



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL**      **DATE: JUNE 23, 2015**  
**FROM: COMMUNITY & ECONOMIC DEVELOPMENT**      **WARDS: All**  
**DEPARTMENT**  
**SUBJECT: BUSINESS FIRST PROGRAM UPDATE**

**ISSUE:**

To provide the City Council with an overview and update on the Business First Program.

**RECOMMENDATION:**

That the City Council receive and file this update and oral presentation.

**BACKGROUND:**

This presentation on the Business First Program is part of an ongoing series of Economic Development workshops, developed earlier this year, designed to keep City Council updated on the various programs and initiatives under the Office of Economic Development.

On October 21, 2010, the Development Committee recommended the implementation of an enhanced business assistance program. As a result, the Business First Program was developed shortly thereafter.

The Business First Program is a Citywide, Economic Development driven initiative in alignment with the fundamental goals of Riverside's Strategic Plan 2.0 to foster economic prosperity and exceptional customer service. Through the role of the Business Liaison, the program implements a framework for providing excellent customer service across all departments and ensures that Riverside continues to be a business friendly city.

**FISCAL IMPACT:**

There is no fiscal impact to the General Fund associated with this presentation.

Prepared by: Emilio Ramirez, Interim Community & Economic Development Director  
Certified as to  
availability of funds: Brent A. Mason, Finance Director/Treasurer  
Approved by: Al Zelinka, FAICP Assistant City Manager  
for John A. Russo, City Manager  
Approved as to form: Gary G. Geuss, City Attorney  
Attachment: Business First PowerPoint Presentation