
**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**

BACKGROUND AND OBJECTIVES

- 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

- 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

SUCCESSSES

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

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- Reviews of internal processes as well as identifying any outdated regulations that may be creating barriers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

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