

DANE WHITE

★ FOR MAYOR ★

Small Business Policy One Pager

The COVID-19 Pandemic has shown just how critical small business is to our community. The City needs to take a more proactive approach to supporting entrepreneurs that create jobs and opportunity for our residents. The following are my proposals to ease bureaucratic obstacles, make it simpler and more attractive to start and grow a business in Escondido, and create a business climate that is conducive to growth:

- Fully fund the remainder of the Grand Ave Vision project to refresh and modernize Grand Ave as the central hub of commerce and entertainment in the City of Escondido.
- Allow and encourage permanent outdoor/sidewalk dining that supports pedestrian safety as well as street beautification.
- Promote urban residential projects that bring more residents closer to the local retail businesses in the core of our community.
- Streamline the business license permitting process and make it cheaper and faster to apply for an Escondido business license.
- Continue to partner with Innovate78 and our fellow North County cities to develop and implement a comprehensive regional economic development strategy.
- Lessen parking requirements for businesses in areas where we have increased residential development.
- Invest in our parks to be mutually beneficial with surrounding businesses in areas where there is direct commercial interface.
 - ↳ As we continue to look at expanding and improving Grape Day Park, we should be identifying ways to do so in a way that complements and incorporates surrounding businesses into the plan.
- Oppose sales tax increases that reduce the competitiveness of Escondido's business climate.
- Deregulate microbreweries, winery, and alcohol serving rules.
 - ↳ Other cities are far ahead of Escondido in allowing for popular craft breweries and distilleries to start and grow in their communities. By modernizing our regulatory framework for these businesses, we can create good jobs and more opportunities for residents to spend time and money in Escondido.
- Maintain a pro-housing, pro-property rights attitude on the City Council that encourages and fosters new housing construction, not just in the final approval stage, but throughout the entitlement and development process.
 - ↳ Escondido needs to be able to keep up with housing demand. One of the primary reasons businesses chose to relocate to other parts of the state is the lack of housing options for employees. We should be making it easier and faster to build single-family and in-fill projects in the city.

The bottom line: the City of Escondido has a long way to go to truly be "open for business". We need to get the bureaucracy out of the way so that small business owners and entrepreneurs can create jobs and grow the local economy.

