



**Date:** December 14, 2010  
**To:** Honorable Mayor and City Council  
**From:** Councilwoman Rae Gabelich, Chair, Economic Development and Finance Committee  
**Subject:** **"BUSINESS FRIENDLY PRINCIPLES" RESOLUTION**

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The Economic Development and Finance Committee, at its meeting held November 30, 2010, considered communications relative to the above subject.

It is the recommendation of the Economic Development and Finance Committee to the City Council to approve a resolution in support of "Business Friendly Principles" as part of the Southern California Association of Government's (SCAG's) development of a Southern California Economic Growth Strategy and forward a copy of the resolution to SCAG.

Respectfully submitted,

ECONOMIC DEVELOPMENT AND FINANCE COMMITTEE

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Councilwoman Rae Gabelich, Chair

Prepared by:  
Gloria Harper



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City of Long Beach  
Working Together to Serve

Memorandum

10 NOV 29 AM 11:18

Office of Councilmember Steven Neal  
Councilmember, 9<sup>th</sup> District

**Date:** November 30, 2010

**To:** Councilmember Rae Gabelich, Chair, Economic Development and Finance Committee

**From:** Councilmember Steven Neal, Ninth District *SN*

**Subject:** "Business Friendly Principles" Resolution

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**Recommended Action:**

Recommend to the City Council to approve a resolution in support of "Business Friendly Principles" as part of the Southern California Association of Government's (SCAG's) development of a Southern California Economic Growth Strategy and forward a copy of the resolution to SCAG; and advise SCAG of the Committee's action prior to the Regional Economic Summit currently scheduled for December 2, 2010.

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH IN SUPPORT OF "BUSINESS  
FRIENDLY PRINCIPLES" AS PART OF SCAG'S  
DEVELOPMENT OF A SOUTHERN CALIFORNIA  
ECONOMIC GROWTH STRATEGY

WHEREAS, the City of Long Beach is a member of the Southern California Association of Governments (SCAG) who is engaged in the development of a Southern California Economic Growth Strategy;

WHEREAS, the City of Long Beach supports working with SCAG and other key economic stakeholders to improve the Southern California economy;

WHEREAS, the City of Long Beach is a business friendly municipality and has numerous practices in place to encourage economic growth within its community;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as follows:

Section. 1. The City of Long Beach supports the following "Business Friendly Principles" as part of SCAG's development of a Southern California Economic Growth Strategy:

**Principle One – Economic Development as a Priority**

The City of Long Beach strives to demonstrate commitment to economic development through its support of Business Improvement Districts (BIDs) and shopping corridors to provide targeted business assistance, by providing a preference to Long Beach businesses when bidding on City contracts and by providing business loans and technical assistance through the Small Business Development Center (SBDC).

**Principle Two – Business Partnership**

The City of Long Beach strives to provide quality municipal services to

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ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

1 attract and retain businesses and employees through the administration of the Long  
2 Beach Enterprise Zone to provide substantial tax credits to Long Beach businesses,  
3 through its Workforce Development programs to provide assistance with employee  
4 recruitment and training and through its support of international trade.

5 **Principle Three – Business Responsive Processes**

6 The City of Long Beach strives to communicate effectively with businesses  
7 that are seeking or doing business with the City including providing immediate access to  
8 bid notices through "Bids Online," through the establishment of Red Teams to respond  
9 quickly to changing economic climates, and through a variety of methods to promote  
10 Long Beach as a great location for businesses.

11 **Principle Four – Attractiveness to Business Investment**

12 The City of Long Beach strives to streamline operations for efficient and  
13 responsive business assistance in areas of licensing, permitting, inspections and other  
14 municipal services and will seek to improve its attractiveness to new and existing  
15 businesses within its jurisdiction including one-stop permitting through its Development  
16 Services Center, striving to maintain competitive taxes and fees, and providing expedited  
17 permitting process.

18 Section 2. The City Manager is authorized to submit a copy of this  
19 resolution to SCAG in support of SCAG's Regional Economic Summit.

20 Section 3. This resolution shall take effect immediately upon its adoption by  
21 the City Council, and the City Clerk shall certify the vote adopting this resolution.

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333 West Ocean Boulevard, 11th Floor  
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**DRAFT**

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 20\_\_ by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

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Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
City Clerk

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333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664



**City of Long Beach Memorandum**  
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## REQUEST TO ADD AGENDA ITEM

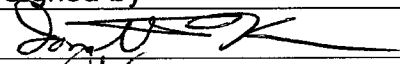

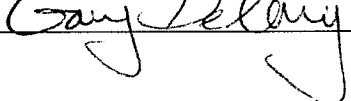
**Date:** December 9, 2010  
**To:** Larry Herrera, City Clerk  
**From:** Councilwoman Rae Gabelich, Chair  
Economic Development and Finance Committee  
**Subject:** Request to Add Agenda Item to Council Agenda of December 14

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Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

**Request the City Council to concur in the recommendation of the Economic Development and Finance Committee to approve a resolution in support of "Business Friendly Principles" as part of the Southern California Association of Government's (SCAG's) development of a Southern California Economic Growth Strategy and forward a copy of the resolution to SCAG.**

Council District	Authorizing Councilmember	Signed by
8	Rae Gabelich	
9	Steve Neri	
3	Crany DeLong	

Attachment: Staff Report dated December 14, 2010

CC: Office of the Mayor