

# TEN POINT PLAN FOR LOCAL BUSINESS

**City of Huntington Beach**

# Ten Point Plan for Local Business

- 1. Develop model for HB Economic Gardening Program –** *focus on achieving objectives to provide critical information for businesses to survive and thrive, including access to various resources and programs and developing connections that will help take businesses to the next level*
- 2. Film Incentive Program –** *work with MVB to increase visibility of program, consider rebates for film-related stays*
- 3. Expand Funding Resources for Small Businesses –** *Survey for needs, evaluate tools, share with business community through workshops, website and materials*

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4. **Develop and implement enhanced customer service standards** – *create opportunities to demonstrate to the business community our commitment to serving their needs*
5. **Streamline development process** – *expedite tenant improvement permits, implement technology solutions to accept plans & permits electronically, and implement other resources to expedite development processing*
6. **Expand available economic development programs** – *evaluate programs to increase business attraction, retention and expansion*
7. **Strengthen shop local programs-** *incentivize use of local businesses among not only consumers, but on a business-to-business level*

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8. **Increase community support activities by local businesses** – *develop/implement strategy for local sponsorship, implement corporate marketing plan*
9. **Establish HB as a community for green business** – *promote promotion of city's energy programs, explore green business networking model and sustainable growth opportunities*
10. **Establish city website as a comprehensive resource for new and existing businesses** – *revise existing “business” page periodically with new information and also highlight quality of life components to demonstrate attractive opportunities for business owners and employees.*