



TOWN OF LOS GATOS

Press Release

Civic Center
110 E. Main Street
Los Gatos, CA 95030

FOR IMMEDIATE RELEASE

Date: May 9, 2014

For information contact:

Monica Renn, Economic Vitality Coordinator

Town of Los Gatos

(408) 399-5790

www.LosGatosCa.gov

The Town is Open for Business with New *OpenCounter* Online Service

The Town of Los Gatos is pleased to announce the launch of OpenCounter: Los Gatos. A web based tool, OpenCounter helps entrepreneurs interested in starting a business in Los Gatos estimate the time, costs and process for setting up shop. The site is live at OpenCounter.LosGatosCA.gov.

Each year dozens of new businesses are interested in a Los Gatos location for their new or expanding business. These employers are a key element to the Town's economic vitality and to date, their first interface has relied on in person visits or phone calls during business hours. OpenCounter provides the opportunity for businesses to check their uses in specific zones and make an email inquiry that can then be addressed by staff, twenty-four hours a day.

"Tools like OpenCounter bring our services into the digital age. Not only does it help entrepreneurs scope out new opportunities in Los Gatos, it gives us great data to guide the development of new economic vitality policies and programs," says Greg Larson, Town Manager for the Town of Los Gatos.

OpenCounter asks the right questions, in the right order, so business owners see the requirements, fees, and processing time that will apply to their planned use and location. In addition, OpenCounter collects metrics on new business development activities to inform the Town's economic vitality strategies on the type of businesses and zoning districts trending in Town.

The Town's investment in OpenCounter is part of its overall strategy to encourage small business development and local economic vitality. This tool will enhance the Town's ability to serve the business community and provide data that will be helpful in continuing to ensure the diversity of our local business community.

About OpenCounter

Open Counter was built in 2012 through a partnership between the City of Santa Cruz, CA and Code for America, a nonprofit that helps residents and governments harness technology to solve community problems. Its growth has been supported by the John S. and James L. Knight Foundation and the Code for America Accelerator. More information about the company can be found at opencounter.us or [@opencounter](https://twitter.com/opencounter)

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