



City of La Quinta

CITY / SA/ HA/ FA MEETING DATE: May 5, 2015

ITEM TITLE: APPROVE CORRESPONDENCE
TEMPLATES FOR BUSINESS DEVELOPMENT
INITIATIVES

AGENDA CATEGORY:

BUSINESS SESSION:

CONSENT CALENDAR: 19

STUDY SESSION:

PUBLIC HEARING:

RECOMMENDED ACTION:

Approve correspondence templates for business development initiatives.

EXECUTIVE SUMMARY:

- At the March 17, 2015 City Council meeting, the City held a study session on economic development activities.
- Council provided direction to establish correspondence to new businesses and the top 25 sales producers in La Quinta to open communication and assure business owners that the City appreciates their presence in the community.
- The two templates, one for new businesses and one for the top 25 producers by sales, are attached (Attachments 1 and 2).

FISCAL IMPACT:

None.

BACKGROUND/ANALYSIS:

At the March 17, 2015 Council meeting, the City held a study session on economic development activities. In the study session, several points were identified for immediate, mid- and long term focus for a refined economic

development strategy. One immediate initiative identified was to formally correspond with incoming businesses and the top sales tax producing businesses.

Correspondence templates were developed to address these business groups. The top sales tax producer correspondence would be signed by the entire City Council, and the Mayor would sign the new business welcome letter. The rationale for developing the correspondences is to acknowledge new businesses in the community as well as top producing businesses by sales that contribute sales tax revenue. This revenue aids the City in its efforts to preserve quality of life by maintaining resources levels.

Upon Council approval, the templates would be utilized in ongoing efforts to engage the business community and acknowledge their choice to operate in La Quinta. Minor changes would be made to keep the templates current on a periodic basis.

ALTERNATIVES:

As Council provided direction to move forward, staff does not have an alternative.

Report prepared by: Ted Shove, Business Analyst

Report approved for submission by: Frank J. Spevacek, City Manager

- Attachments:
1. New Business Letter
 2. Top 25 Producers by Sales



City of La Quinta

Date

Business name

Address line 1

Address line 2

City, State

RE: Welcome, BUSINESS NAME!

As Mayor of the City of La Quinta, I would like to officially welcome you to our business community. I am confident that you will find success in your new location at BUSINESS ADDRESS!

The City has worked diligently to provide an environment in which businesses may thrive. La Quinta has long been known as "The Gem of the Desert" and for good reason; its exceptional quality of life includes premium amenities that attract consumers from all around the globe. At the heart of La Quinta's quality of life is a commitment to public safety, a high level of customer service delivery, an established market with consistent growth, and a residential inventory that is second to none.

I assure you that La Quinta will continue to take an aggressive approach to provide an optimal business environment. According to a recently published Kosmont-Rose Institute *Cost of Doing Business Survey*, La Quinta is among the top ten in Riverside County for low-cost business licensing and low property tax. La Quinta also dedicates substantial resources toward an annual marketing budget that promotes the City's most valued assets...and your business is one of them!

The La Quinta Chamber of Commerce will check in with you as part of our New Business Outreach Program. On behalf of the La Quinta City Council and staff, we warmly welcome you to the *Gem of the Desert!*

Sincerely,
Linda Evans Mayor



City of La Quinta

Date

Business name

Address line 1

Address line 2

City, State

RE: BUSINESS NAME Identified as One of La Quinta's Top 25 Producers by Sales

On behalf of La Quinta, we congratulate you on your success in being one of the City's Top 25 Producers by Sales this past year! It is by the success of individual businesses, like BUSINESS NAME, that La Quinta was recently able to report year over year growth in overall retail sales.

As a Top 25 Sales Tax Producer, you have enabled the City of La Quinta to provide enhanced public safety resources, which account for the City's very low crime rates and below-average response times for both law enforcement and fire personnel. Increased public safety plays an integral role in building long-term economic base value.

BUSINESS NAME's contributions also play an integral role to both residents and consumers who frequent La Quinta for vacation, recreation and relaxation. In fact, many consumers who visit La Quinta reside outside of California (and even the nation). They come for the world-class resorts and premium amenities it offers, making La Quinta a community with international draw.

The City of La Quinta is devoted to continual improvement, especially in customer service delivery, and acknowledges that BUSINESS NAME

shares in this devotion. Your success has helped La Quinta continue its long-standing status as the *Gem of the Desert*. Thank you and...congratulations!

Mayor
Linda Evans

Mayor Pro Tem
Kristy Franklin

Council Member
Lee Osborne

Council Member
John Peña

Council Member
Robert Radi