

File

**RESOLUTION NO. 6566**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PICO RIVERA, CALIFORNIA, IN SUPPORT OF "BUSINESS FRIENDLY PRINCIPLES" AS PART OF SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY**

**WHEREAS**, The City Council of the City of Pico Rivera is a member of the Southern California Association of Governments (SCAG) which is engaged in the development of a Southern California Economic Growth Strategy; and

**WHEREAS**, The City Council of the City of Pico Rivera supports working with SCAG and other key economic stakeholders to improve the Southern California economy; and

**WHEREAS**, The City Council of the City of Pico Rivera is a business friendly municipality and has numerous practices in place to encourage economic growth within its community.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Pico Rivera as follows:

**SECTION 1.** The City Council of the City of Pico Rivera hereby 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 Council of the City of Pico Rivera strives to demonstrate commitment to economic development as a priority.

**Principle Two** – Business partnerships, the City Council of the City of Pico Rivera strives to provide quality municipal services to attract and retain businesses and employees.

**Principle Three** – Business responsive processes, the City Council of the City of Pico Rivera 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).

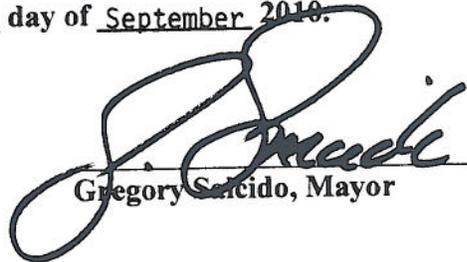
**Principle Four** – Attractiveness to business investment, the City Council of the City of Pico Rivera strives to streamline operations for efficient and responsive business assistance in areas of licensing, permitting,

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).

**SECTION 2.** The City Council of the City of Pico Rivera hereby directs the City Clerk to send a copy of this resolution to SCAG in time for SCAG's Regional Economic Summit scheduled for December 2, 2010.

**SECTION 3.** That the City Clerk shall certify to the passage and adoption of this Resolution and hereafter shall be in full force and effect.

APPROVED AND ADOPTED this 28th day of September 2010.

  
\_\_\_\_\_  
Gregory Salcido, Mayor

ATTEST:

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Daryl A. Betancur, City Clerk

  
\_\_\_\_\_  
Arnold M. Alvarez-Glasman

AYES: Armenta, Camacho, Contreras Rapisardsa, Archuleta, Salcido  
NOES: None  
ABSTAIN: None  
ABSENT: None



**To:** Mayor and City Council  
**From:** Assistant City Manager  
**Meeting Date:** September 28, 2010  
**Subject:** RESOLUTION IN SUPPORT OF "BUSINESS FRIENDLY PRINCIPLES" AS PART OF SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY

**Recommendation:**

1. Adopt resolution in support of Southern California Association of Governments (SCAG) "Business Friendly Principles" as part of SCAG's development of a Southern California Economic Growth Strategy.
2. Forward copy of the resolution to SCAG in time for SCAG's Regional Economic Summit scheduled for December 2, 2010.

**Fiscal Impact:** None.

**Discussion:**

SCAG Regional Council is planning a "Southern California Economic Road to Recovery" summit on December 2, 2010 with the Governor-elect, state, business, and local government leaders. The purpose of the summit is to share with the governor-elect and state leaders information about the potential actions that can be taken to remove impediments to economic growth from local communities.

SCAG is asking local communities to adopt "Business Friendly Principles" as an act of solidarity in the district. SCAG's goal is to have all 190 cities within the region adopt such resolutions and present them at the Summit in order to demonstrate to the Governor-elect and state legislative leaders that Southern California communities are

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ASSOCIATION OF GOVERNMENTS

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committed to working together with the state to keep businesses within California and find ways to reduce or remove economic impediments to growth.

SCAG's "Business Friendly Principles" which consist of a commitment by City Administration to economic development as a priority, craft business partnerships, maintain business response processes, and sustain a city government that is attractive to business investment are all principles in line with City's goals.

The City of Pico Rivera has a long record of supporting business friendly practices in order to assist existing business in our communities as well as attracting new businesses interested in investing in Pico Rivera. SCAG's "Business Friendly Principles" are consistent with the City's core principal and past practice of creating strong business partnerships with existing local and new businesses within the community.



Jeffrey Prang

JP:mm

Attachment: Resolution

# SOUTHERN CALIFORNIA ECONOMIC RECOVERY & JOB CREATION STRATEGY

169 Cities and Counties in Southern California have Adopted the Principles of Business Friendliness

Adelanto	Calexico	Covina	Hidden Hills	Loma Linda	Palm Desert	San Jacinto	Ventura
Agoura Hills	Calabasas	Cudahy*	Highland	Lomita*	Palm Springs	San Juan Capistrano	Vernon
Alhambra	Calimesa	Culver City	Holtville	Long Beach	PalmTale*	San Marino	Victorville
Anaheim*	Calipatria	Cypress	Huntington Beach	Lynwood*	Paramount	Santa Ana	Villa Park*
Apple Valley	Camarillo	Desert Hot Springs	Huntington Park	Malibu	Pasadena	Santa Clarita	Walnut
Arcadia	Canyon Lake	Diamond Bar	Imperial	Manhattan Beach	Perris	Santa Fe Springs	West Covina
Artesia	Carson	Downey	Indian Wells	Maywood	Pico Rivera	Santa Monica	West Hollywood
Avalon	Cathedral City	Duarte	Indio	Menifee	Placentia	Santa Paula	Westlake Village
Azusa	Cerritos	Eastvale	Industry*	Mission Viejo	Pomona	Seal Beach	Westminster
Baldwin Park	Chino	El Centro	Irvine	Mission Viejo	Port Hueneme	Signal Hill	Westmorland
Banning	Chino Hills	El Segundo	Irwindale	Monrovia	Rancho Cucamonga	Simi Valley	Whittier
Barstow	Claremont*	Fillmore	La Cañada Flintridge	Montclair	Rancho Mirage	South El Monte	Wildomar
Beaumont	Coachella	Fontana	La Mirada	Monterey Park	Redlands	South Gate	Yorba Linda
Ball Gardens	Colton	Fullerton	La Puente	Moorpark	Rialto	South Pasadena	Yucaipa
Bellflower	Commerce	Gardena	La Quinta	Moreno Valley	Riverside	Stanton	Yucca Valley
Beverly Hills*	Compton*	Glendale	La Verne	Murrieta	Rolling Hills Estates	Temecula	
Big Bear Lake	Corona	Glendora	Lake Elsinore	Needles	Rosemead	Temple City	
Bythe	County of Imperial	Grand Terrace	Lake Forest	Newport Beach	San Bernardino	Thousand Oaks	
Bradbury	County of Los Angeles	Hawaiian Gardens*	Lakewood	Norco	San Clemente	Torrance*	
Brawley	County of Riverside	Hawthorne	Lancaster	Ojai	San Dimas	Tustin	
Buena Park	County of San Bernardino	Hemet	Las Virgenes-Malibu COG	Ontario	San Fernando	Twentynine Palms	
Burbank	County of Ventura	Hesperia	Lawndale	Oxnard	San Gabriel	Upland	

\*cities that have planned adoption

SOUTHERN CALIFORNIA IS OPEN FOR BUSINESS!