, search engine marketing (SEM), and mobile internet marketing. You can also create content that's relevant to your target audience and share it on social media or other channels.

- Search engine optimization (SEO) involves improving the visibility of a website or web page in search engine results pages and help you rank higher in search engine results pages (SERPs) so that your customers can find you easily. Some best practices for SEO use appropriate keywords, link-building, making your website mobile-friendly, and optimizing websites for voice search.
- Email marketing is one of the most effective channels for reaching your target customers because people still rely on emails despite the rise of other communication channels. You can collect customer emails through web pages, e-commerce checkouts, product raffles, etc. You can then use emails to encourage purchases, build relationships, and share important information with your customers.

# Online Marketing Basics



- Social media marketing uses social media platforms like Facebook, Instagram, Pinterest, Snapchat, Twitter, and TikTok to promote your product or service. Social media provides you with an opportunity to engage with your target customers both directly and indirectly. Direct engagement with a post occurs when a potential customer reacts to it such as by leaving comments or liking it. When they indirectly engage with your content, they might share it with their friends who could also become customers, too.
- Pay-per-click (PPC) marketing is a type of internet marketing where you pay a publisher (usually a website) every time someone clicks on your ad. The most common form of PPC is Google AdWords, allowing you to place ads on Google and millions of other websites. When someone clicks on your ad, they're taken to your website. From there, you can convert them into customers. For instance, if a customer searches for "waterproof smartwatches" and you're running an ad campaign for that keyword, your ad will be shown at the top of a search result.
- Content marketing is the process of creating and sharing valuable free content with your target audience to attract customers. Examples include blog posts, e-books, infographics, videos, and more.

<https://disruptiveadvertising.com/marketing/internet-marketing-101/>

# Where To Start with Online Marketing

- 1** Design a website. A website helps customers learn more about your business and what you have to offer. It also gives you a place to share your brand story, mission, and values.
- 2** Create quality content. Do extensive keyword research to get organic reach on your website. Once you have some quality content, you need to start promoting it online. You can promote your content through social media, email marketing, paid promotions, and/or sponsorships.
- 3** Build a social media presence. Having a social media presence is essential because it will allow you to attract new customers and build relationships with your existing customers. Furthermore, you should maintain a consistent presence across all chosen social channels by regularly posting content that's valuable and relevant to your target audience. More than 75% of consumers trust opinions they see on social media, whether from influencers or family members, to make purchasing decisions. You should maintain a strong social media presence to stay in the consumers' eyes.

<https://disruptiveadvertising.com/marketing/internet-marketing-101/>

# Where To Start with Online Marketing

- 4** Create a blog. Blogging is a great way to attract and nurture customers. It's also an effective way to generate traffic and bring in leads for your business. A blog can help you establish yourself as an expert in your industry, as well as provide detailed information on the products and services you offer. For instance, if you're an attorney using internet marketing, you can create landing pages on your website, informing visitors about legal problems they might be facing. Maintain consistency across blog posts by using keywords that are relevant to your brand and target audience.
- 5** Use email campaigns. Use your blog and website to gather your customers' email addresses. Then, create an email marketing campaign to drive sales and interest.
- 6** Track analytics. Throughout this process, track your analytics and results so you can see which strategies work best for your business. For instance, if blogging isn't driving traffic for your business, then remove it from the equation. The key is trial and error until you find what works best for your business.

# US-1 Bridge Project Overview

The Florida Department of Transportation will replace the SR 5/US 1 Bridge over the Loxahatchee River/Intracoastal Waterway in the Town of Jupiter. The full bridge closure starts March 13, 2023 and will continue for 20 months.

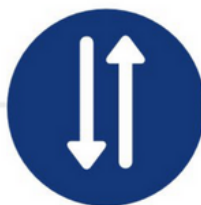
## ESTIMATED PROJECT SCHEDULE (subject to change)



**Fall 2021**  
Pre-detour Phase  
Construction Begins



**Spring 2023**  
Detour Phase  
Begins



**Fall 2024**  
Detour Phase Ends  
(One lane in each direction open to traffic.)



**Spring 2025**  
New Bridge Construction  
Completed  
(All four lanes open to traffic.)



**Early 2026**  
Project Completion

For more information, visit [fdot.gov/projects/jupiterus1bridge](https://www.fdot.gov/projects/jupiterus1bridge) or contact FDOT Community Outreach Specialist Angel Streeter Gardner at 561-886-8773 or [angel@valerin-group.com](mailto:angel@valerin-group.com)

<https://www.fdot.gov/projects/jupiterus1bridge>

# US-1 Bridge Detour Map



<https://www.fdot.gov/projects/jupiterus1bridge>



# Business Flare

Business Flare is a full-service economic consulting firm that specializes in economic analysis, realistic planning and implementation of economic development strategies for neighborhoods, cities, and counties. The Village solicited Business Flare's services to evaluate the potential impact of the Jupiter US-1 Bridge closure on Tequesta businesses, residents and workers, via foot traffic trend methodology provided by Placer.ai data.

## Major Findings

- Tequesta is a small, higher income community that is multigenerational with a higher than average median age (55) and high home values (median=\$918,000)
- Tequesta's major source of employment is the retail industry.
- Most of the jobs in Tequesta are held by workers who are not Village residents. Similarly, most Village residents who are in the workforce commute for employment outside the Village.
- Alternate A1A carries more Tequesta visitors than US 1, but the proportions vary by day and time of day.
- The primary visitor activities that may be impacted by the bridge closure are leisure activities, bars and pubs, and dining.

To view the Business Flare findings, click [here](#). To view the full Business Flare presentation, click [here](#). (The Business Flare presentation is from 0:5:50 to 1:00:20.)