Business growth made L.A. the robust city it is today. The creativity, investment and perseverance of entrepreneurs from around the globe has created one of the world’s favorite travel destinations, the largest sea port in the U.S., the entertainment capitol of the world, great universities, the largest concentration of manufacturing jobs in the nation and the most diverse population ever assembled on the face of the earth.

In a City as prosperous as Los Angeles, it is easy to forget or ignore the contributions of business and the importance of sustained economic vitality. All great communities are rooted in commerce – commerce that provides the jobs, personal wealth and tax base capable of sustaining and improving the quality of life for all citizens.

Once a year, the Chamber organizes a mass visit to L.A. City Hall to discuss with elected officials the policy priorities and investments necessary if commerce is to continue to flourish and provide the financial underpinning to build a better community. We also remind city government of the laws and decisions that continue to hinder business growth and serve as a disincentive to those who are trying to grow their businesses and create more economic opportunities for our citizens.

When business works with City Hall we can achieve positive results. For example, the next phase in an overall 15 percent reduction in the gross receipts tax will soon go into effect – a product of the 2004 business tax reform effort advocated by the Chamber. It took many years of advocacy to get to that point. We are also working with city officials on renovating LAX, growing and greening the Ports and developing a new strategy for attracting and retaining businesses in our city.

The Chamber’s annual Access L.A. City Hall is scheduled for Thursday morning, September 20. Everyone in the business community is invited to attend this free event. During the opening session, Mayor Antonio Villaraigosa, City Council President Eric Garcetti and City Controller Laura Chick will address the business community. Following their reports, six breakout sessions will facilitate meaningful dialogue on topics that will impact the future of our community and your bottom line. Besides LAX and the Ports, we will also discuss: planning and building L.A.’s future, gridlock and public transportation; our long-term water supply, affordable housing, education and gang violence.

The Chamber encourages the business community to take advantage of Access L.A. City Hall and to engage local lawmakers and city officials on the issues important to business. We invite you to join us as we work together to create a better L.A., and we hope to see you on September 20. You have an important story to tell.

And that’s the Business Perspective.