

QUALITY OF LIFE MATTERS

NEWSLETTER

COMMUNITY SERVICES DEPARTMENT
City of El Centro

13 ISSUE



Message from the Community Services Director



If you look around the city, you can see that business development is expanding with the national retail sectors moving into our area, which is great news for consumers. Aldi's, Buffalo Wild Wings, Hampton Inn, CVS Pharmacy, and others understand the economic advantage of locating in the center of the Imperial Valley. With these businesses come many full and part-time jobs that will provide income for families, and give consumers more choices in their retail and restaurant purchases.

The City of El Centro continues to provide a good quality of life for its residents which include the outstanding work by our local law enforcement community. Especially, our police officers who demonstrate for all the citizens a capacity for empathy and compassion, listening and problem solving, and they work hard to keep our community safe for everyone. Our City Departments continually strive to improve our processes and services to make El Centro a great place to live and work.

In this newsletter issue are reports of activities that the City oversees - the Graffiti Removal Program, the Summer Activities Programs, the IMAGINE Business Recognition Awards Program, and the Revolving Loan Fund for businesses.

If you have any questions about any City program or service, please feel free to contact the Community Services Department at 760.337.4543.

For more information, please visit the website: www.cityofelcentro.org

Marcela Piedra, Community Services Director



Hampton Inn



Buffalo Wild Wings

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- Alex Cardenas**, Mayor Pro-Tem
- Cheryl Viegas-Walker**, Council Member
- Edgard Garcia**, Council Member
- Efrain Silva**, Council Member

Staff

- Ruben Duran**, City Manager
- Marcela Piedra**, Community Services Director



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City Provides Loans for Businesses Revolving Loan Fund (RLF)

The City of El Centro has two loan programs for businesses, a Revolving Loan Program (RLF) that provides loans ranging from \$5,000 to \$100,000, and a Micro-Enterprise Loan Program that provides loans from \$500 to \$5,000. The Revolving Loan Program was established to assist commercial and industrial growth by providing gap financing to businesses that will create or retain jobs.

Border Tactical Associates, Inc. was one business that came to the City of El Centro looking for funding assistance to accommodate a highly sophisticated ventilation system in the facility. Border Tactical Shooting Range is a state-of-the-art indoor shooting range with certified firearms instructors. It is a safe environment for instruction, training, practice, and competition, and offers classes for beginner non-shooters on how to safely handle and clean a firearm. Bill DuBois, owner of Border Tactical Associates, Inc. was able to hire additional staff due to the loan from the City and maintain his staff of knowledgeable, skilled, and experienced employees.

The City loans are available for all eligible businesses that are located in El Centro. For more information, or to view the business loan fact sheet and application, please visit the City's website at www.cityofelcentro.org or contact the Community Services Department at 760.337.4543.



imagine 2016 AWARDS

El Centro has worked diligently to create a model City, safe, environmentally healthy, and culturally vibrant, with an admirable quality of life. The city's vision for the community is focused on safety and community preservation, quality of life amenities, economic development, mobility and transportation, and community pride and spirit. From the vision arise the important economic impacts, which are the small and large businesses in the El Centro community. In 2007, the City wanted to create an event to thank the business community for their contributions and in 2008, the first IMAGINE Business Recognition Awards Program took place with the first seven award recipients.

The seven characteristics that make up the IMAGINE Business Award are innovation, motivation, architect of change, genius, industrious, noble, and entrepreneur. It is those seven traits that serve as the foundation of a great and successful business!

On March 31, 2016, the City of El Centro conducted the IMAGINE 2016 IMAGINE Business Recognition Awards at the Barcelona Event Center. This was the 9th year of the Business Recognition Awards Program that recognized outstanding businesses through a public nomination and selection process.

Businesses contribute to the economic well-being of the city, and each year the award recipients demonstrate a strong commitment to the future of our community. On behalf of our IMAGINE sponsors each year, and the City of El Centro, we honor and thank these businesses for their contribution in making El Centro a great place to do business!

To nominate a special business for next year's IMAGINE 2017 awards, please visit www.cityofelcentro.org/communityservices and fill out the form online. If you have any questions regarding the IMAGINE Business Recognition Awards Program, please contact the Economic Development Division at 760.337.4543.



Innovator
El Centro Pharmacy



Motivator
Credit Bureau of Imperial County



Architect of Change
Spectrum Creative Services



Genius
Dr. Vishwa M. Kapoor



Noble
Desert Trails RV Park and Golf Club



Industrious
Celia's Restaurant



Entrepreneur
Tacos De Pescado Marlyn

Thank you to all our IMAGINE 2016 Sponsors



Summer Programs at the City of El Centro



The summer of 2016 was a very special experience for those that participated in the Summer Programs with all the many activities that took place. Swim lessons, open swim, Summer Camp which included the Half-Pint Camp, the Mini-Day Camp and the Sunrise Camp, Nothing but Net Basketball, Youth Attaining Leadership Skills Programs (YALS), the Summer Feeding Program, and the Summer Reading Program kept children busy for the last six weeks.

The summer program activities created great memories for the children, and they worked on self-esteem building exercises, indoor sports, and science experiments. The summer feeding program ensured that each child had something nutritious to eat and keep their energy up throughout the day. All the programs operated at maximum capacity throughout the summer and continue to grow each year. The City is appreciative of the partnership with Central Union High School for their ongoing support of the City's Aquatic Program. More than 300 people were registered for swim lessons during the summer session. The Aquatic Program also held daily open swim with 1,000 people visiting the pool.



The City was able to provide scholarships for swim lessons through funds available through the American Red Cross Centennial Campaign, LA84 Foundation, and Dippy Duck funds given by the IID to the City of El Centro. The children also received a presentation by the Imperial Valley Desert Museum.

During the summer programs, approximately 5,000 meals and snacks were served to children up to age 18 at the three locations, the El Centro Community Center, the Dr. Martin Luther King, Jr. Sports Pavilion, and the El Centro Public Library. For more information on these programs, please contact the El Centro Community Center at 760.337.4555 or the El Centro Public Library at 760.337.4565 or visit www.cityofelcentro.org.



Graffiti Removal Program



The City of El Centro continues to take action to eradicate the graffiti that is blight in our city. Residents and visitors can report graffiti locations where incidents of vandalism with paint or marker have occurred. The City does require permission to enter private property to cover graffiti. The authorization form can be signed by the property owner or the owner's authorized representative. The authorization form will be kept on file for a period of one year from the date of signature in case there is future graffiti at the location.



The City of El Centro uses two basic colors to cover graffiti that closely matches the color of the building. If a property owner has matching paint, please contact the Economic Development office below and we can make those arrangements. The El Centro City Ordinance places responsibility for graffiti clean-up on property owners. However, due to the large volume of graffiti occurring in the city and the costs associated with the cleanup, the City of El Centro funded the Graffiti Removal Program. Since 2012, the City has responded to and painted over 3,000 incidents of graffiti. The City welcomes and encourages residents and businesses to become actively involved in graffiti abatement.



To report graffiti within the city limits of El Centro, there are four methods of contact:

- Online at www.cityofelcentro.org and click on Graffiti Program
- Please email: graffiti@cityofelcentro.org
- Call and report the graffiti at 760.337.4543
- Visit the Economic Development Division at 1249 W. Main Street in El Centro



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1249 Main Street
El Centro, CA 92243
(760) **337-4543** Phone
(760) **352-4867** Fax



at **El Centro Public Library**
and give your child a head start in school!

- Program for children under 5 and their parents.
- Help your child get ready for school.
- Earn prizes and **FREE BOOKS!**
- Instill the love of reading.
- Spend some quality time together.



Call us for more details
at (760) 337-4565
THE PROGRAM IS FREE!



El Centro Public Library • 1140 North Imperial Avenue • El Centro, CA
(760) 337-4565 • cityofelcentro.org/library