



City of San Diego  
Offices of Council President Tony Young,  
Council President Pro Tem Kevin Faulconer,  
Councilmember Sherri Lightner and Councilmember Lorie Zapf

## **MEDIA ADVISORY**

For Immediate Release:  
May 23, 2012

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### **NEW REFORMS, LESS RED TAPE FOR LOCAL SMALL BUSINESSES**

*Regulatory Relief efforts to make San Diego more business friendly hits one year mark during Small Business Week*

- WHAT:** Elected officials, industry leaders and small business owners will announce the results of a year-long Regulatory Relief campaign as well as unveil new initiatives designed to prevent red tape and streamline services at City Hall.
- WHEN:** Wednesday, May 23 at 11:30 a.m.
- WHERE:** Piazza Basilone  
Corner of West Fir Street and India Street  
San Diego, CA 92101
- WHO:** Council President Tony Young  
Council President Pro Tem Kevin Faulconer  
Councilmember Sherri Lightner  
Councilmember Lorie Zapf  
Debra Rosen, president and CEO, San Diego North Chamber of Commerce  
Chris Duggan, director of local government affairs, California Restaurant Association  
Tiffany Bromfield, CEO of the BID Council  
Lisa Gordon, small business ambassador for City of San Diego
- WHY:** To recognize Small Business Week (May 20-26) and the importance small businesses play in San Diego's local economy as well as highlight the city's ongoing Regulatory Relief campaign, which is designed to knock down barriers and make it faster and easier to do business with the City of San Diego. Accomplishments of the last year include:

- Hiring of a small business liaison to help business owners navigate the permitting process.
- Streamlining the budget process and improving transparency for Business Improvement Districts to make it easier for them to reinvest in their neighborhoods and improve the local economy.
- Improving the city's web functions so more forms and bills can be submitted online.
- Holding a Regulatory Relief workshop to identify how to remove unnecessary obstacles for small businesses.
- Creating an Economic Development and Strategies Committee to further focus on ways to make San Diego more business friendly.

**NEXT UP:** To further the goals of the ongoing Regulatory Relief campaign:

- An email address has been created so anyone can send suggestions on how to expedite processes and enhance workplace growth.
- Another Regulatory Relief workshop will be held in the fall to garner suggestions on ways the city can be stronger partners with local businesses.
- A new set of reforms to help small businesses grow, create new jobs and improve the local economy will be unveiled.

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