

# **Economic Development Workshop: The Business First Program**

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**Community & Economic Development  
Department**

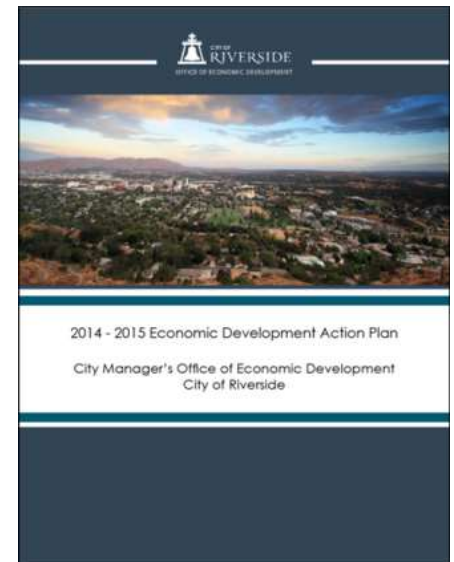
**City Council  
June 23, 2015**

# VISION

- Fuel Intelligent Growth
- Be a Catalyst for Innovation
- Continue to be a Location of Choice
- Become an Increasingly Unified City



*Leverage Our Assets to Help  
Businesses Create and Retain  
Jobs for our Community*



# TARGETED INDUSTRIES

- Agriculture & Food Related Industries
- Professional Services
- Advanced Manufacturing
- Technology & Entrepreneurship
- Health Care and Medical Services
- Retail & Restaurants



# ROOTS OF BUSINESS FIRST

- October 21, 2010:  
Development Committee
- Identify challenges: meetings  
with department heads
- Community input:
  - Customer service survey in 2011
  - Feedback from community  
partners



# ORIGINAL PROGRAM DEVELOPMENT

- Breaking down silos
- Identifying the team
- Educating the Business Liaison
- Building the customer service model



# THE BUSINESS FIRST LIAISON ROLE

- Resource referral
- Site selection
- Interdepartmental coordination
- Pre-development guidance
- Permitting assistance
- Inspections to occupancy



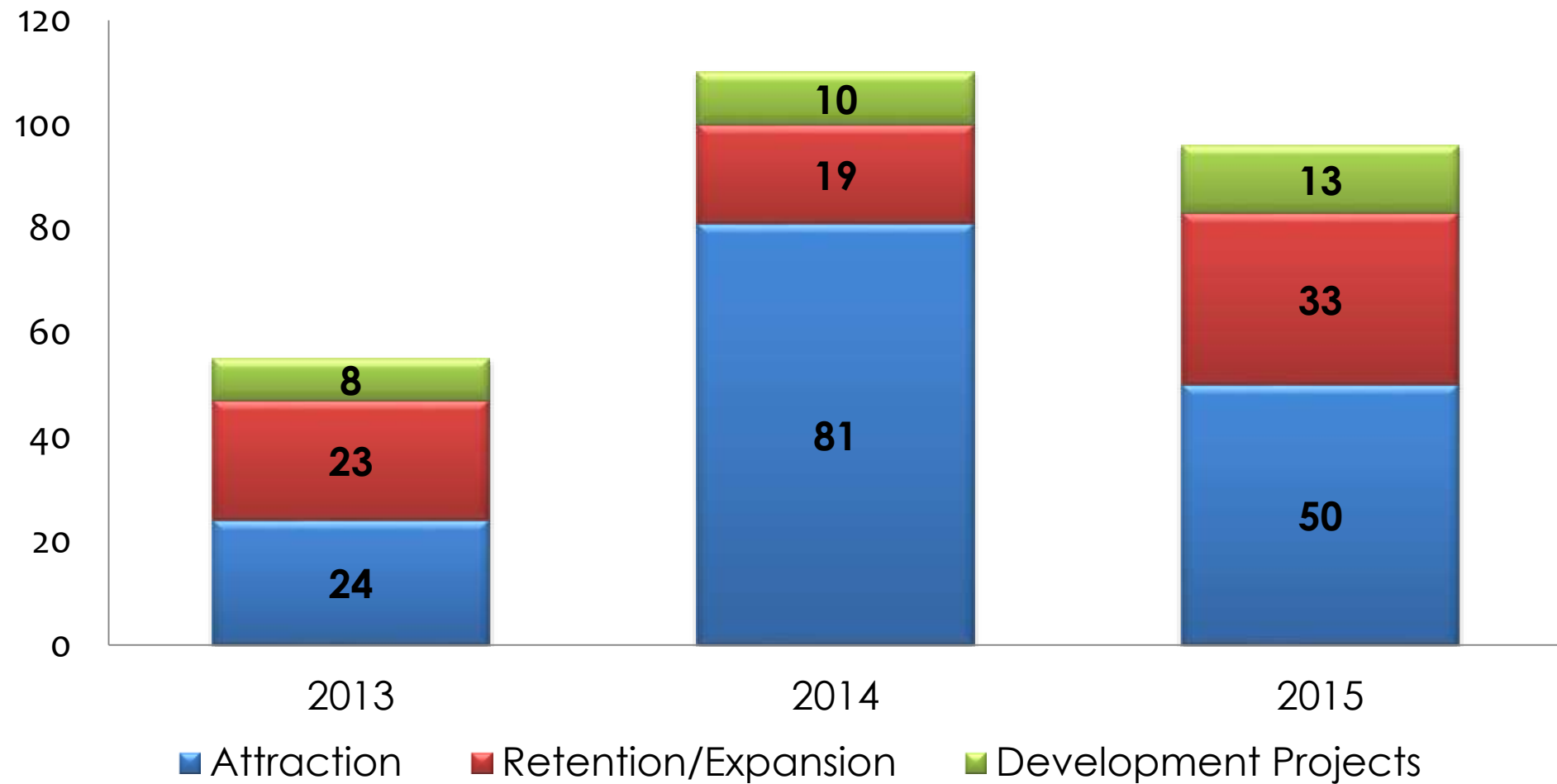


# PRE-DEVELOPMENT MEETINGS

- Improving the efficiency and effectiveness of pre-development meetings
  - Question checklist
  - Clear project scope
  - Site plan required
  - Design team present



# BUSINESSES ASSISTED





# TESTIMONIALS/SUCCESSES

*"I must give kudos to your city's planning, building, public works, fire, and RPU. Their organized and diligent approach to the entitlement and plan check approval processes is one of the best that I have dealt with."*

Milford Moralde,  
Architects Orange



# TESTIMONIALS/SUCCESSSES

*“...Thanks to the Business First Team, we were able to more effectively work through the planning, permitting, and inspection processes, bringing new jobs to the area while also meeting the supply chain needs of our customer”.*

Mike Yeager,  
VP of Engineering  
OSI Group



# MARKETING BUSINESS FIRST

- OED Website
- Collateral Materials
- Business Visits
- Engaging our CRE partners
- Speaking Engagements



# CHALLENGES AND GOALS

- Support the Business Ready Riverside Initiative
- Identify needs of new target industries
- Develop customer service surveys
- Identify staffing opportunities

