



CORE PRINCIPLES NEEDED TO MAKE NEW ENGLAND A MORE ATTRACTIVE PLACE FOR JOBS AND BUSINESS

In tough economic times, the odds are already stacked against existing and would-be business owners. States in the region should do something to tip the odds in their favor by creating incentives to provide quality and sustainable jobs for our region's residents. In order to make New England a more attractive location for businesses, Jobs for New England Now believes that policymakers must keep three fundamental principles in mind: innovation, competition, and investment. These three core principles will help provide New England with a business landscape that breeds new growth and opportunity and allows companies to succeed in both the short term and long term. Fostering an environment of economic growth and opportunity will create more jobs in our communities and provide more resources for our towns and counties.

*Jobs for New England Now Encourages Policymakers to Meet the Following Principles
To Make Our Region More Attractive to New Business:*

CREATE A COMPETITIVE LANDSCAPE: In order for residents to receive the highest quality services at the best rates, competition needs to exist in the marketplace. Competition makes companies work harder to attract new business and improve the effectiveness and quality of their products in order to gain more customers. But before new businesses can open their doors in New England, they need to know that they can succeed in an environment that rewards that competition, and does not penalize it with additional tax burdens and restrictions. New England policymakers must consider the impact of new legislation on business start-ups and the growth of existing businesses. In fact, compared to other regions that are attracting new business, New England is forcing companies that exist in this region to face greater financial hardships and regulation that makes it more difficult and imposes more costs on them as they strive to meet customer needs. Policymakers should strive to make sure businesses have a reasonable chance to succeed and develop in this region so they can compete with other companies for customers and for employees.

SPUR INNOVATION: To make New England more appealing for new and existing businesses, policymakers should strive to spur innovation. This includes providing incentives for new businesses to launch new products and services to consumers, as well as providing incentives for companies to develop these products. Our policymakers should also do their utmost to find creative ways to inspire businesses to improve environmental efficiencies and reward those who are making efforts to utilize green technologies that can preserve New England and the earth for future generations.

ENCOURAGE INVESTMENT: Across New England, policymakers have been considering measures that tighten restrictions on businesses, making it harder for them to be successful in the region and often leading to more cautious businesses practices, layoffs and decreased spending. Our policymakers should be looking for ways to encourage new and existing businesses to increase investment in the region, establishing new manufacturing locations, building infrastructure, and pouring capital into existing operations. If the business climate is such that companies see no potential for reward, then investment will continue to be stagnant in New England. Easing restrictions and back-breaking tax burdens on businesses now will lead to greater growth, investment and revenue down the road.