

**Community Focus Statement D: Attract new development to Helendale while maintaining the existing community character and rural desert lifestyle.**

**Action Statement D.2: Promote the San Bernardino County EDA Business Services website and the California Businesses Portal to business prospects and existing businesses for potential incentives and programs available.**



**Benchmark:** A one-stop spot through the Helendale Chamber of Commerce for information on resources regarding potential incentives and programs available for local businesses.

**Champion:** Volunteer group or person or can be identified by the community

**Estimated Cost:** None to \$100,000 dependent upon staffing or volunteer needs.

The San Bernardino County Economic Development Agency (EDA) offers a number of business programs and incentive programs for business attraction. More specifically, the agency offers assistance to businesses and communities for the following:

- Site selection
- Market analysis
- Project facilitation
- Labor market assistance
- Regulatory and tax assistance
- Permitting assistance
- Negotiating incentives on a case-by-case basis

There are a number of existing incentives in place through the federal government, the State of California, and the County that can help decrease the cost of business and influence business location decisions, including:

- California Competes Tax Credit – competitive income tax credit for companies moving to or staying in California
- Sales and Use Tax Exemption – exemption on some sales tax for most manufacturing and some research and development and engineering industries
- Sales and Use Tax Exclusion – specific exemption of taxes for advanced manufacturing, energy, and alternative transportation products
- Job recruitment, federal hiring incentives, on-the-job training credits, and free human resources hotline provided by the San Bernardino County EDA
- USDA Rural Development Business Programs – provide loan guarantees, loans and grants for capital, equipment, space, job training, and entrepreneurial skills to stimulate business creation in rural areas

The San Bernardino County EDA can supply additional guidance regarding incentive programs that are geared toward business attraction efforts. Another resource is the California Business Portal, a state resource that provides information on business assistance, incentives, registration and permits, and workforce statistics. Particularly

relevant are the Business Assistance resources on starting a new business or relocating or expanding an existing business.

One incentive not available in California is the property tax abatement. Surrounding states, where localities have control over local property taxes, can often discount taxes for a certain period of time to assist with business attraction or major expansion decisions. California’s Proposition 13 shifted control of taxation to the state level, so local governments are dependent on the legislature for special allocations.

**Debate about Incentives**

There is debate among economists and the economic development community on the impact of financial incentives on a business location decision. Most often, access to needed transportation routes, community quality of life, and the skill set of local workers are the primary factors when deciding on a business location. Incentives can have a much greater impact in providing needed capital to small businesses and start-ups.

The



California Business Portal includes detailed information on topics such as business structure and potential financing options. Photo source: California Business Portal

Action	Action Leader	Timeline	Resources
1. Approach Chamber to request designation of a county liaison on the Helendale Chamber board (can be the same position as for Action Statement D.1).	Champion and Helendale Chamber of Commerce	Month 1	San Bernardino Economic Development Agency (EDA) <a href="http://www.sbcountyadvantage.com/home.aspx">http://www.sbcountyadvantage.com/home.aspx</a>
2. Research and reach out to agencies such as the County EDA and the California Business Portal to discover what is relevant to Helendale.	Champion and Helendale Chamber of Commerce	Months 2-6	Helendale Chamber of Commerce <a href="http://helendalechamber.com/">http://helendalechamber.com/</a>  California Business Portal <a href="http://www.businessportal.ca.gov/">http://www.businessportal.ca.gov/</a>
3. Compile resources and contact information in a location on the Helendale Chamber website and have information available at the Helendale Community Services District (CSD) office.	Champion with Helendale Chamber of Commerce	Month 6-12	
4. Promote service to local residents, business owners, and community members.	Champion with Helendale Chamber of Commerce	Ongoing	