

TEN POINT PLAN FOR LOCAL BUSINESS

November 2010

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1. **“Think Surf City” campaign** – *change focus of Surf City Savings program to focus on business attraction, procurement, living/working in HB, in addition to shopping locally*
2. **Film Incentive Program** – *subsidize fees, reduce costs, consider rebates for film-related stays*
3. **Small Business Microgrants** - *Use CDBG stimulus dollars for loans to small businesses that do not qualify for traditional SBA funding (minimum requirements would apply)*
4. **Develop and implement enhanced customer service standards** – *create opportunities to demonstrate to the business community our commitment to serving their needs*

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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. **Incentives for job-producing businesses** – potential deferral or rebate of permit fees for businesses that produce jobs (minimum requirements would apply)
7. **Enhance procurement program** - incentivize use of local businesses by reaching out to other businesses/agencies. Increase local preference from 1%.

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8. **Event sponsorship by local businesses** – *encourage event sponsorship and create marketing value for local business by creating a multi-year sponsorship program that allows for minimal or zero initial spending by business with contracted future payments.*
9. **Use Tax incentive for business expansion** – *can be rebated back as a business expansion credit or tax rebate on a limited-term basis*
10. **Create pilot local incentive zone** – *Develop pilot program for one geographic area in which to create a demonstration of incentives and programs modeled after state-approved enterprise zones.*