

## Why are some communities more successful in attracting and retaining businesses and jobs than others?

A comparison of California cities and counties show that business friendly communities experience more economic vitality and growth. The [Business Friendly Check-Up](#) establishes a baseline of key metrics to help leaders better understand their community's strengths and weaknesses.

RGS' Economic Development (ED) team has over 150 years of combined experience to help jurisdictions elevate existing ED programs. As a follow-up to the Business Friendly Check-Up, RGS offers Business Attraction, Retention and Expansion (BARE) services.

### What is RGS?

RGS is a unique, fee-supported, government agency specializing in public sector administration and consulting services. RGS serves public agencies and employs more than 185 experienced public-sector professionals and has worked with nearly 400 public agencies throughout California and beyond.

We're passionate about helping clients meet the ever-evolving challenges that governments face. Let us help you enrich the vibrancy of your community.



Take the  
[Business Friendly  
Check-up!](#)

BARE Essentials are a vital toolkit to build an action plan for the health of the community's business environment. Extras supplement the BARE Essential services and, are designed to provide the Community with a more robust level of ED services.

Please review our price sheet on the next page.



## 2025-2026 PRICE SHEET

### BARE ESSENTIALS

ED Tools, Resources & Programs Assessment \$4,250

Strengths, Weaknesses, Opportunities & Threats (SWOT) Assessment \$4,000

Business Attraction & Expansion Program \$5,500

Strategies to leverage, expand, and diversify industry sectors \$3,000

Business Retention & Engagement Program \$4,250

Business-focused Outreach Program \$3,500

Develop a Business Recognition Program \$3,500

Best practice tactics and tools for business friendliness \$4,500

**BARE ESSENTIALS Total:** \$32,500

### BARE EXTRAS

Website Updates \$5,200+

Brand & Marketing Content \$22,400

Business eNewsletters \$2,375 each

Start a New Business Guide \$7,800

Business Resource Guide \$19,000

Shop Local Enhancement \$9,700 - \$11,200

Tourism Enhancement \$9,700 - \$11,200

Customer Satisfaction Survey \$3,800

Customer Service Training \$6,700

Effectiveness & Cultural Transformation Training \$11,800

Streamline Business Licenses \$7,000 - \$7,500

Enhanced Building Permitting Process \$7,250 - \$7,500

Online Permit Process Flowchart \$4,600

Commercial Revenue Generation Analysis \$10,600

New Incentive Program \$10,100

\* These costs are estimates