



ALHAMBRA CHAMBER OF COMMERCE  
ECONOMIC DEVELOPMENT PRINCIPLES

Topic	Principle	Description
<p>1. <b>Support &amp; Advocacy</b></p>	<p>The Chamber of Commerce supports and advocates for economic development policies, programs, and initiatives that create a robust and resilient economy for the shared prosperity and enjoyment of the City of Alhambra and its property owners, business owners, and local community.</p>	<p>The Chamber of Commerce plays a supportive role to the City of Alhambra in economic development activities, serving as a liaison and advocate on behalf of businesses and creating alignment between the business community's goals and the City's economic development goals. The Chamber supports City efforts, goals, and policies that spur economic investment in the community, including the development and redevelopment of underutilized properties, the creation/expansion of business clusters that diversify the City's tax base, the creation of workforce housing to support Alhambra's employment base, and the development of new funding sources and programs (e.g., revolving loan funds, grants, tax credit programs) that provide access to resources and expertise for business development and expansion.</p>
<p>2. <b>Strategic Vision &amp; Alignment</b></p>	<p>The Chamber of Commerce supports the establishment of a clear strategic vision for Alhambra's economy through a facilitated stakeholder process that educates and</p>	<p>The Chamber of Commerce recognizes there are competing interests among stakeholder groups in any community setting of any size city. The Chamber also recognizes those same stakeholder groups (e.g., property owners, employers/business</p>

	<p>engages Alhambra’s economic stakeholders, creates greater stakeholder alignment around shared goals and priority areas for public and private investment, identifies opportunities to leverage assets and financial resources including untapped external funding sources, and creates new tools to spur greater economic investment in the community.</p>	<p>owners, nonprofits, community organizations, residents) oftentimes can set aside differing views to find shared values and goals when given the space for constructive dialog, particularly when taken through a facilitated process focused on community alignment. When designed correctly, economic development strategic planning processes can: educate and inform participants about the community’s economic and financial profile; identify the community’s opportunities to diversify the local tax base and create new jobs; create a common understanding around building a business-friendly environment and culture; develop innovative tools and programs to pursue economic goals; and reduce the business community’s exposure to risk. The Chamber supports such a process in Alhambra.</p>
<p><b>3. Business-Friendly Environment &amp; Culture</b></p>	<p>The Chamber of Commerce is a partner with the City of Alhambra in creating a business-friendly environment and culture that prioritizes customer service and minimizes barriers and risks to the opening of new businesses, the development of new projects, the reinvestment in existing properties, and the growth and expansion of businesses.</p>	<p>The Chamber of Commerce recognizes that opening a new business in any city can be confusing and daunting. The Chamber is committed to working collaboratively with the City to help create a business-friendly environment and culture that removes barriers and reduces risks to investing and doing business in Alhambra. Expanding the Chamber’s business ombudsman role/function to create an initial point of contact for new and existing businesses, provide business resources and network connections (e.g., vendors, suppliers, customers), and provide business support to navigating the City’s permitting process.</p>
<p><b>4. Open Lines of Communication</b></p>	<p>A goal of the Chamber of Commerce is to create open lines of communication with local businesses to help the Chamber and the City keep a pulse on the health of the local economy, understand the specific needs and concerns of local businesses</p>	<p>The Chamber of Commerce exists to advocate for the success of Alhambra’s businesses. To ensure the Chamber and the City are not out of tune with the needs of the business community, the Chamber plays an important role in working with the City to create open lines of communication. This includes the Chamber’s quarterly reports to the City Council on the health of</p>

	and employers, and create solution-oriented partnerships for the individual and mutual success of businesses and the expansion of a robust and resilient economy.	the local business economy and marketplace, including Chamber one-on-one and focus group discussions with existing and prospective businesses.
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