

Council Meeting of  
April 26, 2011

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT:** Adopt **RESOLUTION** authorizing support of “Business Friendly Principles” as part of Southern California Association of Governments development of a Southern California Economic Growth Strategy.

**RECOMMENDATION**

Recommendation of the City Manager that City Council adopt a **RESOLUTION** authorizing support of “Business Friendly Principles” as part of Southern California of Governments (SCAG) development of a Southern California Economic Growth Strategy.

**Funding**

None

**BACKGROUND AND ANALYSIS**

The City of Torrance is a member of the Southern California Association of Governments (SCAG), which is engaged in the development of a Southern California Economic Growth Strategy. The City of Torrance supports working with SCAG and other key economic stakeholders to improve the Southern California economy. The City of Torrance is a business friendly municipality that has numerous practices in place to encourage economic growth within its community.

The City of Torrance 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**

The City of Torrance strives to demonstrate commitment to economic development as a priority.

**Principle Two - Business Partnership**

The City of Torrance strives to provide quality municipal services to attract and retain businesses and employees.

**Principle Three - Business Responsive Processes**

The City of Torrance strives to communicate effectively with businesses including the use of processes to increase its responsiveness to businesses that are seeking or doing business within its jurisdiction (commitments include responding to business inquiries within an established time period and offering an expedited permitting process for new businesses).

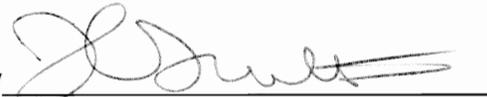
**Principle Four – Attractiveness to Business Investment**

The City of Torrance 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 (commitments include striving to maintain competitive taxes and fees and establishing good communications with business base via newsletter or website).

Respectfully submitted,

LeROY J. JACKSON  
CITY MANAGER

By



Fran Fulton  
Management Associate

Concur:



LeRoy J. Jackson  
City Manager

Attachment A: RESOLUTION

## RESOLUTION NO. 2011-\_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TORRANCE  
AUTHORIZING SUPPORT OF "BUSINESS FRIENDLY PRINCIPLES" AS PART OF SCAG'S  
DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY**

**WHEREAS**, the City of Torrance 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**, the City of Torrance supports working with SCAG and other key economic stakeholders to improve the Southern California economy ; and

**WHEREAS**, the City of Torrance is a business friendly municipality and has numerous practices in place to encourage economic growth within its community.

**NOW, THEREFORE, BE IT RESOLVED:** That the City of Torrance 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**

The City of Torrance strives to demonstrate commitment to economic development as a priority.

**Principle Two - Business Partnership**

The City of Torrance strives to provide quality municipal services to attract and retain businesses and employees.

**Principle Three-Business Responsive Processes**

The City of Torrance strives to communicate effectively with businesses including the use of processes to increase its responsiveness to businesses that are seeking or doing business within its jurisdiction (commitments include responding to business inquiries within an established time period and offering an expedited permitting process for new businesses).

**Principle Four – Attractiveness to Business Investment**

The City of Torrance 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 (commitments include striving to maintain competitive taxes and fees and establishing good communications with business base via newsletter or website).

The City of Torrance authorizes its staff to submit a copy of this resolution to SCAG in time for SCAG's Regional Economic Summit which is currently scheduled for December 2, 2011.

INTRODUCED, APPROVED AND ADOPTED this 26th day of April 2011.

APPROVED AS TO FORM:

\_\_\_\_\_  
Mayor Frank Scotto

JOHN L. FELLOWS III, City Attorney

ATTEST:

by \_\_\_\_\_  
Patrick Q. Sullivan, Assistant City Attorney

\_\_\_\_\_  
Sue Herbers, CMC  
City Clerk