

## Santa Barbara County Legislative Principles

### NEW 2012 – OPTION 3

**JOB and ECONOMIC GROWTH:** Support the development of employment opportunities and efforts to promote local business and job growth. County focus is to decrease the unemployment rate and heighten individual, “quality of life” and community economic development and growth. Build collaboration with public, private, and non-profit sectors of the County, focus in North Santa Barbara County, to pursue and advocate for economic growth and innovation.

#### Language definitions:

**Vitality:** pertaining to or necessary to life. Essential; most important. Lively animated.

**Develop:** To grow; evolve; advance; expand.

**Development:** A gradual growth through progressive changes, or a more expanded form.

**Growth:** The process of development. Advancement; improvement; progress. Increase.

**Innovation:** Initiation of something new. To change by introducing a new factor, start something new.