



## CITY COUNCIL STAFF REPORT

DATE: October 6, 2010

CONSENT

SUBJECT: APPROVE A RESOLUTION SUPPORTING "BUSINESS FRIENDLY PRINCIPLES" AS PART OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY.

FROM: David H. Ready, City Manager

BY: Community & Economic Development Department

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### SUMMARY

This SCAG-sponsored Resolution supports the "Business Friendly Principles" developed by the Southern California Association of Governments, demonstrating the City of Palm Springs' commitment to work with the State to keep businesses within California and find ways to reduce or remove economic impediments to growth. This strategy will be presented at an Economic Development Summit scheduled for December 2, 2010.

### RECOMMENDATION:

1. Adopt Resolution No. \_\_\_\_\_, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS SUPPORTING THE "BUSINESS FRIENDLY PRINCIPLES" AS PART OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY.

### STAFF ANALYSIS:

The Southern California Association of Governments (SCAG) is planning a summit with the Governor-elect and State, city and business leaders on December 2, 2010. The purpose of the summit is to share information about the potential actions that can be taken to remove impediments to economic growth for communities in California.

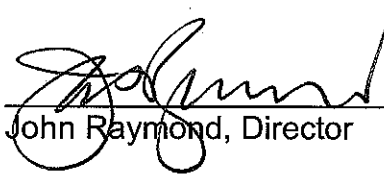
SCAG's goal is to have all 190 cities within the region adopt the resolution and present at the summit in order to demonstrate to the Governor-elect, and state, and business leaders that Southern California communities are committed to working together with the State to keep businesses within California and find ways to reduce or remove economic impediments to growth.

FISCAL IMPACT:

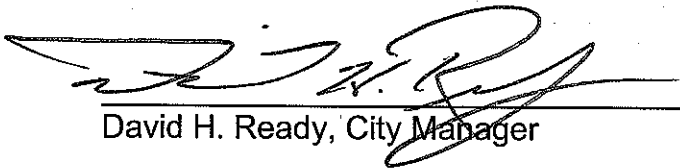
No fiscal impact.



Cathy Van Horn, Economic Development  
Administrator



John Raymond, Director



David H. Ready, City Manager



Tom Wilson, Assistant City Manager

Attachments:

Resolution

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
PALM SPRINGS SUPPORTING THE "BUSINESS  
FRIENDLY PRINCIPLES" AS PART OF THE SOUTHERN  
CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG)  
DEVELOPMENT OF A SOUTHERN CALIFORNIA  
ECONOMIC GROWTH STRATEGY

WHEREAS, The City of Palm Springs is a member of the Southern California Association of Governments (SCAG) who is engaged in the development of a Southern California Economic Development Growth Strategy;

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

WHEREAS, The City of Palm Springs is a business friendly municipality and has numerous practices in place to encourage economic growth within its community;

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS DOES HEREBY  
RESOLVE AS FOLLOWS:

SECTION 1. That the City of Springs 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 Palm Springs strives to demonstrate commitment to economic development as a priority.

Principle Two - Business Partnership

The City of Palm Springs strives to provide quality municipal services to attract and retain businesses and employees.

Principle Three-Business Responsive Processes

The City of Palm Springs 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 inquiries within an established time period and offering an expedited permitting process for new businesses).

Principle Four – Attractiveness to Business Investment

The City of Palm Springs 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 the business base via newsletter or website).

SECTION 2. That the City of Palm Springs authorizes its staff to submit a copy of this resolution to SCAG in time for SCAG's Regional Economic Summit scheduled for December 2, 2010.

ADOPTED THIS 6th DAY OF October, 2010

\_\_\_\_\_  
David H. Ready, City Manager

ATTEST:

\_\_\_\_\_  
James Thompson, City Clerk

CERTIFICATION

STATE OF CALIFORNIA )  
COUNTY OF RIVERSIDE ) ss.  
CITY OF PALM SPRINGS )

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. \_\_\_\_\_ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on \_\_\_\_\_, by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
James Thompson, City Clerk  
City of Palm Springs, California