

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.



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.



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



2025-2026 PRICE SHEET

BARE ESSENTIALS

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|---|---------|
| ED Tools, Resources & Programs Assessment | \$4,250 |
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| Strengths, Weaknesses, Opportunities & Threats (SWOT) Assessment | \$4,000 |
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| Business Attraction & Expansion Program | \$5,500 |
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| Strategies to leverage, expand, and diversify industry sectors | \$3,000 |
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| Business Retention & Engagement Program | \$4,250 |
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| Business-focused Outreach Program | \$3,500 |
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| Develop a Business Recognition Program | \$3,500 |
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| Best practice tactics and tools for business friendliness | \$4,500 |
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| BARE ESSENTIALS Total: | \$32,500 |
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BARE EXTRAS

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| Website Updates | \$5,200+ |
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| Brand & Marketing Content | \$22,400 |
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| Business eNewsletters | \$2,375 each |
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| Start a New Business Guide | \$7,800 |
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| Business Resource Guide | \$19,000 |
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| Shop Local Enhancement | \$9,700 - \$11,200 |
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| Tourism Enhancement | \$9,700 - \$11,200 |
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| Customer Satisfaction Survey | \$3,800 |
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| Customer Service Training | \$6,700 |
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| Effectiveness & Cultural Transformation Training | \$11,800 |
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| Streamline Business Licenses | \$7,000 - \$7,500 |
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| Enhanced Building Permitting Process | \$7,250 - \$7,500 |
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| Online Permit Process Flowchart | \$4,600 |
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| Commercial Revenue Generation Analysis | \$10,600 |
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| New Incentive Program | \$10,100 |
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* These costs are estimates