

## **How to Be Business Friendly from LAEDC**

### **Be more business-friendly**

**Business “friendliness”, or “unfriendliness”, is not something that can be easily measured. Yet, we have the opportunity to develop policies that lay a welcome mat to businesses looking to locate or expand in our region.**

**The most business-friendly policies cities can undertake are also the least costly:**

- **Make businesses feel valued through improved customer-facing policies**
- **Engage regularly**
- **Be accountable**
- **Implement transparency and reliability in rulemaking**

### **Make economic development and business friendliness explicit priorities.**

A. Educate local and state officials on the value of private sector businesses as generators of output, jobs and tax revenue, and encourage government officials to conduct economic impact assessments on regulations prior to adoption and after implementation.

B. Engage businesses regularly in the design, and administration of business-facing services, conduct regular site visits with businesses to be more responsive to their needs, and establish a uniform business prospect handling process that increases retention and recruitment efforts.

C. Develop and implement an analytically-based economic development strategy or an element as part of a General Plan with benchmarks, performance measures, responsible parties and regular reviews.

D. Use reliable data, business satisfaction surveys and international benchmarking to inform the design of economic development programs and services.

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