

TOWN OF GREENVILLE, FLORIDA

Business Impact Estimate

This form should be included in the agenda packet for the item under which the proposed ordinance is to be considered and must be posted on the Town of Greenville's website by the time notice of the proposed ordinance is published.

Proposed ordinance's title/reference: Ordinance 2026-290

AN ORDINANCE OF THE TOWN OF GREENVILLE, FLORIDA; AMENDING CHAPTER 2, ARTICLE I OF THE CODE OF ORDINANCES; CREATING SECTION 2-5; DESIGNATING AND ADOPTING THE OFFICIAL TOWN SEAL; PROVIDING THAT THE TOWN LOGO IS A SEPARATE AND DISTINCT DESIGN TO BE ADOPTED BY RESOLUTION; AUTHORIZING THE TOWN COUNCIL TO ADOPT POLICIES GOVERNING USE OF THE TOWN LOGO; PROVIDING FOR CODIFICATION; PROVIDING FOR RENUMBERING OF SUBSEQUENT SECTIONS; PROVIDING FOR SEVERABILITY; REPEALING CONFLICTING ORDINANCES; AND PROVIDING AN EFFECTIVE DATE.

This Business Impact Estimate is provided in accordance with section 166.041(4), *Florida Statutes*. If one or more boxes are checked below, this means the Town of Greenville is of the view that a business impact estimate is not required by state law¹ for the proposed ordinance, but the Town of Greenville is, nevertheless, providing this Business Impact Estimate as a courtesy and to avoid any procedural issues that could impact the enactment of the proposed ordinance. This Business Impact Estimate may be revised following its initial posting.

- The proposed ordinance is required for compliance with Federal or State law or regulation;
- The proposed ordinance relates to the issuance or refinancing of debt The proposed ordinance relates to the adoption of budgets or budget amendments, including revenue sources necessary to fund the budget;
- The proposed ordinance is required to implement a contract or an agreement, including, but not limited to, any Federal, State, local, or private grant or other financial assistance accepted by the municipal government;
- The proposed ordinance is an emergency ordinance;
- The ordinance relates to procurement; or
- The proposed ordinance is enacted to implement the following:
 - a. Part II of Chapter 163, *Florida Statutes*, relating to growth policy, county and municipal planning, and land development regulation, including zoning, development orders, development agreements and development permits;
 - b. Sections 190.005 and 190.046, *Florida Statutes*, regarding community development districts;
 - c. Section 553.73, *Florida Statutes*, relating to the Florida Building Code; or
 - d. Section 633.202, *Florida Statutes*, relating to the Florida Fire Prevention Code.

¹ See section 166.041(4)(c), *Florida Statutes*.

In accordance with the provisions of controlling law, even notwithstanding the fact that an exemption noted above may apply, the Town of Greenville, Florida, hereby publishes the following information:

1. A summary of the proposed ordinance, including a statement of the public purpose to be served by the proposed ordinance, such as serving the public health, safety, morals, and welfare of the Town of Greenville.

- The ordinance creates Section 2-5 of the Code of Ordinances to designate and adopt the official Town seal.
- The ordinance clarifies that the Town seal and Town logo are separate and distinct designs and shall not be considered interchangeable.
- The ordinance provides that the Town seal shall be used for official Town purposes, including authentication of official documents, contracts, ordinances, resolutions, and other formal instruments.
- The ordinance provides that the Town logo shall be adopted by resolution and may be used for branding, identification, communication, marketing, and related municipal purposes.
- The ordinance authorizes the Town Council to adopt policies and procedures governing use of the Town logo, including application and approval processes, licensing or permission requirements, restrictions on use, and enforcement mechanisms.
- The public purpose of the ordinance is to promote clarity, consistency, accountability, and protection of the Town's official identity, including the proper use of the Town seal and Town logo.

2. An estimate of the direct economic impact of the proposed ordinance on private, for-profit businesses in the Town of Greenville, if any:

a. An estimate of direct compliance costs that businesses may reasonably incur if the ordinance is enacted;

- There is no direct compliance cost to any business resulting from this ordinance.

b. Identification of any new charge or fee on businesses subject to the proposed ordinance, or for which businesses will be financially responsible; and

- The ordinance imposes no new charges or fees on businesses.

c. An estimate of the Town of Greenville's regulatory costs, including an estimate of revenues from any new charges or fees that will be imposed on businesses to cover such costs.

- The ordinance is not expected to create any significant regulatory costs for the Town of Greenville, Florida. Any administrative costs associated with maintaining the official seal, adopting a Town logo by resolution, or reviewing requests for use of the Town logo are expected to be minimal and absorbed by existing staff.

3. A good faith estimate of the number of businesses likely to be impacted by the proposed ordinance.

- None. The ordinance relates to the Town's official seal and logo and does not impose any operational, financial, or regulatory requirements on private businesses.

4. Any additional information the governing body deems useful.

- The ordinance is intended to distinguish the Town seal from the Town logo and to ensure that each is used for its proper municipal purpose.
- The ordinance helps protect the Town's official identity and reduces the possibility of unauthorized, misleading, commercial, or political use of the Town logo or seal.

This Business Impact Estimate was posted on the Town of Greenville website on May 29, 2026 in compliance with section 166.041(4)(a), *Florida Statutes*.