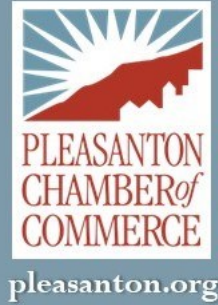


E-Business Connection



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A Word From our CEO

When They Say, “Business Friendly City”...

For the last 15 years, my work has focused on growing the economic impact of our local businesses. That is the essence of a Chamber of Commerce – to encourage and support commerce activities in our community. Therefore, it’s no surprise that I have some opinions about what constitutes a “business-friendly” city. We hear this term used all the time by public officials, who say these words in the hope those listening will believe them. But is it true?

First, let’s start with the term itself. When I think about a “business-friendly” city, I imagine a place that fosters a favorable environment for businesses to start, grow, and thrive. This town prioritizes policies, regulations, and infrastructure that supports economic development, job creation and investment. There is a positive entrepreneurial ecosystem that is characterized by attributes such as low taxes, regulatory efficiency, a skilled workforce, economic diversity, financial incentives, networking opportunities, a good quality of life, and a safe and secure environment.

A business-friendly city is intentional in its efforts to retain and grow businesses. It uses the tools at its disposal – policies, incentives, outreach – to attract and support businesses knowing these organizations will contribute to economic growth and community prosperity that enhances our quality of life. This town has a healthy and positive relationship with its business community, which encourages organizations from other locations to consider moving their business here.

It also has a healthy environment for the entrepreneurs who change the world for good, the risk-takers who are willing to fail many times while working toward success. These businesses battle for the future, confront resistance to change, and overcome negativity and doubt to bring their ideas to the world around them. But they need to start somewhere, and they need time to develop. They need a business-friendly city that encourages success, that finds a way to say “yes” to their needs instead of always responding with “no.”



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Why is this important? Because being a “business-friendly” city is impactful, not only for the businesses but for the entire community. Businesses provide jobs, generate tax revenue, and help grow a city’s quality of life. They are part of the fabric of our community. They volunteer at schools, donate to non-profits, and advertise at youth sporting events. They are your neighbors, your friends, and even your family. Everyone benefits from a healthy, successful

business community, as do the businesses who work each to start, grow, and thrive.

The Chamber encourages you to support local businesses, and to support the public officials, policies, and practices that help local businesses thrive. Don’t just listen to their words; observe the impact of their decisions on local businesses, and be willing to ask the question, “How are you helping to make Pleasanton a business-friendly city?” As this is an election year, I bet they’ll give you an answer.

We are the community that helps businesses start, grow, and thrive.