



March 9, 2016

**MAYOR &  
CITY COUNCIL**

**Judy Ritter**  
Mayor

**Amanda Rigby**

Deputy Mayor

**John J. Aguilera**  
Councilmember

**Cody Campbell**  
Councilmember

**John Franklin**  
Councilmember

**CITY MANAGER**

**Patrick Johnson**

The Honorable Assemblymember Eduardo Garcia Chair, Assembly Committee on Jobs, Economic Development & the Economy (JEDE)  
California State Capitol, Room 4162  
Sacramento, CA 95814  
Fax: (916) 319-2156

RE: Support for GO-Biz - March 15, 2016 Oversight Hearing

Dear Assemblymember Garcia:

The City of Vista supports the Governor's Office of Business and Economic Development (GO-Biz). As you heard at the Assembly Jobs, Economic Development and the Economy (JEDE) Committee Informational Hearing on March 1, 2016, GO-Biz is a valued partner to local economic developers and an important piece to helping us navigate the State's economic development resources.

Since the creation of GO-Biz, the leadership and staff have made it a priority to understand local economic development issues and provide assistance where they can make a difference with their limited resources. They have tapped into our network to leverage their outreach to businesses, gather our feedback on pressing economic development concerns, and to assist us with business retention, expansion, creation, and attention.

The City of Vista has utilized the assistance of our local Go-Biz Business Specialist, Sid Voorakkara, on numerous local business assistance issues and his help has been invaluable. Any time our staff has reached out to any member of the Go-Biz Team they have been ready to help and added significant value to our local efforts to help retain jobs and support local businesses.

The Go-Biz Team have created programs and tools that add capacity for us, as well as make California more competitive. Some of the key resources include:

1. Permit Assistance – reviving CalGOLD as a user-friendly, current tool to assist in finding the appropriate permits for a specific business.
2. California Competes – a nationally touted incentive program, recognized for its transparency, performance requirements, and accountability.
3. California Business Portal – “a one-stop-shop, assisting business owners navigate through the different stages of business development.”

The City of Vista values the role GO-Biz plays in supporting local economic development in California and our region. They are a necessary State partner that assists us in helping our businesses thrive so we can grow our local economy. If you have questions regarding how GO-Biz helps us make a difference, please feel free to contact our Economic Development Director, Kevin Ham at (760) 643-5244.

Sincerely,

Judy Ritter  
Mayor

cc: CALED, Members of the Assembly JEDE Committee  
Senator Pat Bates (916) 651-4936  
Assemblymember Rocky Chavez (916) 319-2176  
Assemblymember Marie Waldron (916) 319-2175  
League of California Cities (916) 658-8240  
Vista Chamber of Commerce (760) 726-8654