

## **Moorpark Among State's Top Ten Most Business Friendly Cities**

Once again, the City of Moorpark ranks among the ten least expensive cities in California in which to do business. The survey by Claremont-McKenna College's Rose Institute of State and Local Government gathered business fees and a variety of tax rates from 421 selected cities across the United States. The 17<sup>th</sup> annual *Kosmont-Rose Institute Cost of Doing Business Survey*, which is considered a useful and inclusive source for data about fees, taxes, costs, and incentives that affect businesses across the country, was released last week.

The survey is now the premiere source for local factors that affect businesses across the country. It has been cited frequently by national publications, and is a constant resource for business leaders and researchers.

This ranking is an accomplishment the Moorpark City Council and its Mayor are proud of. *"In these challenging economic times, it is vital we continue to improve our processes to attract new businesses and assure we work in partnership with our current businesses to retain them," stated Janice Parvin, Mayor, who went on to say, "keeping fees low and providing assistance to our businesses will continue to drive our economic growth."*

A sample of the survey is shown in the table below, which compares typical business taxes among the cities of eastern Ventura County with those of Los Angeles.

**Commercial Property Business Tax Comparison\***

<b>City</b>	<b>Estimated Total City Business Taxes &amp; Fees</b>	<b>Percent of 10m Gross Receipts Subject to City Tax</b>	<b>Per \$1,000 Gross Receipts Subject to City Tax</b>	<b>Estimated Ad Valorem Property Tax Rate</b>
Moorpark	\$35.00	0.00%	\$0.00	1.06%
Thousand Oaks	\$1,538	0.015%	\$0.15	1.20%
Simi Valley	\$3,750	0.038%	\$0.38	1.08%
Los Angeles	\$13,700	0.137%	\$1.37	1.19%

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The survey examined fees and taxes that affect a wide variety of specific industries such as general office, professional services, retail, wholesale, manufacturing, commercial property, and residential property. It considered business taxes, utility user tax rates, sales and property taxes, as well as other taxes. The survey also factored in economic incentives, transportation amenities, development impact and extraction fees, special zones, and other economic development factors.

Moorpark's Economic Development Division assists businesses in many ways including site selection, due diligence, permit assistance, and other programs that help large and small businesses set up shop and thrive.

*"Keeping fees low is one of the ways the City helps to support a business friendly environment," said David Moe, Redevelopment Manager. "The City also assists businesses to secure the required permits as they expand or establish themselves in Moorpark, plus provides FREE training workshops to help businesses succeed," said Moe.*

Additionally, the city cultivates an open dialogue and partnership with private, non-profit organizations, trade associations, and other institutions including the Economic Development Collaborative of Ventura County, the California Small Business Development Center, Moorpark Chamber of Commerce, League of California Cities, and the California Redevelopment Association, to maintain a business friendly environment.

Moorpark is the only city in the Los Angeles/Ventura/Santa Barbara county region to make the least expensive list this year. According to the survey, the least expensive cities in California in 2011 (in alphabetical order) are: Apple Valley, Costa Mesa, Dos Palos, Hesperia, Moorpark, Roseville, and Sutter Creek.

*"By keeping our costs to businesses low, we are able to attract high quality employers, helping to make Moorpark a desirable place to live and work," said David Bobardt, Community Development Director.*

The most expensive cities in California in 2011 (in alphabetical order) are: Berkeley, Beverly Hills, Culver City, Inglewood, Los Angeles, Oakland, San Bernardino, San Francisco, and Santa Monica.

\* 2011 Kosmont-Rose Institute Cost of Doing Business Survey

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