



**ERIC  
GARCETTI** ✱  
President, Los Angeles City Council  
COUNCIL DISTRICT 13



200 N. Spring St. Room 470 • Los Angeles • CA 90012

FOR IMMEDIATE RELEASE  
September 27, 2007

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**GARCETTI DELIVERS “2020 VISION: ECONOMIC  
LEADERSHIP FOR OUR CITY’S FUTURE”  
COUNCIL PRESIDENT: CHOOSE “CITY-VILLAGE” OR GET “SMOG-AND-CLOG”**

Handing out cupcakes from a local bakery and leading a ballroom in a spirited countdown against red tape, Council President Eric Garcetti outlined his vision for the future of Los Angeles in front of the Central City Association at a lunchtime speech downtown. Garcetti spoke to the need to reduce obstacles for development and business growth in the city, and laid out a picture of Los Angeles that balances the city’s suburban and urban neighborhoods.

The cupcakes illustrated the bureaucratic struggles of opening a small business in Los Angeles. They came from Delilah’s Bakery, a neighborhood restaurant that opened only after Garcetti’s direct assistance in navigating through the various regulations and departments. “No one who dreams of owning her own small business deserves a death by red tape,” Garcetti said, pledging to work towards a government that delivers what the owner of Delilah’s called “small-town service in a big city” to every business.

“We have to fight red tape,” said Garcetti, “and we have to fight fear. A major project approval in Los Angeles has to go through about twelve departments for approval. I’m going to ask you to count them down with me.” After the attendees counted down from twelve, he outlined a proposal that would pare this number down from twelve to two—and awarded Delilah’s cupcakes to the most enthusiastically counting table.

“We have the opportunity to create an urban Los Angeles,” said Garcetti. “In fact, doing so is the only thing that will preserve the suburban Los Angeles that so many of us remember so fondly. The model we’re proposing builds the city and keeps the village.”

“The old model, the model without planning for the future, is more of the same. More cars on the road, more people packed into the same ailing infrastructure. More smog, more clog.”

He urged the attendees to fight the fear of a new Los Angeles with him: “City-village or smog-and-clog. The choice is being made right now.”

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