

**CITY OF LA PALMA**

**COUNCIL POLICY**

**NUMBER: 8**

**DATE (Adopted/Amended): August 6, 2019**

**SUBJECT: Business Engagement**

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**POLICY:**

Business Engagement Ad Hoc Committee

The City Council shall appoint two of its members to serve on the Business Engagement Ad Hoc Committee ("Committee") with support from the City Manager or designee. The Committee shall be advisory to the City Council and shall meet at such times as the Committee deems appropriate to conduct business engagement activities. The Committee shall prepare a written report annually to the City Council on its activities. The goal of the Committee is to engage with local businesses to promote economic prosperity and growth within La Palma in order to maintain and enhance a healthy economy that provides not only revenues for high quality municipal services but also serves the purpose of protecting and promoting the quality of life residents enjoy. The City Council shall annually review in June whether the Committee should remain in existence or whether its goal has been met.

Business Engagement Plan Implementation

The following tasks will be executed by the Committee:

1. Walkabouts: Go out into the community and meet with local business owners on a quarterly basis, at minimum, to build strong, personal relationships.
2. Informal Mixer(s) with Businesses: Host an informal mixer/networking event with local businesses to demonstrate appreciation and build relationships that facilitate business retention and possible expansion. The event will be coordinated by the Committee and City staff, and the number of events will be determined at the Committee's discretion.
3. Business Spotlight Award: Recognize a local business at a City Council meeting on a quarterly basis, at minimum, in collaboration with the City Manager or designee. Businesses will receive a framed certificate of recognition and will be promoted in the City's *Mosaic* publication as well as on the City's social media outlets.
4. Business of the Year Award: Recognize a local business at the annual State of the City that emulates La Palma: vision, family, pride & ownership, opportunity, and security. The Business of the Year Award will be selected from the Business Spotlight Awardees.
5. Lunch with Individual Businesses: The Committee will meet with six to twelve local businesses per year (depending on the availability of the businesses and the Committee) that have a large number of employees and/or businesses that are high sales/property tax revenue generators on an individual basis in order to establish relationships; discuss their business needs; and find out how the City can help the businesses achieve their goals.

The following tasks will be executed by the City Manager or designee:

1. SCORE workshops: Continue to market free SCORE workshops hosted by the City in collaboration with the Small Business Administration.
2. New Business Welcome Packet: Create and provide new businesses with a welcome packet, which may include information about the City, business resources, important contact information,

community events calendar, and list of community service organizations.

3. **Business Surveys:** Provide a survey to all businesses once a year with business license renewals. Additionally, on a quarterly basis City staff will contact new businesses who have opened within that time period to gauge their experience with City staff during the establishment and/or construction of their businesses.
4. **Economic Development Action Plan:** Update the City's current economic development action plan in collaboration with the Committee.
5. **Billboard Advertisement:** Use City ad space on local billboards to promote La Palma as a whole.

**BACKGROUND:**

The City Council created the Business Engagement Ad Hoc Committee at its Strategic Planning and Goal Setting Meeting on January 25, 2019. The Committee has developed a business engagement plan and an implementation timeline.

**REVIEW:**

This policy will be reviewed in one year.