

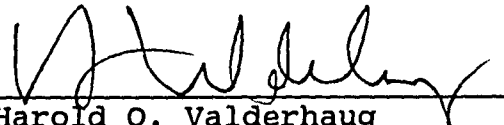
(R-92-1529 REV.1)

RESOLUTION NUMBER R- 279737

ADOPTED ON APR 07 1992

BE IT RESOLVED, by the Council of The City of San Diego, that actions two, five and six of the Small Business Prosperity Program, as outlined in the City Manager Report CMR-92-116 attached hereto and by this reference incorporated herein, are hereby approved for incorporation into the economic development policy, program and financing plan to be returned to Council in May 1992, along with actions one, three, four, seven, eight, nine and ten.

APPROVED: JOHN W. WITT, City Attorney

By 
Harold O. Valderhaug
Deputy City Attorney

HOV:ps
04/01/92
04/13/92 REV.1
Or.Dept:Econ.Dev.
R-92-1529
Form=r-t

RECEIVED
CITY CLERK'S OFFICE
92 APR 15 AM 9: 29
SAN DIEGO, CALIF.

403 01 01

SMOJAN

DATE ISSUED:

REPORT NO. 92-116

ATTENTION: City Council Agenda of April 6, 1992.

SUBJECT: Small Business Prosperity Program

SUMMARY:

Issue - What actions should the City Council take with regards to the Small Business Prosperity Program?

Manager's Recommendation - Incorporate actions one, three, four, seven, eight, nine and ten of the Prosperity Program into the economic development policy, program and financing plan to be returned to the Council in May 1992. Direct the remaining actions to the appropriate office(s) for additional review and comment.

Other Recommendations - None.

Fiscal Impact - None at this time.

BACKGROUND:

In his memorandum of March 5, 1992 to the Mayor and City Council, Deputy Mayor Roberts outlined a Small Business Prosperity Program targeting this "strategic jobs-creating sector of our economy." The Program's ten proposed actions were reviewed by the Economic Development Focus Committee on March 19, 1992 and referred to the City Manager for report to the Council at its meeting of April 6.

DISCUSSION:

The ten proposed Small Business Prosperity Program actions and related staff comments are discussed below. In a number of cases, similar recommendations were made by the Economic Development Task Force (EDTF) and adopted by the City Council. These are under current consideration and will be brought forward in the revised economic development policy, program and financing plan in May, 1992.

R- 279737

1. Regulatory Relief - Review and streamline all ordinances related to small business permitting and regulation.

Comment - Reviewing the City's regulatory process was recommended by the EDTF and is under current consideration. The Small Business Advisory Board will also continue to review selective regulatory issues and provide recommendations for improvement.

2. Consolidated Small Business Office(s) - Consolidate all City offices that serve small business into one location.

Comment - Movement into a single location is not currently possible but consolidation and coordination will be considered in the future wherever feasible. This is a longer term issue that will be coordinated with future office space decisions.

3. Small Business Impact Statement - Review the impact of proposed City regulations on small business prior to adoption.

Comment - Incorporation of an impact analysis was recommended by the EDTF and is under current consideration. Issues of particular interest to small business should be referred by Council Committee Consultants to the Office of Small Business for review by the Small Business Advisory Board (SBAB).

4. Business License Fees - Reduce fees for small businesses with 6-15 employees; eliminate the fee for businesses with five employees or less.

Comment - The business tax certificate fee structures is currently under review by the City Manager and will be considered as part of the upcoming FY 1993 budget process.

5. Enact Comprehensive Billings - Consolidate the billing of various City fees.

Comment - Staff will consider such consolidation in the future. This is, however, a long term effort contingent upon data system priorities and related funding availability.

6. Bi-National Business Assistance - Include assisting San Diego businesses that do business with Mexico within the scope of the Mayor's Office of Bi-National affairs.

Comment - This action will be provided to the Mayor's Office for consideration.

7. City-Supported Economic Development Efforts - Expand the Economic Development Corporation's (EDC) efforts to retain, nurture and expand local small business opportunities.

Comment - Review of the role of the EDC was recommended by the EDTF and is under current consideration.

8. Public Works Projects - Expedite smaller scale projects of the type subcontracted to small business.

Comment - The Manager's Office is reviewing the degree to which all City public works contracts can be expedited.

9. Partnership with Small Business - Emphasize training City employees to work more effectively with business and recognize employees who do.

Comment - Improvement of customer service was recommended by the EDTF and is under current consideration. The Office of Small Business is also exploring the development of an educational program for City employees relative to the needs of small business.

10. State and Federal Obstacles to Small Business - Support legislation that will reduce the burdens on small business.

Comment - The Office of Small Business will work to facilitate coordination between the SBAB and the Department of Legislative Services on issues of importance to small business.

ALTERNATIVES:

1. Add to, delete or modify any of the proposed actions.

Approved: Maureen A. Stapleton
Assistant City Manager

Submitted by: Kurt Chilcott
Deputy Director
Economic Development
236-6550

CHILCOTT/WFH:csn

WH/SMALL BUS PROSPERITY

401

Passed and adopted by the Council of The City of San Diego on APR 07 1992
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
George Stevens	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Behr	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Valerie Stallings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bob Filner	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

(Seal)

MAUREEN O'CONNOR

Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR

City Clerk of The City of San Diego, California.

By *Linda Sugano*, Deputy.

Office of the City Clerk, San Diego, California

Resolution Number R-279737 Adopted APR 07 1992