

## La Mirada's Business Advantages Promote Economic Growth, Create Jobs

The City of La Mirada offers a number of key advantages that attract and retain businesses. A focus on economic development and job creation is anchored by a tradition of quality customer service and support for businesses. These core values are the foundation for an aggressive business attraction and retention program which facilitates business operations, generates quality employment, and helps businesses grow.

### Low Business Costs

Low taxes and fees are key advantages. La Mirada understands that in an increasingly competitive global market, businesses need to reduce costs while maximizing profits. The City assists businesses by keeping taxes and fees low. La Mirada does not levy City property tax or a utility users-tax, and Building and Safety plan check and permit fees are among the lowest in Los Angeles County.

### Business Outreach

Building on its key advantages that attract and retain businesses, the City actively reaches out to businesses. Business information is provided on the City website and sent regularly via electronic newsletters. Marketing packages are also mailed to potential businesses. City staff attend business and trade meetings, such as the International Council of Shopping Centers conference to meet prospective businesses.

The City frequently communicates with La Mirada businesses. Surveys, on-site visits by City Councilmembers and staff, and information provided in City publications assist outreach efforts. These avenues highlight long standing and newly established businesses, publish special features on business-related projects, events and meetings, and inform residents of the importance of jobs and healthy businesses. This communication fosters a positive relationship between the City and local businesses.

### A Safe Community

La Mirada sets safety as its top priority. La Mirada offers an outstanding public safety program that protects businesses and residents alike. Proactive law enforcement contributes to La Mirada's reputation as one of the safest communities in the region. In fact, La Mirada has the fewest major crimes of cities in southeast Los Angeles County and north Orange County.

## La Mirada's Business Advantages

- No Utility Tax
- No City Property Tax
- Low Business License Fees
- Low Development Fees
- Low Crime Rate
- Central Location in Los Angeles / Orange County Market
- Pro Business City
- Skilled & Well Educated Work Force





### Professional Staff

Outreach efforts are just part of La Mirada's business friendly environment. A professional and responsive City staff is key to being business friendly.

La Mirada's "Dedicated to Service" philosophy promotes excellent customer service throughout the City organization. An enthusiastic, customer-oriented team provides personal attention to the needs of businesses.

Community Development staff is available to discuss plans in the preliminary concept stage as well as during plan design. Projects are assigned to specific staff members throughout the development process. Proposed projects are discussed by telephone and in-person, and no appointment is required.

Professional project management is provided for all entitlement cases. Knowing that time is money, development proposals are reviewed without unnecessary delays. In addition, La Mirada staff works closely with the County of Los Angeles, which enables the City to track and expedite plan review for construction projects. For smaller projects, the City offers a streamlined One-Stop Permit Center, which allows projects, such as minor tenant improvements and additions, to be fast-tracked.

La Mirada understands that businesses are important community stakeholders. Knowing this, the City makes extensive efforts to serve and retain businesses.

Extensive landscaping, well maintained streets and prompt graffiti removal make the City an attractive and safe business location. Business appreciation and recognition events, business forums, creative promotion campaigns, and frequent communication underscore the importance of local businesses.



### Business Recognition

Honoring business leaders demonstrates the City's appreciation of local businesses. Business luncheons recognize the efforts of top tax producers, property owners and employers. An annual Business Forum enhances understanding of issues affecting businesses, resolves concerns, provides information and resources, and builds relationships. Representatives from the Los Angeles Economic Development Corporation (LAEDC), California Manufacturing Technology Consulting (CMTC), local utility providers, and other business community partners participate in this event.



Businesses are recognized at City Council meetings for accomplishments such as achieving excellence in their industries, maintaining compliance with environmental regulations, and participating in community programs. Businesses that best maintain their properties are recognized at an annual Spring Beautification awards ceremony.



### **Business Support**

La Mirada promotes business education to help businesses succeed. The City partners with LAEDC, Southeast Area Social Services Funding Authority (SASSFA), Cerritos College and the Chamber of Commerce to host meetings aimed at helping businesses grow and save jobs. La Mirada has worked with California Manufacturing Technology Consulting and SASSFA to present a free seminar for manufacturers on business growth, cost reduction, and creative solutions to problems.

La Mirada supports neighborhood businesses by rewarding residents for shopping locally. The Shop! See! Splash! incentive program rewards residents who shop at local businesses with vouchers redeemable toward Theatre tickets, Splash! Aquatics Center passes and recreation programs. Since beginning the campaign in 2009, local shoppers have submitted \$1,206,866 in receipts from hundreds of local businesses.

### **A Well Planned Community**

La Mirada provides a high quality of life by maintaining distinctive industrial, commercial and residential areas, quality infrastructure, a low crime rate, outstanding cultural and entertainment amenities, distinguished schools, a talented workforce, and affordable housing options.



Industrial and commercial centers provide a diversified tax base, allowing the City to make necessary infrastructure enhancements, such as roadway improvements, modern street signs, and well-maintained parks and open spaces to create a desirable community in which to do business.

Industrial and commercial areas in La Mirada provide a wealth of quality jobs. The southern area of La Mirada is zoned primarily for industrial uses, which offer a large number of well paying, skilled manufacturing jobs. Commercial areas throughout the City and along the I-5 freeway also provide jobs and feature major anchors.

Recreation and cultural venues in La Mirada attract employees when their work is done. Two of La Mirada's award winning venues are the Splash! Aquatics Center, which includes a pirate themed water park, and the La Mirada Theatre for the Performing Arts.





La Mirada is also home to Biola University, which is routinely listed in U.S. News and World Report's: America's Best Colleges. This well-respected private university offers more than 145 academic programs through its six schools with degrees ranging from B.A. to Ph.D. Biola University is also La Mirada's top employer.

### **Local Government Supports Business**

Local officials have worked to revitalize industrial and commercial areas. Quality businesses have been attracted by La Mirada's efforts with upgrading infrastructure, assembling land for development, providing land write-downs, executing sales tax participation agreements, and providing bed tax rebates.

While recent state actions have severely impaired redevelopment efforts, La Mirada continues working to improve infrastructure, revitalize aging commercial centers, and expand housing opportunities in the community.

Dedication to enhancing the quality of life in the community has placed La Mirada among the Best Places to Live in America, according to CNN and Money Magazine.



Through its successful business attraction and retention efforts, La Mirada consistently ranks among the Most Business Friendly Cities in Los Angeles County. La Mirada businesses benefit from lucrative tax savings, very low business license and development fees, minimal amount of red tape, quality customer service and communication with City staff, business appreciation and support, and a high quality of life. These factors have allowed La Mirada to solidify its reputation as one of California's best business locations.

