

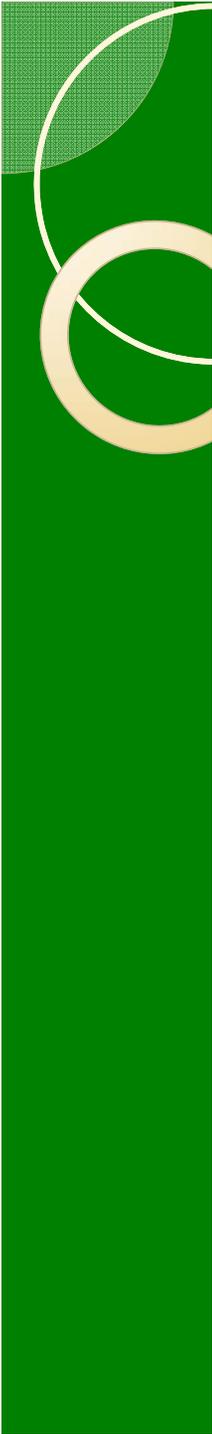


City of Hapeville

Business Licensing Process Student Analysis

Ashley Boyer
MA Student
Political Science
Georgia State University





Student Project

◆ **Project Origin:**

This research endeavor was born out of a request from the City Manager, William Whitson, who applied for this project to be conducted by an intern through the Georgia Municipal Association (GMA) and their partnership with universities throughout Georgia

◆ **Primary Purpose:**

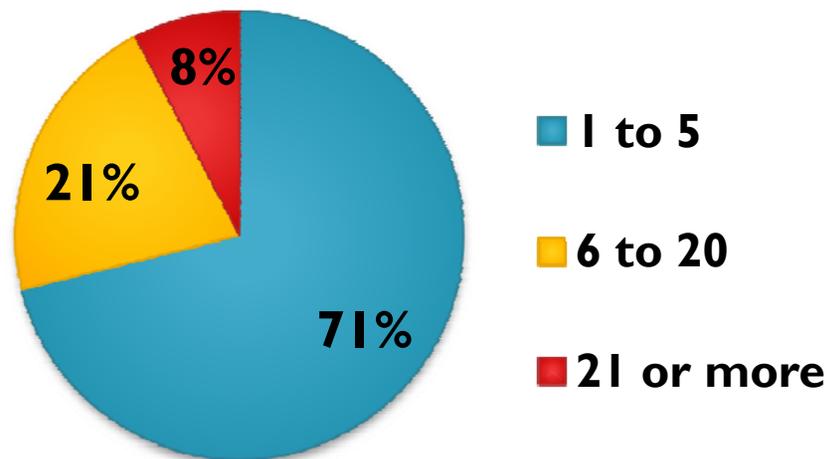
- ✧ Evaluation of the existing business licensing process and identify potential areas for improvement

◆ **Methods:**

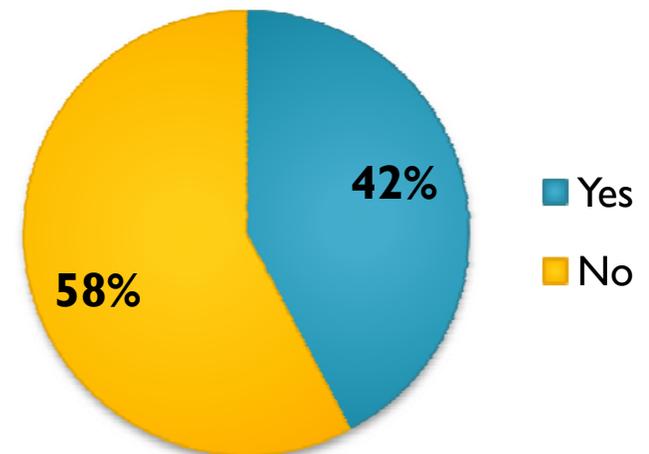
- ✧ 97 Electronic surveys distributed to businesses opened between the years of 2013-2015
- ✧ 58 total survey respondents
- ✧ Interviews
 - ✧ City Staff interviews per City Manager direction
 - ✧ Randomized one-on-one interviews with local businesses
- ✧ Final Report/ Recommendations

Business Survey Respondents

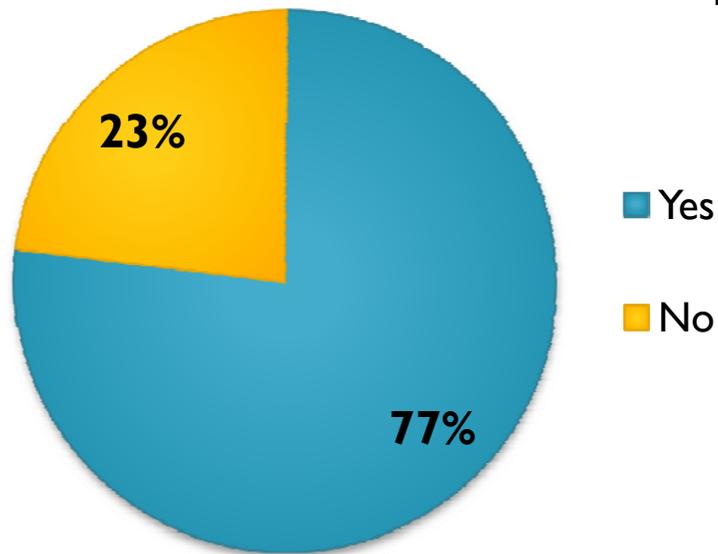
**Figure 1:
Number of Employees**



**Figure 2:
Contacted the City**

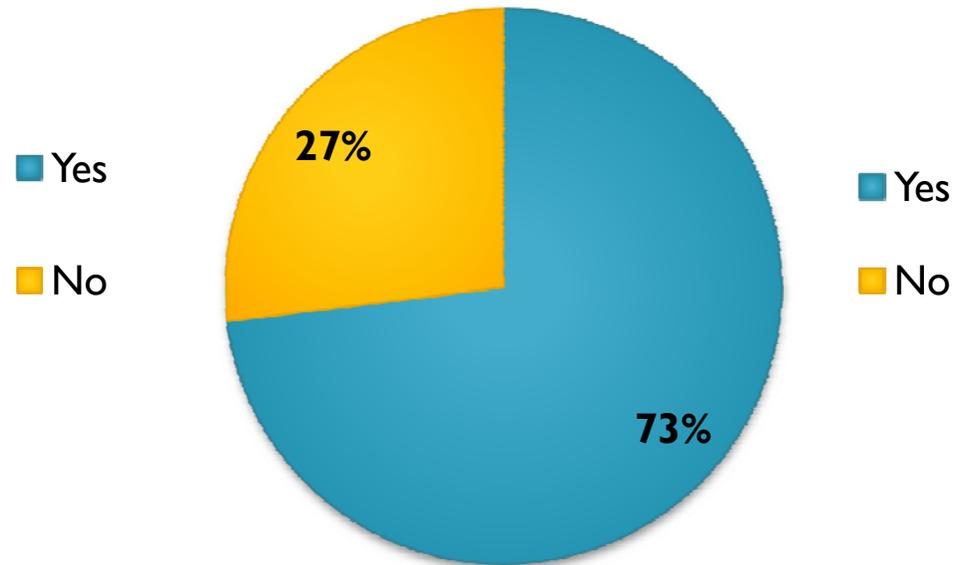


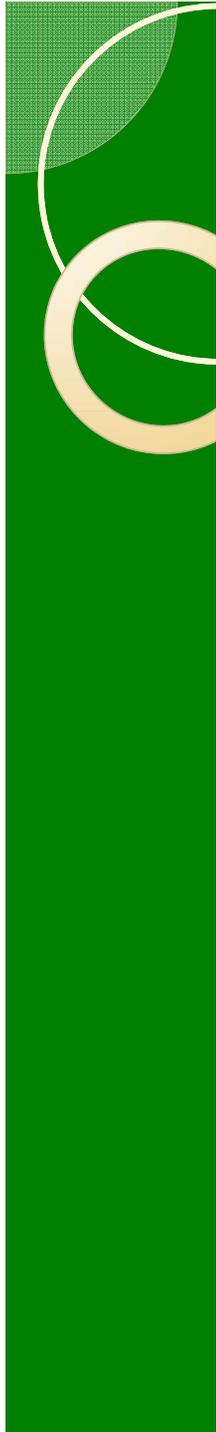
Findings



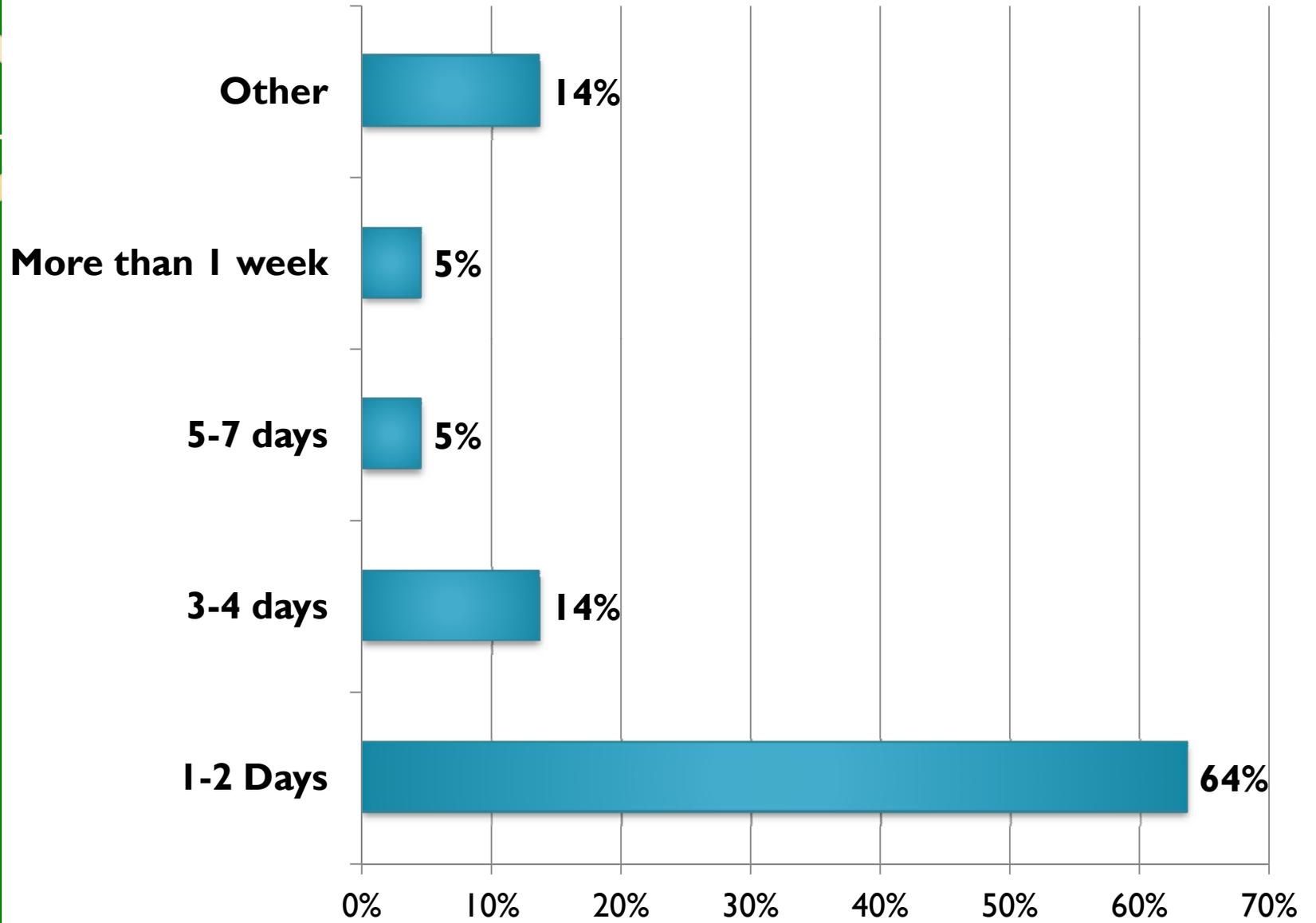
**Figure 3:
Adequacy of Business
Licensing Process**

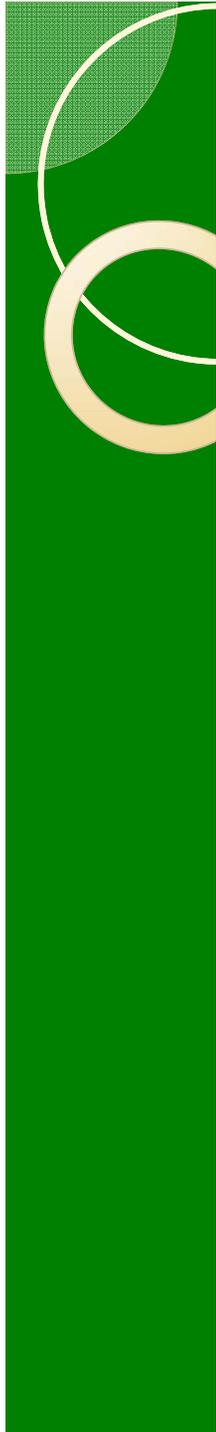
**Figure 4:
Previous Business Owner**



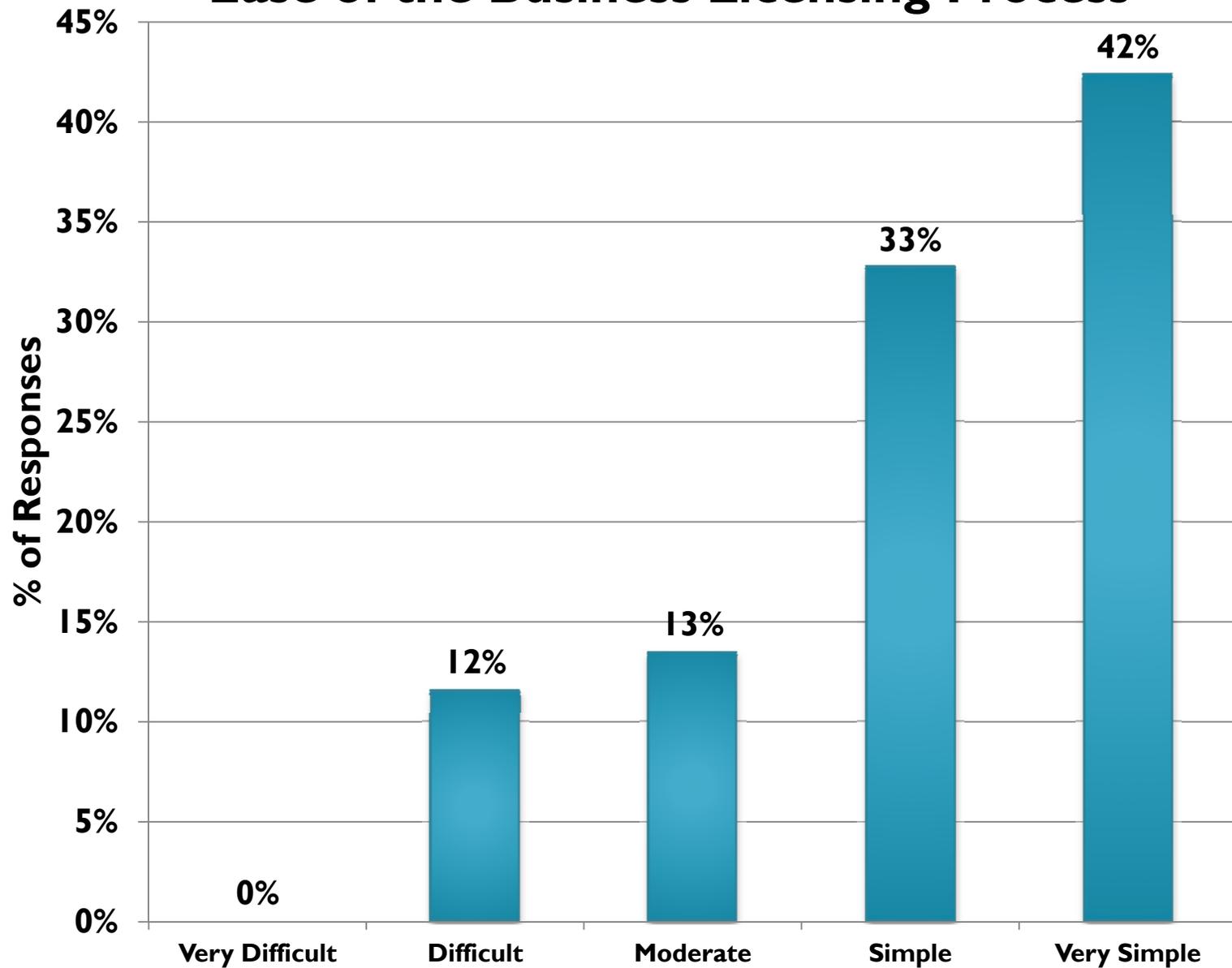


**Figure 5:
Business Licensing Response Time**





**Figure 6:
Ease of the Business Licensing Process**



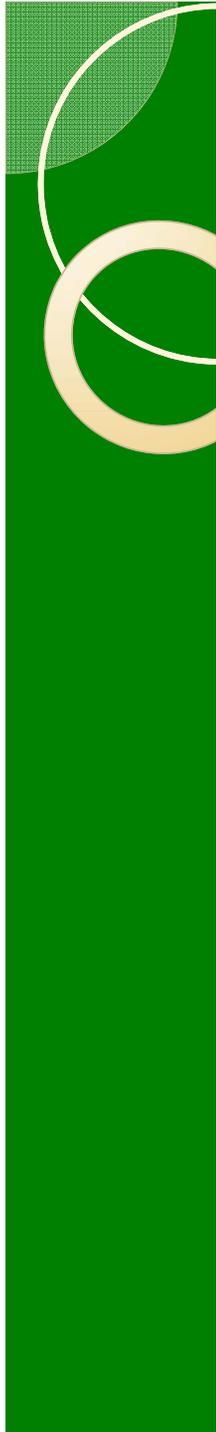
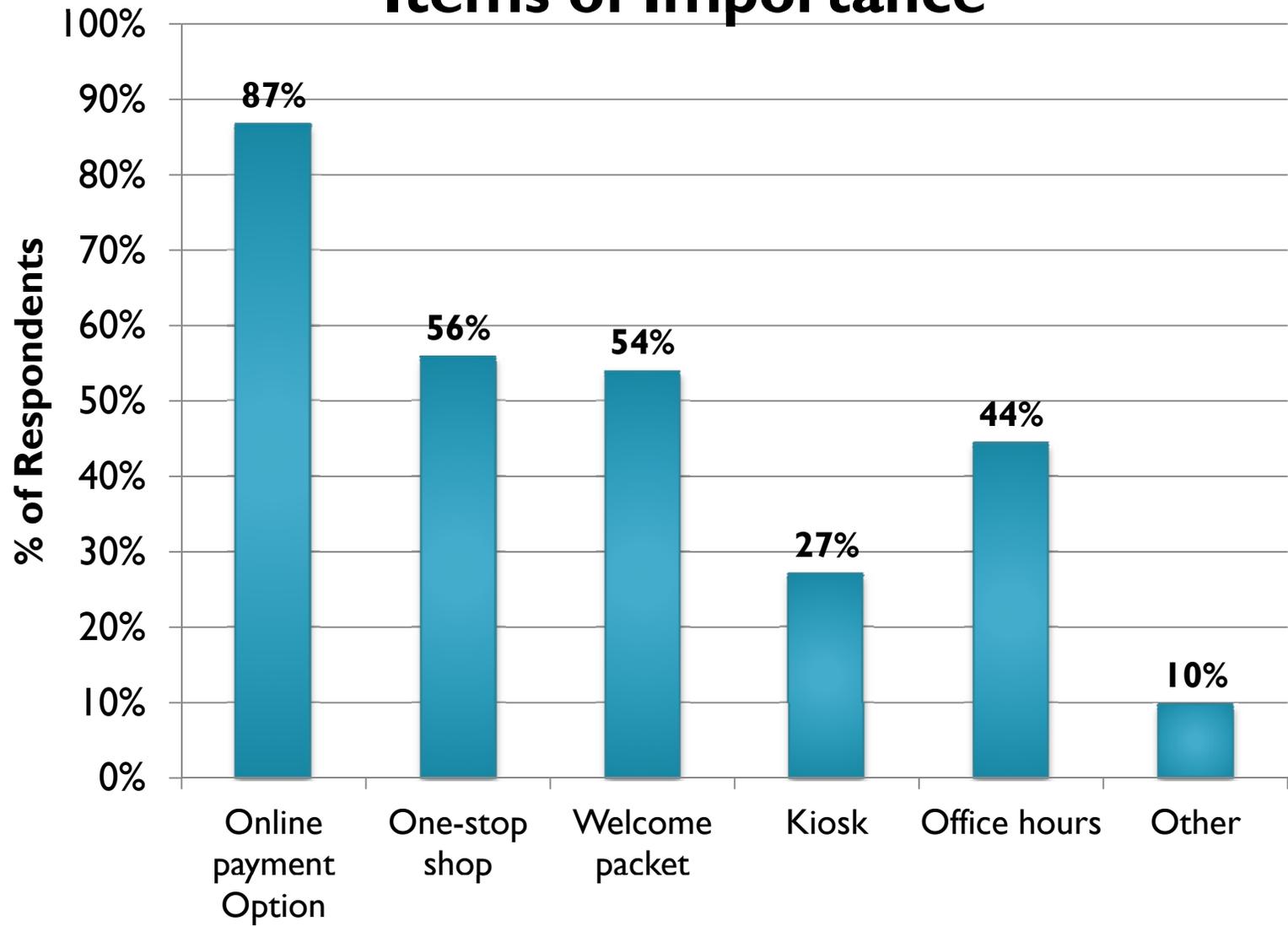
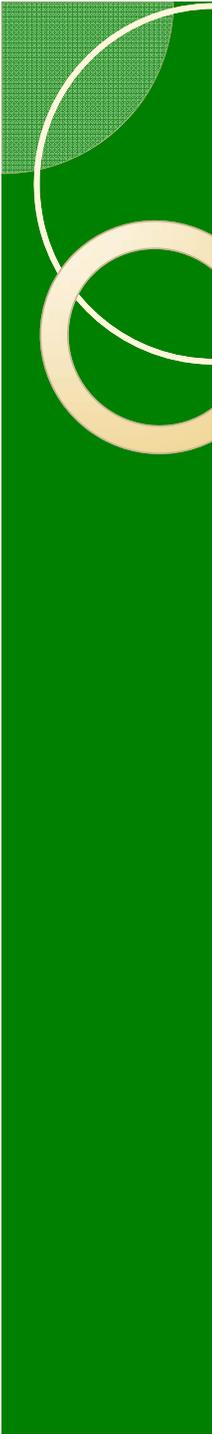


Figure 7: Items of Importance





Select Student Recommendations

- Update Business Licensing Application
 - Digitalize Application Process
 - Electronic Updates/ Notifications
 - Online Payment Option for Business License Renewals
 - Business Welcome Packet
 - Business Licensing Process Timeline
 - Application Checklist
 - Flow Chart

- Business Licensing Process
 - One-stop-shop

- Business Networking Opportunities
 - Annual Business Fair/ Merchant Mixer
 - Quarterly Meeting for New Businesses
 - Business Development Series