



AGENDA REPORT

Meeting Date: April 5, 2011
Item Number: F-6
To: Honorable Mayor & City Council
From: Mahdi Aluzri, Assistant City Manager *MA*
Megan Roach, Senior Management Analyst *MR*
Subject: RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS
IN SUPPORT OF "BUSINESS FRIENDLY PRINCIPLES" AS PART OF
THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS'
DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC
GROWTH STRATEGY
Attachments: 1. Resolution

RECOMMENDATION

Staff recommends that the City Council adopt the Resolution in support of "Business Friendly Principles" as part of the Southern California Association of Governments' development of a Southern California Economic Growth Strategy.

INTRODUCTION

The City of Beverly Hills is a member agency of the Southern California Association of Governments (SCAG). A metropolitan planning organization representing six counties, 190 cities and more than 19 million residents, SCAG coordinates a number of planning and policy initiatives related to Southern California transportation and land-use planning.

In May, 2010, the SCAG General Assembly discussed the need for a concerted effort to reduce impediments to creating jobs and stimulating economic investments through incentives. SCAG staff was directed to prepare a Southern California Economic Growth Strategy and they are proceeding with that effort. SCAG has asked all member agencies to adopt the attached resolution supporting "Business Friendly Principles" to demonstrate Southern California's commitment to this effort by SCAG's next General Assembly in May of this year.

DISCUSSION

SCAG understands that many local jurisdictions are already following the “Business Friendly Principles” outlined in the proposed resolution as part of their regular economic development practices. As an example, these principles are reflected in the City of Beverly Hills’ Economic Sustainability Plan. The principles included in the proposed resolution include the following:

- Demonstrating commitment to economic development as a priority.
- Providing quality municipal services to attract and retain businesses.
- Communicating effectively with businesses including processes to increase responsiveness to businesses seeking or doing business within the jurisdiction.
- Striving to streamline operations for efficient and responsive business assistance and seeking to improve cities’ attractiveness to new and existing businesses.

FISCAL IMPACT

There is no anticipated negative fiscal impact from the adoption of these principles.

Mahdi Aluzri
Approved By



Attachment 1

RESOLUTION NO. 11 - R-

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS IN SUPPORT OF "BUSINESS FRIENDLY PRINCIPLES" AS PART OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS' DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY

WHEREAS, Beverly Hills 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, Beverly Hills supports working with SCAG and other key economic stakeholders to improve the Southern California economy; and

WHEREAS, Beverly Hills is a business friendly municipality and has numerous practices in place to encourage economic growth within its community.

Now, therefore, the Council of the City of Beverly Hills does hereby resolve as follows:

Section 1. The City of Beverly Hills 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: Beverly Hills strives to demonstrate commitment to economic development as a priority.

Principle Two - Business Partnership: Beverly Hills strives to provide quality municipal services to attract and retain businesses and employees.

Principle Three-Business Responsive Processes: Beverly Hills strives to communicate effectively with businesses including processes to increase its responsiveness to businesses that are seeking or doing business within its jurisdiction.

Principle Four – Attractiveness to Business Investment: Beverly Hills 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.

Section 3. The City Clerk shall certify to the adoption of the resolution and shall cause this resolution and his certification to be entered in the Book of Resolutions of the Council of this City.

Section 4. The City Clerk shall furnish a copy of this resolution to SCAG at Los Angeles County Southern California Association of Governments, 818 W. 7th Street, 12th Floor, Los Angeles, CA 90017, Attention: Matt Horton, Regional Affairs Officer, prior to SCAG's General Assembly on May 5, 2011.

Adopted:

BARRY BRUCKER
Mayor of the City of Beverly Hills, California

ATTEST:

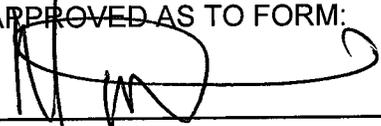
(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:



LAURENCE S. WIENER
City Attorney

APPROVED AS TO FORM:



MAHDI ALUZRI
Assistant City Manager