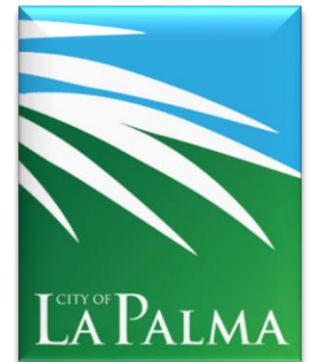
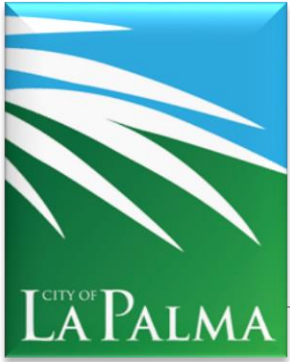

Business Engagement Council Policy

CITY COUNCIL MEETING

JUNE 4, 2019





Background

- **City Council created the Business Engagement Ad Hoc Committee at its Strategic Planning and Goal Setting meeting in January 2019**
- **Appointed Council Members Patel & Steggell to serve for 2019**
- **Goal: Engage with local businesses to maintain and enhance a healthy economy**
- **Council Members Patel & Steggell met with the City Manager and staff to develop draft Business Engagement Policy for the City Council's review tonight**



Summary

- **On an annual basis, the City Council will appoint two of its members to serve on the Committee**
- **Committee will take the lead on various activities:**
 - **Instituting walkabouts in commercial centers**
 - **Hosting an informal mixer(s)**
 - **Recognizing businesses, at a minimum, every quarter**
 - **Presenting a Business of the Year award**
 - **Lunches with businesses that have a large impact on La Palma (# of employees and/or high sales/property tax revenue generators)**



Summary

- **Similarly, city staff will take the lead on the various activities**
 - **Continue to offer and market SCORE workshops**
 - **Create and provide a welcome packet & end of the year survey to new businesses**
 - **Update the City's Economic Development Action Plan**
 - **Utilize City ad space on billboards**



Fiscal Impact

- **Staff has budgeted \$10,000 in the Proposed FY 2019-20 Budget to cover expenses related to the implementation of this policy.**



Recommendation

- **It is recommended that the City Council adopt Council Policy 8: Business Engagement**



Questions/Discussion
