



Just Because Program

Purpose: Convey to local business owners that the City values their contributions to Campbell's economic health and to reinforce the City's acknowledgement that they exist and are valued.

Goal: Strengthen existing relationships and build new relationships with Campbell business owners, which in turn will allow City staff to be responsive to business needs.

Implementation:

- ◆ Unannounced informal visits to local businesses...just because
- ◆ Greet business owners with an "ice breaker" topic to become acquainted with their City staff
- ◆ Acknowledge business owners by name, get to know them and understand their needs
- ◆ Collect business owners' comments informally
- ◆ Conduct research on comments collected and respond to business owners
- ◆ Perform such visits as time permits, but strive to achieve one per week

Building relationships on trust and understanding

Bridging the gap between business
and government regulation

Growing and achieving economic success together
for a better community

