



11 Ways to Help L.A. Businesses in 2004

1. **Pass comprehensive business tax reform in Los Angeles**
 - Los Angeles needs to show it means business. Our gross receipts tax is too high, too arcane, and too unfair. The business community has spoken through the Business Tax Advisory Committee
 - Back the Garcetti-Greuel package for twenty-five to fifty percent reduction of the gross receipts tax in Los Angeles
 - Protest the proposed Business Tax Trust Fund reductions in the 04-05 budget
2. **Help development with expedited permitting**
 - Ensure expansion of positions in Planning Department and Bureau of Engineering
3. **Help the Department of Building and Safety be an Engine of Growth**
 - DBS is threatened with cuts even while setting the standard for economic development reform. Protect their resources.
4. **Protect the Mills Act**
 - Historic preservation financing is key to downtown adaptive reuse projects
 - Maintain sufficient staff to insure that L.A. wins its share of grants. This money makes money for L.A.
5. **Help fund the Housing Trust Fund**
 - Housing development is an economic development engine by creating construction jobs and by building a City of Opportunity where our workforce can afford to live
 - The Affordable Housing Trust Fund has enabled L.A. to win many more millions of dollars in state funding to build housing in Los Angeles. This keeps businesses in L.A.
6. **Develop a Strategic Plan for the LA Economy**
 - Coordinate economic development functions across city agencies
 - Coordinate WIB funds, Business Tax Reform and economic development projects around strategic growth industries
7. **Invest in Workforce Development**
 - Coordinate workforce programs in "Cradle through College" initiative ("Free Cash for College", Workforce Literacy) that creates the skilled workforce of tomorrow
 - Support training through career ladders that lead to well-paying jobs in growth industries
8. **Get a Convention Center Hotel Built**
 - Envision as gateway to economic growth by making L.A. a tourism & convention destination
9. **Protect our Business Improvement Districts**
 - BIDs spur investment and growth! Make sure they can get into and through the pipeline by returning \$200,000 for BID formation in Clerk's office.
10. **Reform how Los Angeles interacts with Small Business**
 - Use input from Small and Local Business Advisory Committee to reform both contracting process and economic development tools for all small businesses
11. **Treat Public Safety as an economic development tool**
 - L.A. must be safe to be successful!

FOR MORE INFORMATION, CONTACT COUNCILMEMBER GARCETTI AT 213-473-7013 or visit www.cd13.com