



# BUSINESS FRIENDLY CHECK-UP

City of Orland

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Results Report





Peter Carr, City Manager  
City of Orland  
815 Fourth St.  
Orland, CA 95963

Dear Mr. Carr,

Thank you for taking the Business Friendly Check-up and your commitment to being a Business Friendly community!

While local governments work hard to create sustainable and livable communities, misperceptions may prevent businesses from seeing the opportunities available in your community.

To counteract misinformation and negative attitudes about doing business in California, it's important for Cities/Counties to let businesses, site selectors, real estate brokers, and developers know that they are "open for business" by instilling pro-business policies that welcome businesses, while providing efficient, excellent customer service at reasonable rates.

Below are your results.

## **YOUR RESULTS**

### **1. BUILDING PERMIT REVIEW & APPROVAL**

Your City/County has made real progress, and there may be additional opportunities for improvement in permit approval timelines! It's important to have clear, reasonable and predictable processes for the development of land to facilitate job creation. Business Friendly Cities/Counties regularly review their approach to working with businesses and refine the process continuously. Department heads meet regularly to identify opportunities to streamline and eliminate duplication of effort.

**YOUR SCORE: 13 out of 18 | Good**

### **2. TAXES**

Your City/County has made headway in business tax rates, and it looks like there may be additional opportunities for improvement. Taxes matter to businesses. Business taxes affect business decisions, job creation and retention, location, and competitiveness. Most importantly, taxes diminish business profits. Business Friendly cities offer low tax rates to attract investment, new businesses and encourage existing businesses to stay and expand locally. Business tax revenue supports essential community assets including public employees, parks and amenities, roads and infrastructure, public safety, and housing funding.

**YOUR SCORE: 11 out of 13 | Good**

### **3. FEES**

Your City/County has the opportunity for on-going continued improvement in business fees. Business Friendly Cities/Counties offer low fees to attract investment, new businesses and encourage existing businesses to stay and expand locally. Finding the right balance in terms of fees and taxation increases business productivity and output, employment, wages, and prosperity for the community over the long term.

**YOUR SCORE: 6 out of 14 | Opportunity for Improvement**

#### **4. INCENTIVES & SPECIAL ZONES**

Your City/County has the opportunity for on-going continued improvement in expanding available incentives and special zones. Business Friendly Cities/Counties offer competitive advantages in targeted areas that save businesses time and money. Examples include: sales tax sharing agreements, Transient Occupancy Tax sharing agreements, disposition and development agreements, operating covenant agreements, reimbursement agreements, expedited permits, fee reductions and/or waivers, shop local, hire local, façade improvement program, specific plans, assistance with lease negotiations to help reduce vacancies, housing density bonuses, and the Business Watch program, similar to the Neighborhood Watch program.

**YOUR SCORE: 4.50 out of 15 | Opportunity for Improvement**

#### **5. ECONOMIC DEVELOPMENT**

It looks like your City/County has the opportunity for on-going continued improvement in developing additional economic development programs. Effective economic development programs maintain, increase, and diversify a City's/County's tax base, increase revenues faster than cost of municipal services increase, attract and retain businesses and jobs, increase per capita income, recognize local products, form beneficial partnerships between local governments, businesses, and community members, create economic vitality and diversification for commercial and industrial areas, maximize property through highest and best use, and create a self-sufficient economy in the face of state and federal budget issues.

**YOUR SCORE: 9 out of 20 | Opportunity for Improvement**

#### **6. COMMUNICATION WITH BUSINESSES**

Your City/County is off to a good start and has the opportunity for continued improvement in communication with businesses. Business Friendly Cities/Counties are responsive, have a "can do" attitude, and use a multi-pronged approach to keep their businesses "in the know", including business newsletters, business recognition programs, City Manager's/County General Manager's Quarterly Business Roundtable, posting on LinkedIn, and a Customer Satisfaction Survey.

**YOUR SCORE: 12 out of 18 | Satisfactory**

#### **7. COMMITMENT TO CUTTING RED TAPE**

Your City/County has opportunities for on-going continued improvement in cutting the red tape. Knowing "time is money" to businesses, it's important for the City/County to have quick approvals for business licenses, offer over the counter approvals, and expedited permits. Business Friendly Cities/Counties regularly hold round tables with real estate brokers, architects, developers, engineers and business owners to help the City/County streamline the entitlement processes and improve communication strategies.

**YOUR SCORE: 6 out of 16 | Opportunity for Improvement**

RGS' free Business Friendly Check-Up for Cities/Counties throughout California is designed to help Cities/Counties be proactive in their business expansion, attraction and retention efforts.

As we all know, "the best defense is a good offense." You and your team can take effective action to counteract misinformation and negative attitudes about doing business in California.

If you'd like to learn more about how to enhance your City's/County's business friendly attributes, please contact Carrie Rogers, Senior Advisor and Co-Lead, Economic Development Service Line, at (650) 587-7300, ext. 31 or [crogers@rgs.ca.gov](mailto:crogers@rgs.ca.gov), or Bob Machuca, Senior Advisor, Economic Development, at (650) 587-7300, ext. 48 or [bmachuca@rgs.ca.gov](mailto:bmachuca@rgs.ca.gov).

RGS is free to promote my City's/County's participation in its Business Friendly Check-Up on LinkedIn or other social media outlets.

No

# Business Friendly Check-Up

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## Background Information

### City/County Name

City of Orland

### Number of City/County Employees

50

### City/County Population

8000

## City/County General Manager Information

### Name

Peter R Carr

### Email Address

peterc@cityoforland.com

## Economic/Community Development Director or Manager Information

### Does your City/County have an Economic/Community Development Manager or Director?

No

### Name

### Title

### Email Address

## Business Friendly Attributes

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### Are you aware of businesses that have been recruited to relocate out of your City/County or California?

Yes

### What were the top 3 things your City/County did to successfully retain the business?

Assured the locally owned restaurant owner of city plans for improving the local infrastructure. Pursued state funding to enhance the shopping experience for pedestrians. Enforced code with sensitivity. Purchased a vacant lot and made it a parking lot to help the down businesses.

### What were the top 3 reasons why the business considered relocating?

1. Other communities invited them and offered incentives to relocate.
2. Current location has parking limitations and poor pedestrian infrastructure.

### Has your City/County instilled pro-business policies to let businesses, site selectors, real estate brokers, and developers know that your City/County is "open for business"?

No

### What is primary revenue generated by businesses in your City/County?

Sales Tax

## **Number of businesses in FY 21-22**

Actual: 200

## **Number of businesses in FY 22-23**

Actual: 220

## **How many total jobs do businesses in your City/County generate?**

1500

## **Building Permit Review & Approval**

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### **How long does your City/County take to review and approve a minor building permit (\$500,000 or less)?**

1-15 days

### **How long does your City/County take to review and approve a major building permit (over \$500,000)?**

31-45 days

### **How long does your City/County take to review and approve minor entitlements (\$500,000 or less)?**

1-45 days

### **How long does your City/County take to review and approve major entitlements (over \$500,000)?**

46-90 days

## **Taxes**

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### **How much is the Utility User Tax (UUT) in your City/County?**

0%

### **How much is the Transient Occupancy Tax (TOT) in your City/County?**

10.51% to 12%

### **How much is the Sales Tax in your City/County?**

8.76% or less

### **How much is property tax in your City/County?**

1.25% or less

### **How much is your City's/County's property transfer tax?**

\$1.10/\$1,000 (or \$0.55/\$500)

### **How does your City/County calculate Business Tax?**

Based on number of employees

## **Fees**

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### **Does your City/County charge Exaction/Impact Fees?**

Yes

### **Does your City/County charge Bridge & Thoroughfare Fees?**

No

### **Does your City/County charge Signalization Fees?**

Yes

### **Does your City/County charge Public Art Fees?**

Yes

### **Does your City/County charge Traffic/Transportation Fees?**

Yes

**Does your City/County charge public facilities/drainage fees?**

No

**Does your City/County charge any other taxes that were not mentioned in this survey so far?**

No

**How is tax revenue used to benefit businesses beyond public safety, infrastructure updates, and maintenance?**

City supports the chamber of commerce financially, and sponsors facade improvement partnership and digital community gift cards.

## Incentives & Special Zones

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**Does your City/County offer industrial development bonds, tax allocation bonds, and/or community facility bonds?**

No

**Does your City/County have a Foreign Trade Zone?**

No

**Does your City/County offer a Recycling Market Development Zone program?**

No

**Does a Business Improvement District exist in your City/County?**

No

**Does your City/County enter into any of the agreements below?**

Sales Tax Sharing Agreement

**Does your City/County enter into ANY of the agreements below?**

Disposition & Development Agreement

Operating Covenant Agreement

Reimbursement Agreement

Yes

**Does your City/County offer lease negotiation assistance?**

No

**Does your City/County offer fee reductions/waivers?**

No

**Describe the most often used incentive in attracting and retaining businesses in your City/County and the reason for its effectiveness.**

Speed in development application processing.

Free consultation with department heads.

Assurance of approval.

We find speed and certainty are very important, often more important than fee reductions.

## Economic Development

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**Does your City/County have dedicated Economic Development staff?**

No

**Does your City/County cross-train employees in Planning, Building & Safety and Economic Development to find a way to say "yes"?**

Yes

**Does your City/County have a Business Advocate/Concierge?**

No

**Does your City/County have a business retention program, conducting regular business outreach and visitation?**

No

**Does your City/County have a Shop Local campaign?**

Yes

**Does your City/County offer Business Workshops?**

No

**Does your City/County proactively identify businesses for expansion and/or relocation in industries that your City/County has competitive advantage?**

Yes

**Does your City/County offer Site Selection Assistance?**

No

**Does your City/County have a façade improvement program?**

Yes

**Does your City/County have a business recognition program?**

No

**Are available commercial and industry properties listed on your City's/County's website?**

Yes

**Is your City/County part of a regional collaboration to promote economic development?**

Yes

**Does your General Plan have an Economic Element?**

No

**Do you know why businesses continue to operate in your City/County?**

Yes

**List the top 1-3 reasons businesses continue to operate in your City/County.**

Ag-based economy is fixed with ag services here.  
Proximity on I-5 is critical.  
Most business owners here are organic to the area.

**Do you know why businesses have relocated out of your City/County?**

Yes

**Describe reasons businesses have relocated out of your City/County recently.**

We have lost more to Chico than any other place. 30 minutes away with population 10X ours.

## **Communication with Businesses**

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**Does your City/County offer responsive communication to business concerns?**

Yes

**Does your City/County have open channels for problem identification?**

Yes

**Does your City's/County's website have a dedicated business section?**

Yes

**Does your City/County offer a regular business newsletter?**

No

**Does your City/County communicate on social media?**

Yes

**Does your City/County offer regular economic snapshots?**

No

**Does your City/County offer a business resource guide?**

No

**Does your City/County offer a "How to Start a Business" guide?**

Yes

**Does your City/County provide communication in the City's/County's dominant languages identified in the latest US Census?**

Yes

**Describe your City's/County's most effective communication with businesses, and why you feel it is most effective.**

Active participation with Chamber of Commerce, which advocates for a represents business community.

## **Commitment to Cutting Red Tape**

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**How long does your City/County take to approve a new online business license?**

1-3 days

**How long does your City/County take to approve an online business license renewal?**

1-3 days

**Does your City/County have an online permit process flowchart with timelines?**

No

**Does your City/County provide Over the Counter approvals?**

Yes

**Does your City/County have a Development Advisory Board or Development Review Committee?**

No

**Does your City/County have 24/7 online project status tracking?**

No

**Does your City/County offer expedited permitting?**

No

**Does your City/County use customer satisfaction surveys?**

No

**What is the best practice your City/County staff regularly use to provide excellent customer service?**

Free onsite consultation with city planner and department heads. Permit clerk at front counter all open hours.