

ECONOMIC DEVELOPMENT MATTERS

NEWSLETTER

10
ISSUE

 ECONOMIC DEVELOPMENT DEPARTMENT
City of El Centro



Message from the Director of Economic Development



The retail industry is a wide-ranging sector with businesses of many different types of retail businesses involved. Retail businesses are a dynamic and highly competitive industry, needing to respond to customers' demands. Sales and profit are what drives a retail business, and more than a third of retail spending is done through retail shops. The retail industry is very significant in that it serves as an indicator of how the economy is performing and the strength of consumer spending.

As the U.S. economy continues to function less than expected in the area of job creation, in El Centro

we have outstanding results in general retail sales for family and women's apparel for the post-holiday quarter. Recent openings of new restaurants have also contributed to positive results as well in terms of job creation and sales tax revenue. There's no doubt that retail is one of the largest industries in the world by the number of businesses and the number of employees.

General consumer goods are by far the largest category of sales tax by a major business group. According to a Fall 2013 published report ("City of El Centro Sales Tax Update") by the Hdl Companies, sales tax receipts for El Centro's April through June 2013 sales were 6.8% higher than the same quarter one year prior. During the second quarter of 2013, the gross sales tax receipts from the top 15 business types in El Centro totaled \$2,763,310. The annual retail sales (per capita) in El Centro are approximately \$19,500.

We continue to have many independently owned restaurants open up their doors, along with some of the larger chain restaurants, such as Olive Garden at The Plaza near Imperial Valley Mall, and Panda Express on Fourth Street adjacent to Interstate 8. Broken Yolk, a breakfast and lunch restaurant which is highly popular in the San Diego area, is opening their doors in El Centro in February, 2014. El Centro residents spend annually approximately \$7,000 on the consumption of food collectively at home and in restaurants.

Paralleling our growth here locally, many of the jobs created last month across the nation were in retail, including clothing stores, restaurants, general merchandise and electronic stores. Better paying manufacturing jobs continue to remain stagnant throughout the nation as well as here locally. However, during the months of November and December, 2013, respectively we had 60 and 225 new and renewal business licenses processed through the City's Finance Department.

The City continues its efforts to encourage new development south of Interstate 8 and along Dogwood Avenue. The vision for this area includes possible commercial use turning Dogwood Avenue next to Interstate 8 into a vibrant commercial center of economic activity.

For more information, please visit www.cityofelcentro.org or contact the Economic Development Department at (760) 337-4543.

Marcela Piedra, Director of Economic Development

In This Issue

- 2 Message from the Director of Economic Development
- 3 Retail in El Centro
- 4 Community Progress
- 6 Emergency Home Repair Program & Home Improvement Program
- 7 City's Business/Industrial Incubator Facility
- 8 City's Business Recognition Award

**ECONOMIC
DEVELOPMENT
MATTERS** NEWSLETTER

ISSUE 9

**ECONOMIC
DEVELOPMENT
DEPARTMENT**
City of El Centro

Council Members

Cheryl Viegas-Walker, Mayor

Efrain Silva, Mayor Pro-Tem

Alex Cardenas, Council Member

Jason Jackson, Council Member

Sedalia L. Sanders, Council Member

Staff

Ruben Duran, City Manager

Marcela Piedra, Director of Economic Development

© 2014 Spectrum Advertising, El Centro, CA. (760) 353.7000
All rights reserved. www.spectrumad.com

Retail in El Centro

Out of the top 100 retailers in the United States, 35 are located here in the city of El Centro and they are listed below. With a current population of 43,396 (source: SCAG) there are 13,559 households listed in El Centro. The average household expenditures per year are currently \$44,443, and are projected to be \$49,009 in 2018, according to Alteryx, Inc.

Company	USA 2012 Retail Sales (\$000)
Walmart	\$328,704,000
Target	\$71,960,000
Costco	\$71,042,000
The Home Depot	\$66,022,000
Walgreen	\$65,014,000
Lowe's	\$49,366,000
Safeway (Vons)	\$37,532,000
McDonald's	\$35,593,000
Best Buy	\$34,411,000
Sears Holdings	\$30,727,000
Macy's	\$27,610,000
Rite Aid	\$25,392,000
Kohl's	\$19,279,000
Dollar General	\$16,022,000
JC Penney	\$12,908,000
Staples	\$12,293,000
Subway	\$12,237,000
Gap	\$12,031,000



Company	USA 2012 Retail Sales (\$000)
Bed Bath & Beyond	\$10,913,000
7-Eleven	\$10,699,000
Ross Stores	\$9,712,000
Wendy's	\$9,038,000
Starbucks	\$8,805,000
Burger King	\$8,615,000
Darden Restaurants	\$8,213,000
Verizon Wireless	\$8,010,000
AT&T Wireless	\$7,577,000
Dollar Tree	\$7,266,000
Auto Zone	\$6,949,000
Dillards	\$6,489,000
O'Reilly Automotive	\$6,182,000
Burlington Coat Fac.	\$4,104,000
Michael's	\$3,989,000
Sonic	\$3,791,000
Radio Shack	\$3,603,000

Source: Kantar Retail

Progress Report for Community Projects



Bus Transfer Terminal

The bus transfer terminal is a hub for regional and local buses. The location at 7th and State Streets provides for increased pedestrian traffic in the downtown area.

Date of Completion: 1-27-2014

Total Project Cost: \$4,885,000

Funding Sources:

American Recovery and Reinvestment Act \$1,200,000
Federal Transit Administration \$3,685,000



Sports Complex

The Martin L. King Jr. Sports Pavilion will house an indoor multi-surface sports arena which will allow users to play soccer, hockey, badminton, volleyball and tennis. It will include a running track around the inside perimeter of the arena as well as two half-court basketball playing areas. It is located at the corner of 8th Street and Adams Avenue.

Date of Completion: July, 2014

Total Project Cost: \$6,629,000

Funding Sources: CDBG, Impact Fees, RDA Bonds, Rabobank Donation



Dogwood Avenue/I8 Revitalization Area

The Dogwood Avenue/I-8 Revitalization Area has the potential to be a solid commercial development. With the Phase I and Phase II environmental assessment at Ross and Dogwood Avenue and funded by the U.S. Environmental Protection Agency (EPA), this area could develop and flourish, thanks to the continuing growth that comes from the development surrounding the Imperial Valley Mall area.

Date of Completion: 2014

Funding Sources: U.S. Environmental Protection Agency (EPA)



Emergency Home Repair Program

For the uninitiated, summers in the city of El Centro are sweltering, humid, and generally abysmal. Unfortunately for one elderly couple, the Thedfords, the summer of 2013 came dangerously close to being lethal. Sometime in June, with high temperatures averaging nearly 110 degrees, a neighbor of the Thedfords noticed their air conditioner was malfunctioning, and called the City of El Centro. Had the neighbor neglected to act, the elderly couple would have been left to cope with the harsh Imperial Valley summer with no cool air.

The costs of replacing the air conditioning unit were seemingly out of reach for the Thedfords, until their daughter filled out an application with the City's Emergency Home Repair Program. All contractors used by the City for the program were licensed and bonded, and provided a one-year warranty on all work performed. This program is no longer operating, as there are no more funds available for the program; however, the City does have funds for the Housing Rehabilitation Program, which includes air conditioners.

Funding is intended for low-income home-owners, adjusted for household size, as set forth in the HUD Income Limits for the current year. As of 2013, the annual low-income limit for a family of four is \$46,750. Please call the City's Housing Department at 337-4543 for more information on the Housing Rehabilitation Program.



Home Improvement Program



The City of El Centro is offering assistance to owner-occupants to rehabilitate their home through the City's Home Improvement Program. Deferred loans at a 0% interest rate for 30 years are secured with a Deed of Trust. The home shall be the principal residence of the owner.



The types of improvements that may be allowed are kitchen cabinets, roofing and air conditioning, windows and doors, plumbing and electrical, insulation and weather proofing, and paint and floor covering. For more information on these home programs, please contact the City's Economic Development Department at (760) 337-4543 or visit the office at 1249 W. Main Street.



City's Business/Industrial Incubator Facility

The City's Economic Development Department is looking for four prospective tenants that are operating a home-based business or an existing small business that is looking to expand for its business/ industrial incubator facility located within the Centerpoint Industrial Park at 703 Industry Way in El Centro.

The three businesses listed below are up and coming businesses that are growing and expanding and have located their businesses at the incubator facility. These businesses were able to take advantage of the Project JOBS opportunities, a partnership with the IID Local Entity. We encourage you to contact these businesses, meet the owners, and learn how their businesses can help your business.

Business Facts At A Glance:



Half Baked Powder Coating

703 Industry Way, Suite 3

In business since 2013

Products and services: Metal and Sand Blast, Protective Coating, Finish Guaranteed

Contact: Ryan Figueroa, 760-791-7858

Email: ryan@rkair.net

Website: facebook.com/halfbakedpowdercoating



Signum Sign Company

703 Industry Way, Suite 5

In business since 2013

Products and services: Screenprinting, Signs, Graphics

Contact: Oscar Barrios, 760-336-0214

Email: contact@SignumSignCompany.com

Website: www.SignumSignCompany.com



Gila Innovations

703 Industry Way, Suite 7

In business since 1999 (*Expanded from Yuma, AZ*)

Products and services: Agriculture and Industrial Supplies, Hydraulic and Pneumatic Components, Material Handling and Conveyor Systems, Safety and Janitorial Supplies

Contact: Mark Belev, 928-373-9723

Email: Mark@GilaInnovations.com

Website: www.GilaInnovations.com

For more information about the City's Business/Industrial Incubator Facility, or how your business may qualify under Project JOBS, please contact the City's Economic Development Department at (760) 337-4543.

Call for Nominations

On Thursday, March 13, 2014, the City of El Centro will celebrate the **IMAGINE 2014 Business Recognition Awards Event**.

The City of El Centro strives to better serve our business community, and we desire to give special recognition to those businesses which truly exemplify the meaning of the award acronym **IMAGINE:**

Innovators, Motivators, Architects of Change, Genius, Industrious, Noble, Entrepreneurs

If you know of a business owner or business that you feel should be recognized at this event, please complete and submit the attached nomination form to the **El Centro Economic Development Department**.

Submission Requirements

The deadline closing date for receiving applications is **5:00 pm on Thursday, February 20, 2014**.

You may submit more than one nomination application form by photocopying the “**Call for Nominations**” application packet or **submitting online applications at www.cityofelcentro.org**.

You may also mail, fax or hand-deliver applications to the following address:

City of El Centro Economic Development Department
1249 Main Street • El Centro, CA 92243
Telephone (760) 337-4543 • Fax (760) 352-4867
www.cityofelcentro.org

