

## **BLUE FOLDER ITEM**

*Blue folder items are additional back up material to administrative reports and/or public comments received after the printing and distribution of the agenda packet for receive and file.*

### **CITY COUNCIL MEETING April 1, 2025**

#### **N.1. DISCUSSION AND POSSIBLE ACTION ON THE CREATION OF AN ECONOMIC DEVELOPMENT WORKING GROUP AND A CITY COUNCIL ECONOMIC DEVELOPMENT SUBCOMMITTEE**

##### **RECEIVE AND FILE A REPORT ON THE ONGOING EFFORTS OF THE BUSINESS CONCIERGE PROGRAM**

Attachments: Powerpoint Presentation on item N.1.

CONTACT: GREG KAPOVICH, WATERFRONT & ECONOMIC DEVELOPMENT DIRECTOR

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# BACKGROUND AND OBJECTIVES

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- Program implementation was approved December 2022

## Goals

- Improve customer service experience of businesses interacting with the City
- Provide more clear guidance to businesses
- Improve turnaround times and consolidated comments

## Strategic Plan Calls for the Creation of an Economic Development Working Group

- Recruit/retain businesses & developers to the City
- Identify processes, procedures, and regulations that impeded business reinvestment in the City

# IMPROVEMENTS IMPLEMENTED

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- Updated Integrated Permitting Software
- Business Concierge Webpage & Flyers
- Improved Interdepartmental Coordination
- Check-in kiosks at City Hall
- Online appointment scheduling with City planners
- Approximately 26 businesses helped directly through the program
- More businesses have been indirectly helped through the improvements made

# SUCCESSES

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## El Torito

- Expedited gas meter replacement to ensure timely opening

## Pita Café

- Resolved permitting issues enabling business opening.

## Sonesta Hotel

- Quick permit acquisition for hosting a special event.



# ONGOING & FUTURE IMPROVEMENTS

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Though progress has been made, many more opportunities for improvement remain, including:

- Additional software system updates to streamline permitting process
- Business Survey can reveal potential existing bottlenecks that businesses commonly encounter
- Improved interdepartmental coordination such as consolidated comments
- Customer service feedback surveys
- Reviews of internal processes as well as identifying any outdated regulations that may be creating barriers

# STAFF RECOMMENDATION

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- Appoint a subcommittee of the City Council to assist the Economic Development Working Group