

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

1 RESOLUTION NO. RES-10-0152

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH IN SUPPORT OF "BUSINESS
5 FRIENDLY PRINCIPLES" AS PART OF SCAG'S
6 DEVELOPMENT OF A SOUTHERN CALIFORNIA
7 ECONOMIC GROWTH STRATEGY
8

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

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

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

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

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

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

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

27 **Principle Two – Business Partnership**

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

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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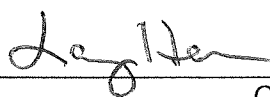
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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of December 14, 2010 by the following vote:

Ayes: Councilmembers: Garcia, O'Donnell, Schipske, Johnson, Gabelich, Neal, Lowenthal.

Noes: Councilmembers: None.

Absent: Councilmembers: DeLong, Andrews.



City Clerk

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