



Office of the Mayor
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City of Arts & Innovation

July 13, 2015

To Whom it May Concern:

Riverside, *the City of Arts & Innovation*, is committed to making it easier for every entrepreneur to start a business. We believe an entrepreneur's time is best spent developing innovative products and services, creating jobs, and growing local economies—not navigating red tape. While fair zoning rules, licenses, and permits are important to ensuring public safety and fair competition, it should not take more than a day for an entrepreneur to identify and apply, ideally through a single online tool, for all the licenses and permits they need in order to responsibly launch a business. Accordingly, we resolve to:

1. Create a "Startup in a Day" online tool within 12 months: within a year we will develop a website or application that lets most entrepreneurs identify and apply within one day for all requirements to launch a business in Riverside.
2. Develop a streamlined, business-friendly, online permitting system: Our pledge is a first step in a larger effort to streamline, simplify, and bring online those regulatory requirements that have traditionally been fragmented across multiple agencies and handled through a paper-based process. Our ultimate goal is for entrepreneurs and other small business owners to be able to manage and complete most of their regulatory obligations through a single, easy-to-use online system.
3. Share best practices: In an effort to encourage other municipalities to join us in this effort, we are joining a community of best practices administered by the National League of Cities, and commit to sharing best practices, publicizing key learnings, highlighting tangible outcomes, supporting smart regulatory simplification, and providing visibility into our actions.

Sincerely,

William "Rusty" Bailey III
Mayor