



October 3, 2007

Dear Dana Point Business Owner,

The City of Dana Point has a new Business Registration Program that includes all businesses in commercial areas throughout the City. While the program is voluntary, your participation will allow us to better communicate with the businesses and help us gain insight on the local business climate. The information will also assist the City's Police and Fire Services to contact the local owner or manager of a business in case of an emergency.

A short questionnaire about your business is attached to this letter. Responses will be used to create a Business Directory that will assist local residents in locating goods and services closer to home, while promoting local businesses. In addition, each participating business has the option of receiving newsletters, information regarding upcoming city events, and construction updates.

Completed applications can be faxed, emailed, or mailed to the address listed below. This form can also be completed on our website, www.danapoint.org. There is **NO FEE** associated with this program. Businesses are encouraged to return completed forms by **November 15, 2007**.

Please feel free to contact us with questions about this program, or about any business concerns you may have. Thank you for your participation in the Business Registration Program.

City of Dana Point
Business Registration c/o Economic Development
33282 Golden Lantern
Dana Point, CA 92629
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Fax: (949) 248-9920
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