



CITY OF UPLAND

Upland Business Update *Addressing Our Outdated Business License* **Frequently Asked Questions**

Q: What's the issue?

A: The City's existing Business License structure was last updated in 1994 – over 31 years ago. The City's goal is to ensure the ordinance matches the current mix of businesses in our City, while providing relief for small businesses in Upland during these challenging economic times, and ensuring that the largest businesses pay their fair share for our essential city services.

Q: What are next steps?

A: The City is engaging local business leaders, business owners, and community members to review our outdated structure and determine how we can make it fair for all businesses.

Q: Does supporting small businesses help our local economy?

A: Yes. Supporting our small businesses, mom-and-pop shops, and startups, which are the backbone of Upland's economy, helps create economic growth and local job creation.

Q: Why should residents care?

A: Updating our business license structure would also provide additional locally controlled funding to address priorities identified by our community, including:

- Fixing streets and potholes
- Keeping streets, infrastructure, parks, and community facilities safe, clean, and well-maintained
- Cleaning up piles of trash and litter along streets, sidewalks, and in public areas
- Repairing or replace aging storm drains and infrastructure
- Providing quick responses to 911 emergencies

Q: Can I share my input?

A: Yes! We want to hear from, please share your perspectives by visiting www.Uplandca.gov/BusinessUpdate