

# Santa Fe Springs recognized for business friendliness

By Sandra T. Molina, Staff Writer

Posted: 05/12/2009 03:54:08 PM PDT

SANTA FE SPRINGS - The future for businesses in the city is bright, so says a recent survey conducted by a leading global publication.

After a 6-month research period and judging by a five-member panel, fDi Magazine, a publication of the Financial Times geared at foreign business investors, has named Santa Fe Springs as the No. 10 "Micro City of the Future."

Of the seven competitive categories, Santa Fe Springs was listed in three, finishing No. 1 in "Human Resources," and No. 4 in "Business Friendliness," in addition to the "Micro City" designation.

Micro cities have populations of less than 100,000.

Santa Fe Springs' population is estimated at 17,700.

"It's an impressive showing for Santa Fe Springs," said Paul Ashworth, director of planning and development.

An independent judging panel and the fDi Research Team reviewed data from more than 400 North American cities (Canada/USA/ Mexico) and scored them on the basis of seven criteria: economic potential, human resources, cost effectiveness, quality of life, infrastructure, business friendliness and promotion strategies.

While the judging was primarily based on independent data analysis, city staff submitted supplemental information as recommended, said Steve Masura, redevelopment manager.

"The additional information we provided helped convey the city's strong level of public and private investment, development growth and successful economic development efforts," he said.

There are about 3,500 businesses in Santa Fe Springs, with 110 that are foreign-owned.

"Although there's a wide range of businesses, including retail," Masura said, "export and importing is the biggest, along with manufacturing."

The city partners directly with many organizations that greatly enhance its business support system, Ashworth said.

These partners include the Santa Fe Springs Chamber of Commerce, Worksource Center, local colleges and schools, the Los Angeles Economic Development Corporation and others.

The city's redevelopment agency generates \$30 million annually in tax increment funds used for strategic infrastructure and development assistance to support businesses and provide services for residents.

"This honor shows that we're doing many things right, and the city has clear competitive investment advantages that bodes well for the future," Masura said.

[sandra.molina@sgvn.com](mailto:sandra.molina@sgvn.com)

(562) 698-0955, Ext. 3029