



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Ward and Members of the City Council

**THROUGH:** Richard Thompson, Interim City Manager

**FROM:** Liza Tamura, City Clerk  
Ariana Kennedy, Management Analyst

**DATE:** September 21, 2010

**SUBJECT:** Consideration of a Resolution in Support of the Southern California Association of Governments' Business Friendly Principles

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**RECOMMENDATION:**

Staff recommends that the City Council adopt Resolution No. 6276 in support of the Southern California Association of Governments' (SCAG) "Business Friendly Principles."

**FISCAL IMPLICATION:**

There are no fiscal implications associated with the recommended action.

**BACKGROUND:**

The City of Manhattan Beach is a member of the Southern California Association of Governments (SCAG). According to SCAG, the Regional Council voted to support the development of a Southern California Economic Growth Strategy. The Strategy identifies areas where SCAG can partner with member organizations, business leaders and other key stakeholders to reduce or remove high priority economic challenges to Southern California's economic recovery. The initial findings will be presented to the Governor-elect, State legislative leaders, local government officials and key business leaders on December 2, 2010 at the Southern California Road to Economic Recovery Summit. The SCAG Regional Council is encouraging member organizations to adopt a resolution in support of the "Business Friendly Principles." These resolutions will be presented to the participants of the December 2, 2010 Summit to demonstrate Southern California's cities and counties commitment to economic recovery.

**DISCUSSION:**

By adopting Resolution No. 6276, the City Council is committing to the following "Business Friendly Principles:"

1. Economic Development as a Priority – The City of Manhattan Beach strives to demonstrate commitment to economic development as a priority.
2. Business Partnership – The City of Manhattan Beach strives to provide quality municipal services to attract and retain businesses and employees.

3. Business Responsive Processes – The City of Manhattan Beach strives to communicate effectively with businesses including processes to increase its responsiveness to businesses that are seeking or doing business within its jurisdiction (commitments include responding to business inquires within an established time period and offering an expedited permitting process for new businesses).
4. Attractiveness to Business Investment – The City of Manhattan Beach strives to streamline operations for efficient and responsive business assistance in areas of licensing, permitting, inspections, and other municipal services and will seek to improve its attractiveness to new and existing businesses within its jurisdiction (commitments include striving to maintain competitive taxes and fees and establishing good communications with business base via newsletter or website).

**CONCLUSION:**

Staff recommends that the City Council adopt Resolution No. 6276 to support the Southern California Association of Governments’ “Business Friendly Principles” in order to demonstrate to the Governor-elect and state legislative leaders that Southern California communities are committed to working together with the state to keep businesses within California and find ways to reduce or remove economic impediments to growth.

**ATTACHMENT:** Resolution No. 6276



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