

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
ECONOMIC DEVELOPMENT STRATEGY	500-12	5/15/2000	1 of 3

BACKGROUND

The City Council and City staff are frequently asked for "development incentives" by property owners, business owners, and developers. The justification for such requests is that the business is going to better Costa Mesa; therefore, the City should be willing to offer a special rebate or other financial inducements in return. In order to explicate the City's position on such requests, this policy sets forth a detailed Economic Development Strategy. The Economic Development Strategy identifies those professional services the City offers that are advantageous to the developer, property and business owner. Furthermore, the Economic Development Strategy specifies those items and requests that the City will not provide.

POLICY

1. Welcome all businesses to the City.
2. Treat all businesses equitably under the same policies and codes.
3. Provide City information pertaining to property proposed for development or redevelopment (zoning code, applicable Municipal Code sections, current fee rate schedule, processing information, business license information, and other pertinent information).
4. Exhibit "A" of Policy 500-12 is to be used as:
 - a. a reference by City staff; and
 - b. as hand-out to clarify the City's position on development practices, in conjunction with Exhibit "B," the City's "Business Location Incentives."
5. Encourage property owners, business owners, and developers to review all information thoroughly.
6. Emphasize the many long-term, solid relationships the City maintains with various businesses that range from the "Mom and Pop" shops to the large-scale retailer or industrial firm.

EXHIBIT "A"

**Economic Development Strategy
(POLICY 500-12)**

Costa Mesa welcomes you and values you as a growing part of our community. We are a vibrant, multi-faceted, family-oriented community, with a prominent business base and within easy access to major freeways, John Wayne Airport, the Pacific Ocean, and other major attractions. The City of Costa Mesa has had numerous positive and long-term relationships with property owners, business owners, and developers. These include: C.J. Segerstrom & Sons, Balboa Instruments, Griswold Industries, Sakioka Farms, Filenet, Apria Health Care, Costa Mesa Tourism Council, Taco Mesa, Plums Catering & Café, Diedrich Coffee, Los Angeles Times-Orange County, Experian Information Systems, the Automobile Club of Southern California, and many other businesses of all types and sizes.

The Economic Development Strategy promotes the many positive aspects the City of Costa Mesa has to offer developers, property owners and business owners:

1. High quality services
2. Low taxes
3. Fair and reasonable fees
4. No utility taxes
5. No license fees (other than City business licenses)
6. Shorter but thorough processing and review time periods
7. Knowledgeable, efficient, and friendly staff
8. A dynamic and diverse community

While the City embraces effective and beneficial associations with developers, property owners and business owners, the City does not provide special economic treatment to anyone. Doing so only dilutes the City's relationships with other businesses and surrounding communities. The City's Economic Development Strategy specifies the following to developers, property owners and business owners:

1. No property tax rebates
2. No tax refunds
3. No "free" land
4. No preferential treatment
5. No waiver of fees
6. No use of public funds for private purposes

The attached "Business Location Incentives" provides all businesses with additional information on the advantages of locating in Costa Mesa.

Thank you for choosing to be a part of Costa Mesa!

EXHIBIT "B"

CITY OF COSTA MESA

BUSINESS LOCATION INCENTIVES

- No Utility User Taxes
- 6% Transient Occupancy Tax (lowest in Orange County)
- \$200 maximum annual Business License fee
- Active Business Retention Strategy
- Ombudsman for local business issues
- Business Assistance "Hotline" - (714) 754-5613
- Comprehensive Business Assistance Guide
- Locational Information for new businesses
- Strong, active Chamber of Commerce - (714) 885-9090
- Consolidated, One-Stop Building Permit Plan Check Services
- Simplified Zoning Code and Sign Ordinance
- Active Tourism and Promotion Council

