

# BUSINESS DEVELOPMENT

## ONE STOP SHOP GUIDE



**Business Steps  
& Process**



**Information &  
Guidance**



**Pre-Development  
Meeting**

### ABOUT US

The Business Development Office is a one stop shop that can assist you throughout your planning and development process. It is another step in the city's continuing effort to more effectively communicate with businesses, industries, and developers within our community. This booklet offers valuable information to help you better understand our process, and make as smooth and predictable as possible.

### BUSINESS DEVELOPMENT

City of Florence

110 W. College Street - Room 208  
Florence, Alabama 35630

256-740-6086

[mbevis@florenceal.org](mailto:mbevis@florenceal.org)



[www.florencea.org](http://www.florencea.org)



# CITY OF FLORENCE

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Thank you for choosing the City of Florence to open your business. Whether you are a potential, new, existing, or expanding business, our goal is to provide you with the best service possible professionally and courteously.

The Business Development Department is a one-stop shop that can assist you throughout your planning and development process. It is another step in the city's continuing effort to more effectively communicate with businesses, industries, and developers within our community. This booklet offers valuable information to help you better understand our process.

It is the goal of the City of Florence to make our development process as smooth and predictable as possible. We hope this booklet helps achieve that goal.

Questions: [Melissa Bevis](#)  
Business Development Coordinator

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# CITY OF FLORENCE | KEY CONTACTS

## Business Development

Kisha Hatton <a href="mailto:khatton@florencial.org">khatton@florencial.org</a>	Florence Utilities-Customer Service Manager Electricity-Gas-Water/Wastewater	256-740-6071 fax 256-760-6322
Melissa Bailey <a href="mailto:m Bailey@florencial.org">m Bailey@florencial.org</a>	Planning & Community Development Director	256-740-8806 fax 256-760-6323
Bill Batson <a href="mailto:bbatson@florencial.org">bbatson@florencial.org</a>	City Engineer	256-760-6350 fax 256-740-4667
Melissa Bevis <a href="mailto:mbevis@florencial.org">mbevis@florencial.org</a>	One Stop Shop/Business Dev. Coordinator	256-740-6086 fax 256-760-6388
Taylor Cole <a href="mailto:tcole@florencial.org">tcole@florencial.org</a>	Gas and Water/Wastewater Dept. Manager	256-718-5100 fax 256-767-1818
David Koonce <a href="mailto:dkoonce@florencial.org">dkoonce@florencial.org</a>	Solid Waste, Street, and Recycling Dept.	256-760-6495 fax 256-740-4665
Bob Leyde <a href="mailto:bleyde@florencial.org">bleyde@florencial.org</a>	City Clerk - Licensing	256-760-6679 fax 256-760-6635
Ryan Orrick <a href="mailto:rerrick@florencial.org">rerrick@florencial.org</a>	Florence Fire Rescue	256-760-6475 fax 256-760-6430
Allen Caddell <a href="mailto:acaddell@florencial.org">acaddell@florencial.org</a>	Electric Department -Dir. of Eng. /Operations	256-740-6014 fax 256-760-6317
Melissa Bailey <a href="mailto:m Bailey@florencial.org">m Bailey@florencial.org</a>	Planning and Community Development	256-740-8806 fax 256-760-6323
Ken Lester <a href="mailto:klester@florencial.org">klester@florencial.org</a>	Florence Police Department	256-760-6582 fax 256-760-6318
Gary Williamson <a href="mailto:gwilliamson@florencial.org">gwilliamson@florencial.org</a>	Building Official	256-760-6325 fax 256-740-4651

# BUSINESS INFORMATION APPLICATION

## Business Development

Date: \_\_\_\_\_

### SITE INFORMATION:

Business Name \_\_\_\_\_

Business Address/Location \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

New Construction \_\_\_\_\_ Building Addition/Expansion \_\_\_\_\_ Existing Building/New Tenant \_\_\_\_\_

Home Business \_\_\_\_\_ Commercial/Industrial \_\_\_\_\_ Lease/Own \_\_\_\_\_

Power Contract Required \_\_\_\_\_ yes \_\_\_\_\_ no # of Jobs: \_\_\_\_\_

Type of Business \_\_\_\_\_ Start Date \_\_\_\_\_

### APPLICANT INFORMATION:

Applicant Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Applicant Mailing Address *if different from above* \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cellular \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

COMMENTS: \_\_\_\_\_

\_\_\_\_\_

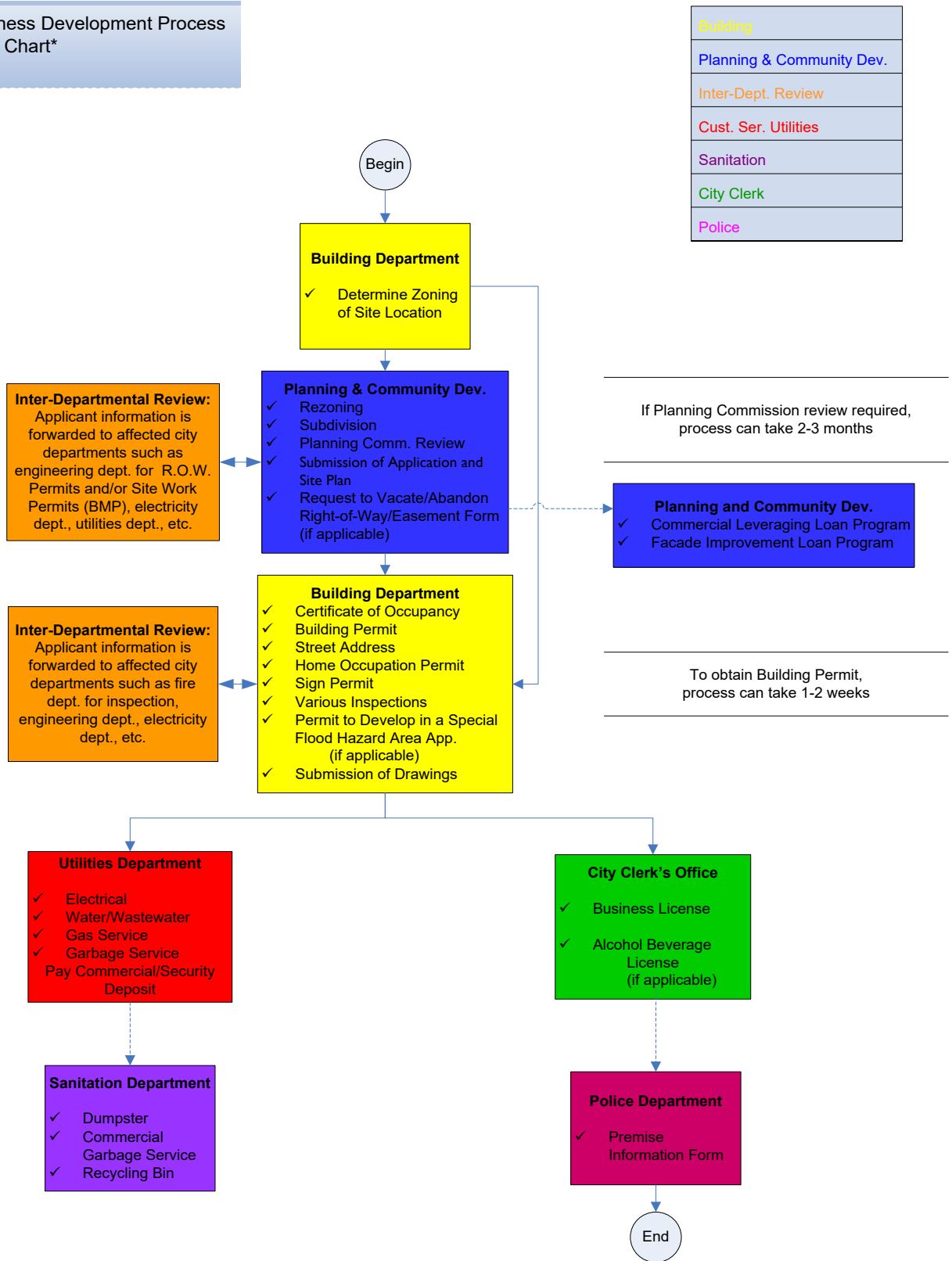
\_\_\_\_\_

cc: Building - Planning & Community Development - City Engineering - Utilities -

City Clerk ~ Electricity ~ Gas/Water ~ Police - Fire ~ Sanitation

# One Stop Shop

## Business Development Process Flow Chart\*



\*Each project is unique and may not follow the exact process shown.

## DEPARTMENTS

Business Development

### Building Department

Key Staff Contact:

Gary Williamson - Building Official  
Municipal Building – Second Floor - Room 216  
110 West College Street  
Florence, Alabama 35630  
256-760-6325  
256-740-4651 – fax  
[gwilliamson@florencial.org](mailto:gwilliamson@florencial.org)

The Building Department is the first point of contact in the business development process for zone verification. The business applicant may continue in the Building Department if Planning Department review is not required. The Building Department may rely upon the assistance of other affected departments. The Building Department handles the below.

Building Permit	Various Code Inspections
Certificate of Occupancy	Elevation Certificate
Certificate of Occupancy Inspection	Sign Permit
Assigns Street Addresses (in city limit)	Home Occupation Permit
Temporary Certificate of Occupancy	Gas Permit and Inspection
Plumbing Permit and Inspection	Service/Feeder Inspection
Electrical Permit and Inspection	
Permit to Develop in a Special Flood Hazard Area	

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### Planning and Community Development

Key Staff Contact:

Melissa Bailey, Planning Dept. Director  
Municipal Building – First Floor - Room 115  
110 West College Street  
Florence, Alabama 35630  
256-740-8806  
256-760-6323 - fax  
[m Bailey@florencial.org](mailto:m Bailey@florencial.org)

If Planning Department review is required, Planning and Community Development is the second point of contact in the business development process. Planning and Community Development may rely upon the assistance of other affected departments and/or Planning Commission Review. This department handles the below.

Rezoning of Land	Commercial Leveraging Loan Program
Subdivision of Land	Facade Improvement Loan Program
Annexation of Land	Request to Vacate/Abandon
Planning Commission Review Application	Right-of-Way/Easement
Planning Commission Review Fees	

**DEPARTMENTS**  
**Business Development**

**Florence Utilities – Electricity, Gas and Water/Wastewater Departments**

Key Staff Contact: Kisha Hatton, Utilities Customer Service Manager  
Municipal Building – First Floor - Room 106  
110 West College Street  
Florence, Alabama 35630  
256-740-6071  
256-760-6322-fax  
[khatton@florenceal.org](mailto:khatton@florenceal.org)

Florence Utilities services are usually applied for during the middle and/or last stage of the business development process. The Utilities Customer Service Department may rely upon the work of several different departments or other entities when customers seek to establish their temporary or permanent utility service. Florence Utilities handles the below services.

- Electricity service to consumers in the City of Florence  
and Lauderdale County
- Natural Gas service to consumers in the City of Florence  
and portions of Lauderdale County
- Water and Wastewater service to consumers in the City of Florence  
and portions of Lauderdale County
- Garbage Service

Florence Utilities requires a security deposit for each account.

<b>Form of Security Deposits</b>	<b>Deposit Amount</b>
Cash	\$499 or less
CD	\$500 minimum
Surety Bond	\$1,000 minimum
Letter of Credit	\$25,000 minimum

Service Charges

- New Service
- First Time Service
- Transfer of Existing Service
- Same Day Service
- Upgrading Existing Service
- Reconnection
- Collection of Payment at the Service Address
- Returned Checks
- Trips to the Service Address by Customer Request
- Trips to Test a Meter by Customer Request, where the Meter is determined to be Accurate
- Trips for Special Meter Readings at the Customer's Request



## DEPARTMENTS

### Business Development

#### Solid Waste, Street, and Recycling Department

Key Staff Contact: David Koonce, Solid Waste, Street, and Recycling Dept. Man.  
29485 County Road 14  
P. O. Box 98  
Florence, Alabama 35630-0098  
256-760-6495  
256-740-4665 – fax  
[dkoonce@florenceal.org](mailto:dkoonce@florenceal.org)

The Solid Waste, Street, and Recycling Dept. issues dumpsters, if needed. This department also handles the below operations.

#### Commercial Garbage Collection

- Dumpster boxes are provided in 4, 6, or 8 yard sizes  
*Serviced from 2 to 6 days per week*
- Residential carts are provided to businesses in areas serviced by residential collection  
*Collected once per week*

Recycling Options

Landfill Operations

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#### City Clerk

Key Staff Contact: Bob Leyde, City Clerk-Treasurer  
Municipal Building – First Floor - Room 116  
110 West College Street  
Florence, Alabama 35630  
256-760-6679  
256-760-6635-fax  
[bleyde@florenceal.org](mailto:bleyde@florenceal.org)

The City Clerk's office is one of the last steps in the business development process. This office issues Business Licenses and handles the Applications for Alcohol Beverage License, as well as, Retail Liquor Gross Receipts Tax Report and Motor Fuel Sales.

A business license must be received before a business begins operation. A license is also required if you are doing business in the City of Florence, but not located in the City of Florence.

#### Tax Rate

City of Florence	4.5%
State of Alabama	4.0%
Lauderdale County	<u>1.0%</u>
<b>TOTAL</b>	<b>9.5%</b>

**DEPARTMENTS**  
**Business Development**

**Police Department**

Key Staff Contact: Ken Lester, Administrative Lieutenant  
Florence Police Department  
701 South Court Street  
Florence, Alabama 35630  
256-760-6582  
256-760-6318 – fax  
[klester@florenceal.org](mailto:klester@florenceal.org)

The Florence Police Department requests that new businesses complete a Premise Information Form after their business licenses is obtained from the City Clerk’s office. Also, this form is to be updated if any of the contact or location information changes.

This information is used for business premises/location so that the Florence Police Department can contact the business for any security reasons.

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**Fire Department**

Key Staff Contact: Lt. Ryan Orrick - Fire Inspection  
Florence Fire Rescue  
402 S. Wood Ave.  
Florence, AL 35630  
256-760-6475  
256-760-6430 – fax  
[rorrick@florenceal.org](mailto:rorrick@florenceal.org)

Contact the Florence Fire Rescue -Fire Inspection Division with any questions.

# UTILITY CONTACTS

## Business Development

### [City of Florence Utilities \(Customer Service\)](#)

Municipal Building – First Floor  
110 West College Street  
Florence, Alabama 35630  
256-760-6512

### [City of Florence Electricity](#)

Administration Building  
502 E. Dr. Hicks Boulevard  
Florence, Alabama 35630  
256-740-6010

### [City of Florence Gas/Water Department](#)

Municipal Building  
110 West College Street  
Florence, Alabama 35630  
256-718-5100

### [Lauderdale County Solid Waste](#)

5100 Hwy 157 North  
Florence, AL 35633  
256-760-5878

### [City of Rogersville \(Sanitation Service\)](#)

Rogersville, AL 35652

### [West Lauderdale Water](#)

3353 County Rd 200  
Florence, Alabama 35633  
256-766-8787

### [Town of Rogersville Water Works](#)

852 County Road 77  
Rogersville, AL 35652  
256-247-5435

### [East Lauderdale Water & Fire Authority](#)

2943 Hwy 101  
Rogersville, 35652  
256-247-1606

### [Greenhill Water & Fire Protection Authority](#)

35496 Co. Road 8  
Florence, AL 35634  
256-757-2863

### [East Lauderdale Natural Gas - Spire](#)

57 Patton Street  
Rogersville, AL 35652  
256-247-3334

## BUSINESS RESOURCES

### Business Development

#### [Shoals Business Incubator](#)

*Offers space, shared equipment, clerical support, on-site consulting, shared mailing and shipping, library, conference room, etc.*

3115 Northington Court  
Florence, Alabama 35630  
256-760-9014

#### [Downtown Florence Alliance](#)

*Serves the Historic Downtown Florence Area*

Contact: Chris Stangel  
301 North Pine Street  
Florence, Alabama 35630  
256-760-9648

#### [Florence/Lauderdale Government Bldg.](#)

*County and State Business License*

102 South Court Street  
Florence, Alabama 35630  
256-760-5745

#### [Lauderdale County Health Department](#)

*Health Department Permits*

4112 Chisholm Road  
Florence, Alabama 35630  
256-764-7453

#### [Shoals Chamber of Commerce](#)

612 South Court Street  
Florence, Alabama 35630  
256-764-4661

#### [Shoals Economic Development Authority](#)

20 Hightower Place – Suite 1  
Florence, Alabama 35630  
256-764-0351

#### [Internal Revenue Service](#)

*Federal Tax Identification Number or  
Employer ID Number (EIN)*

204 S. Walnut Street  
Florence, Alabama 35630  
888-545-5640

#### [Alabama Dept. of Revenue](#)

*State Tax Number*

201 S. Court Street, Ste. 200  
Florence, Alabama 35630  
256-383-4631

#### [Sheffield Tax Office](#)

*Unemployment Tax Number*  
500 S. Montgomery Avenue, Ste. 104  
Sheffield, AL 35660  
855-234-2856

#### [Small Business Development Center – UNA](#)

Contact: Michael Butz  
541 W. College Street  
Florence, AL 35630  
256-648-4027

## BUSINESS RESOURCES

### Business Development

[U.S. Small Business Admin. | AL Dist. Office](#)

Contact: Megyn Rodriguez  
U.S. Small Bus. Admin. | AL Dis. Office  
2 20<sup>th</sup> Street N., Ste. 325  
Birmingham, AL 35203  
205-290-7101

[Avenu](#)

*Collects City and County Tax*

877-740-1628