



CALED's 31st Annual Conference

Real Solutions for Today's Issues

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Economic Development For Elected Officials and Their Staff

In today's globally competitive economy, where businesses have flexibility in their location decisions, local and state governments must be as welcoming as possible to businesses of all sizes. All firms, and particularly smaller ones with fewer resources, need to be able to focus their energies on serving their customers rather than interacting with government.

Economic Development For Elected Officials and Their Staff

Being business friendly means: state, county and city governments are customer-driven in their interactions with businesses; government processes are rational, predictable, understandable and timely; and public and private economic development agencies help businesses thrive and create good quality jobs.

“Most Business Friendly Cities” in Los Angeles County

2006



El Segundo

2007



Lancaster

2008



Santa Clarita & Vernon

2009



Long Beach & Santa Fe Springs

2010



Alhambra & Cerritos

Lessons Learned From LA County's "Most Business Friendly Cities"

- 1. Business-friendly cities have established economic development and quality jobs as a top community priority.** The Mayor, City Council and Staff articulate the priority and demonstrate a high sense of urgency for related programs, services and projects. The City's Economic Development office and programs are funded annually providing reasonable funding to perform their services.
- 2. These cities communicate regularly with their business community** through surveys, newsletters and events. They also communicate to citizens the importance of jobs and viable businesses, which limits NIMBYism.

3. Business-friendly cities have an excellent customer service

attitude, which is felt throughout the organization. Systems and processes are established and continually improved upon to facilitate desired development and job creation.

4. Business-friendly cities provide high quality services at

reasonable costs. LA County's most business friendly cities are typically not among the highest cost locations for business.

Business-friendly cities have impact and exaction fees less than the average in the County. Fee payment schedules encourage investment and in some cases allow businesses to become operational before payment.

- 5. Business-friendly cities utilize redevelopment, development agreements, special zones and incentives to induce desired economic development results.** They provide one-stop service and parallel processing, in recognition that time is money. Timely consistent project processing and excellent customer service is the least expensive incentive a community provides.
- 6. Business-friendly cities recognize the best source of testimonials to encourage new business development come from successful and satisfied existing businesses in their communities. They provide programs and services to retain and expand current employers.**

- 7. Business-friendly cities provide an overall business climate conducive to business success and job creation.** Business-friendly cities recognize that the quality, quantity and price of their services will impact the desirability of their city for investment and business development.
- 8. Business-friendly cities provide a high quality of life for residents and businesses,** including employment opportunities for residents, low crime rate (FBI Modified Crime Index), Business Watch, affordable and comprehensive housing options, quality infrastructure, distinguished schools, Community College, 4-year University, trade schools, shopping, cultural and entertainment amenities, parks, etc.

9. Business-friendly cities have a current economic development strategy, ideally as part of their General Plan with performance measures, regular reviews, revisions when necessary, flexibility and accountability. The strategy is understood by the elected officials, city leaders and staff and is communicated to the business community and residents.

10. Business-friendly cities are enthusiastic about their communities and utilize a variety of vehicles to tell their story and recruit new economic opportunities.

LOS ANGELES COUNTY

Strategic Plan for Economic Development

2010-2014

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CLICK TO MAKE A DIFFERENCE IN L.A. COUNTY'S FUTURE!
ENDORSE ★ EDUCATE ★ ADVOCATE

Prepare an
Educated
Workforce

Create a
Business-Friendly
Environment

Enhance
Our Quality
of Life

Implement
Smart
Land Use

Build
21st Century
Infrastructure

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Strategic Plan

Endorsements • [Bank of America Merrill Lynch](#) • [City of Burbank](#) • [City of](#)

Updates:

- Sen. President Pro Tem Darrell Steinberg urges OSHPD to unlog backlog of construction projects at CA hospitals and cites LAEDC data
- Agoura Hills is the 84th L.A. city to endorse the Plan. [See full list.](#)



A message from
Los Angeles County
Board of Supervisors

The
Guide [Read & Download Here](#)

How is L.A. County doing?
Check our Performance Measures

CHOOSELACOUNTY.com

Create a Business-Friendly Environment

1. *ESTABLISH AND PROMOTE A BUSINESS-FRIENDLY ENVIRONMENT TO CREATE AND RETAIN GOOD QUALITY JOBS.*

- Educate local and statewide stakeholders on value of private sector businesses as job creators.
- Create a sample template and encourage cities to include an economic development element in their general plans.
- Help government develop more efficient processes and a stronger customer service ethic.
- Adopt clear, reasonable and predictable processes for the development of land to facilitate job creation and implement policies, plans and procedures.

Create a Business-Friendly Environment

2. *RETAIN AND EXPAND THE EXISTING JOB BASE WHILE PRO-ACTIVELY ATTRACTING NEW BUSINESSES, INDUSTRIES, JOBS AND INVESTMENT.*

- Develop and promote a compelling, consistent value proposition and brand.
- Increase proactive outreach to retain and expand businesses.
- Align local and statewide tax incentive policies with economic development priorities.
- Develop sector-specific value propositions and strategies to attract firms seeking to capitalize on opportunities created by the greening of the local, state and world economies.

- Create employment and business opportunities for local firms by supporting the development of international trade, tourism, and by promoting our region as a destination for foreign direct investment.
- Ensure access to capital by expanding outreach and marketing efforts to capital sources and attracting capital investors and lenders for all stages of development; exploring creative new sources of capital; and creating and augmenting channels/networks to connect capital to entrepreneurs, with emphasis on small, minority or women-owned businesses.

Create a Business-Friendly Environment

3. *LEVERAGE THE COUNTY'S RESEARCH AND DEVELOPMENT FACILITIES FOR THE COMMERCIALIZATION OF RESEARCH, TECHNOLOGY AND SIMILAR OPPORTUNITIES.*

- Aggressively seek more research funding.
- Create a more supportive infrastructure and stronger networks to facilitate commercialization.

Check out the LA County Strategic Plan at
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