

CITY OF PEABODY

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OFFICE OF THE MAYOR EDWARD A. BETTENCOURT, JR.

City Business Guide Debuts

Mayor Edward A. Bettencourt is pleased to announce the publication of the city's first ever *Guide to Doing Business in Peabody*. Available in hard copy as well as electronic format, the *Guide* provides business owners with a comprehensive overview of municipal government and the city's permitting process.

"We continue our efforts to position Peabody as a hub for business development and job creation," said Mayor Bettencourt. "The *Guide to Doing Business in Peabody* helps streamline the permitting process so that business owners can spend more time growing their business and less time at City Hall."

The *Guide to Doing Business in Peabody* is the latest in a series of economic development initiatives launched by Mayor Bettencourt since he took office in 2012. Shortly after he was sworn in, Bettencourt appointed a Business and Economic Development Council comprised of major industry CEO's, entrepreneurs, small business owners and advocates, and city officials. The Council was tasked with helping to rejuvenate Peabody's underutilized assets, with a particular focus on downtown Peabody and Centennial Park.

Last year, Mayor Bettencourt hired the city's first Business Liaison, Julie Daigle. A City Hall veteran with over 16 years' experience helping businesses to succeed in Peabody, Daigle serves as the business community's advocate and took the lead in creating the *Guide to Doing Business in Peabody*.

"Whether it is a startup, a growing mid-size company or a Main Street "mom-and-pop," the *Guide to Doing Business in Peabody* is designed to help businesses flourish," Daigle said. "In addition to the relevant permit applications, the *Guide* includes a handy overview of municipal government, complete with an explanation of how each department or board can help meet each company's unique business needs."

The public can access a copy of the *Guide to Doing Business in Peabody* at City Hall on 24 Lowell Street or by visiting www.peabody-ma.gov/Business.html.

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