



Date: September 23, 2014

To: Honorable Mayor Garcia and Members of the City Council

From: Suzie Price, Councilwoman, Third District *SP*
Stacy Mungo, Councilwoman, Fifth District *SM*
Roberto Uranga, Councilmember, Seventh District *RU*

Subject: **AGENDA ITEM: Business License Fees**

INTRODUCTION:

One of Mayor Garcia and the City Council's highest priorities is Economic Development. As part of the adopted budget, the City Council approved Mayor Garcia's recommendation to create an Economic Development Department in order to support our business community.

As part of the City's economic development efforts, we need to identify methods to attract new businesses to Long Beach. One alternative is to eliminate or reduce the Business License fees associated with new businesses. An option to explore is waiving the Business License fees for the first year of a new Long Beach business.

RECOMMENDATION

However, before recommending any changes to the existing Business License fee structure, it is essential to understand the impact on existing City revenues.

Therefore, I am requesting the City Manager provide a report to the City Council within 30 days identifying the fiscal impact associated with waiving the business license fees for a new business for their first year.

FISCAL IMPACT

There is no significant fiscal impact for the delivery of the report. The report from the City Manager is required to determine the fiscal impact associated with potentially modifying business license fees.