

**SUBJECT:**  
**Positive Attitude Toward Business**

**POLICY NUMBER 100-40**  
**ADOPTED 11-18-92**  
**RE-ADOPTED 12-12-01**

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Establishment of Positive Attitude Toward Business in the Community

It is the policy of the City Council that the City Council and the City staff shall provide a positive atmosphere that encourages existing businesses to expand and remain in Oceanside and encourages new business to locate in this city.

The City staff will emphasize a pro-business attitude by providing assistance to new and existing businesses as they move through the development and business license processes.