

**GOVERN LIKE A BUSINESS**  
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What might happen should a city endeavor to run itself like a business? What could that mean?

The most valuable resource owned by any business, including a city, is its trained employees. They should be retained. At the very least, once promises are made to city employees, they should never be broken. Especially promises regarding compensation.

When your word is no good, nothing about you can be trusted. Businesses soon learn this. Government should as well.

If money must be spent on pure outflow, especially on essential services, then those services should be provided well and with excellence. Those administering essential services should be seeking to provide the best return for the money available for use.

Decisions regarding non-essential governmental use of tax dollars should be based on benefits accrued as a result of that use. Every decision should include consideration of bottom line costs, return on investment, and long term ramifications of the decisions.

One example lies in the waste of tax dollars to promote “green” decisions. This movement seems to be growing, despite all the current evidence discrediting the claims of a crisis which underlie it. Conservation of energy and resources is a good idea in terms of stewardship, but it should be a business decision, not a religion. If measures to conserve energy are not good investments, we should not waste tax revenues on them.

Another example is the tax funded acquisition of land. There is a better use for prime commercial acreage, in the middle of our city, than a non tax producing green lawn with an expensive fountain in the middle of it. Such cultural expenditures are a luxury when times are very good economically. Times are not very good economically. A much more vibrant and productive use of such land would be to lease it to businessmen, who would be willing to develop enterprises on it that draw activity and commerce to the downtown business district.

Why would the city wish to make a profit in some parts of its activities? Because any money so generated reduces the necessary tax burden on its citizens. That might better enable the people of that city to better pursue their own lives, liberty, and happiness.