

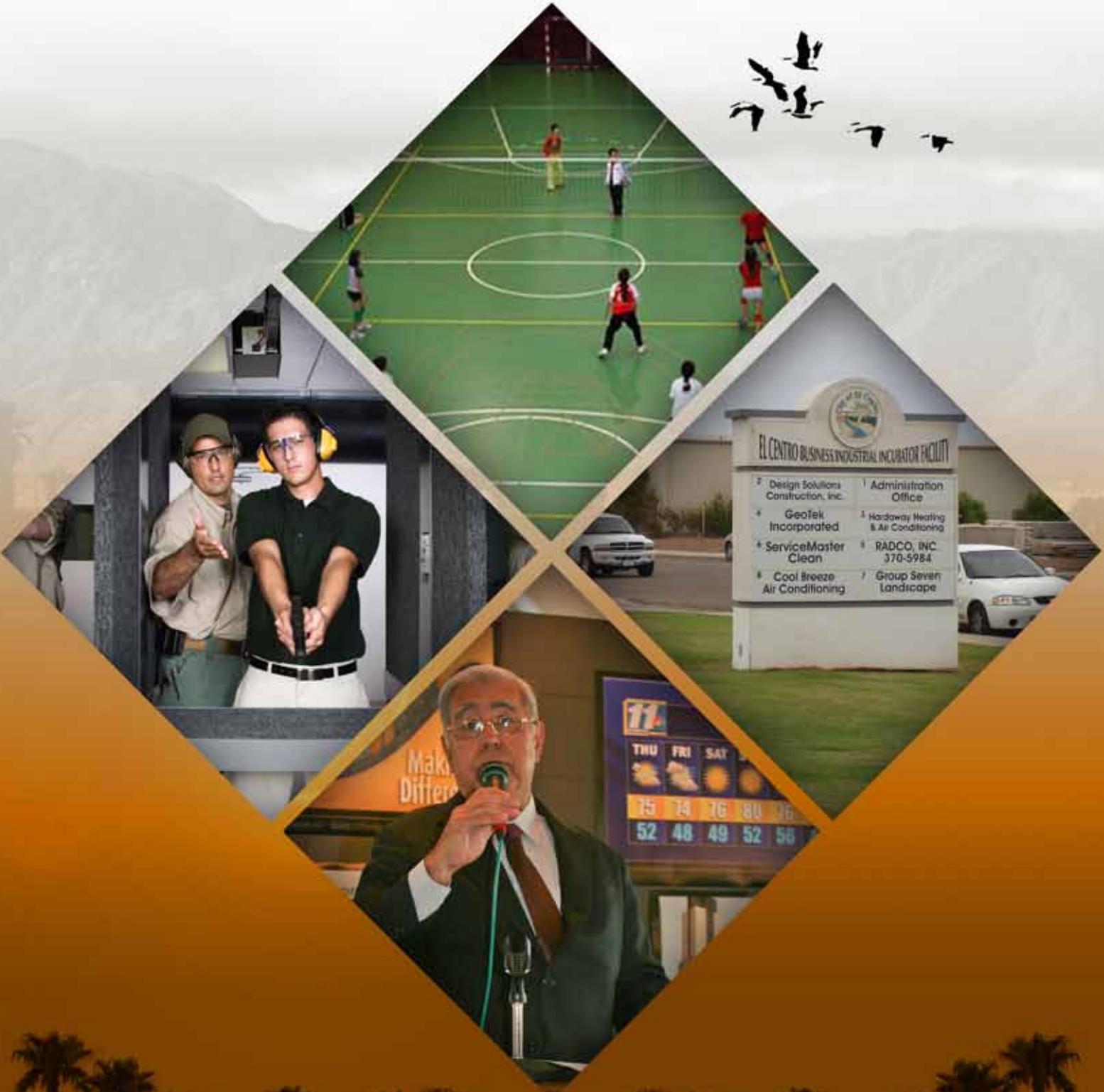
ECONOMIC DEVELOPMENT MATTERS

NEWSLETTER

7
ISSUE



EL CENTRO
REDEVELOPMENT AGENCY



EL CENTRO BUSINESS INDUSTRIAL INCUBATOR FACILITY

2 Design Solutions Construction, Inc.	1 Administration Office
4 GeoTek Incorporated	3 Hardaway Heating & Air Conditioning
6 ServiceMaster Clean	5 RADCO, INC 370-5984
8 Cool Breeze Air Conditioning	7 Group Seven Landscape

11

THU	FRI	SAT	SUN	MON
75	74	76	80	76
52	48	49	52	56



Letter from the City Manager

Throughout this unprecedented economic period of time, the City of El Centro continues to move forward with a variety of important projects. The Capital Projects Fund is used for the acquisition and construction of major capital facilities that benefit the community such as Fire Station #3 located across from Costco, the new ECRMC Outpatient Clinic, located on 4th and Main Street, the El Centro

Industrial Project, the Indoor Sports Complex, the remodeling of the Public Library, and the MLK Redevelopment Project/Aquatic Center.

Our unemployment here in Imperial Valley remains high – the latest figures from the State of CA Employment Development Department reflects a slight improvement over a year ago, but still remains at 32.4%, the State unemployment figures are at 11.9% and 9.1% unemployment for the nation.

We continue to meet with businesses monthly through our City's Business Visitation Program. This is where we learn first hand the true story of the economy, the good, the bad, and sometimes the ugly which is translated into businesses not being able to hold on to their employees because of economic reasons. This Business Visitation Program has been invaluable to how we operate here at the City because we all strive to meet the needs of businesses as well as follow the policies and procedures set forth by the City Council. Together with these businesses, we have been able to assess, evaluate and change our policies and procedures to improve our processes and better meet the needs of our business community.

One of our recent successes for business comes from grant funding through the Imperial Irrigation District (IID) Local Entity Program for the City's Business/Industrial Incubator Facility. Project JOBS (Joint Opportunities in the Business Sector) will provide low to no interest loans up to \$20,000 for eligible tenants at the business incubator facility. The grant also provides for other financial amenities that will assist businesses with their expenses for a period of three years.

We are continually working to expand the economic base and help promote greater employment opportunities for residents whether through our business programs, or through our partnerships with workforce development organizations. By working together, we can bring the best possible resources to the people that want to create a better life for themselves and their families.

For more information on the City's business programs,
please visit www.cityofelcentro.org/redevelopment.

Ruben A. Duran, City Manager

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**ECONOMIC
DEVELOPMENT
MATTERS** NEWSLETTER

ISSUE 7

 **EL CENTRO**
REDEVELOPMENT AGENCY

Redevelopment Agency Members

- Efrain Silva**, Chairperson
- Sedalia Sanders**, Vice Chairperson
- Jon Edney**, Member
- Ben Solomon**, Member
- Cheryl Viegas-Walker**, Member
- Ruben Duran**, Executive Director
- Marcela Piedra**, Assistant Executive Director
- Luis Hernandez**, Legal Counsel
- L. Diane Caldwell**, Secretary

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PROJECT JOBS

Joint Opportunities in the Business Sector

The Imperial Irrigation District (IID), acting as the Local Entity, provides funds in order to help offset socioeconomic impacts resulting from land fallowing. This is processed within the IID water service territory as a result of the Quantification Settlement Agreement and other related agreements. Due to the agreement between IID and the San Diego County Water Authority for the transfer of conserved water, there are grant funds available to fund community projects.

One of the projects funded in 2011 was Project JOBS (Joint Opportunities in the Business Sector). Project JOBS was designed to serve at least seven business and create a minimum of 8 jobs at the City's Business/Industrial Incubator Facility located at 703 Industry Way in east El Centro.



The City received funding in the amount of \$138,720 that will serve businesses that fall within two separate eligibility criteria:

Stimulus I provides a primary framework for those persons and/or businesses that received negative socioeconomic impacts sustained as a result of the IID fallowing activity. Eligible business owners that qualify within the parameters of the Stimulus I criteria are offered special incentives in the JOBS Business Incubator Program. One of those incentives is a 0% interest loan up to \$20,000.

Stimulus II provides a secondary framework to those outside the eligibility specification for Stimulus I. Those that do not qualify under the Stimulus I eligibility criteria are offered similar benefits and incentives, but at a different amount, such as the interest for a \$20,000 loan would be set at 2%.

Depending on the job creation requirements and loan guidelines, a certain percentage of the loans may be forgivable each year.

For more information on **Project JOBS** and the Business/Industrial Incubator Facility, please contact the **City's Economic Development Department** at **(760) 337-4543**.

Community Performance

The 2010 program year marks the seventh year the City of El Centro has received Community Development Block Grant (CDBG) funds from the U.S. Department of Housing and Urban Development (HUD). The purpose of these funds is to assist the City in meeting the affordable housing, community and economic development needs of its residents, particularly individuals and families considered to have low or moderate levels of income. In order to use these funds to meet the greatest existing need within the community, the City undertakes a planning process known as the Consolidated Planning Cycle. This process is documented by three reports: (1) Consolidated Plan, (2) One-Year Action Plan, and (3) Consolidated Annual Performance and Evaluation Report, known as "The CAPER."

The CAPER is a summary of the City's progress toward meeting specified goals and objectives during the reporting period from July 1, 2010 to June 30, 2011. The City's entitlement allocation for Fiscal Year 2010/2011 was \$726,071. The City also budgeted \$188,000 of Program Income generated through loans made with State CDBG awarded grants, and \$80,307 in reprogrammed funds. Therefore, the total CDBG budget was \$994,378.



The CAPER'S Goals and Objectives

Priority 1-A:	Preserve existing housing stock - the City assisted two housing rehabilitation projects during the program year.
Priority 2:	Expand supply of affordable housing - the El Centro Family Apartments project consists of the construction of 72 new affordable apartment units. The project is expected to be completed by July 2012.
Priority 3	Increase affordable homeownership opportunities - the City assisted 12 qualified low or moderate income families.
Priority 4:	Decrease governmental constraints – City staff works with developers and non-profit entities on an as needed basis.
Priority 5:	Eliminate blighted conditions and substandard housing through enhanced code enforcement – City staff is currently evaluating code enforcement activities for funding consideration of program year 2011/2012.
Priority 6:	Improve public services for the homeless population and support the development of a continuum of care system on a region wide basis – 1) WomanHaven assisted 44 women and 13 children with shelter and support services to victims of domestic violence. 2) The House of Hope assisted 57 homeless women and their children.
Priority 7:	Assist special needs persons in reducing housing costs and with their rehabilitation – Catholic Charities provided 107 home bound seniors with nutritious meals.
Priority 8:	Promote Fair Housing – 211 El Centro residents were assisted with fair housing services.
Priority 9:	Coordinate public and private efforts to reduce lead based paint hazards and protect young children – Four homeowners were assisted.
Priority 10:	Provide public facilities and park improvements – the sports pavilion is expected to be completed by 2012.
Priority 11:	Create safer and more accessible neighborhoods – the City is dedicated to ensuring that neighborhoods are safe.
Priority 12:	Improve the infrastructure of deteriorating neighborhoods – the City completed 23,087 square feet of sidewalk improvements and installed 32 ADA compliant ramps.
Priority 13:	Address public services needs – 1) The Police Athletic League (PAL) assisted 75 youth participants. 2) IVROP assisted 74 participants with Project “Learn and Earn” which prepared students to obtain a Tax Preparer License from the State of CA.
Priority 14:	Expand the economic base and promote greater employment opportunities for residents – several business programs have been established by the City’s Economic Development Department to promote business retention, attraction, and expansion.

City of El Centro Business Recognition Awards



“Making a Difference”

On Thursday, March 24, 2011, the City of El Centro presented the 2011 IMAGINE Business Recognition Awards at the Old Eucalyptus Schoolhouse. Nominations provided by the public were reviewed and the finalists were chosen by a selection committee comprised of previous award recipients, and the following were recognized with the respective awards:

- Innovator** EW Corporation
- Motivator** Hutchinson & Bloodgood, LLP
- Architect of Change** Driscoll's Sports Headquarters
- Genius** Westar Seeds International
- Industrious** Pata Engineering, Inc.
- Noble** KXO Radio 1230 AM & 107.5 FM
- Entrepreneur** Junior's Café

Thank you to the sponsors who make this recognition awards event happen each year: YK America, Office Supply Company, Imperial Printers, Imperial Valley Press, Spectrum Advertising, VONS, First Imperial Credit Union, Rabobank, Burgers and Beer Restaurants, EW Corporation, State Farm Insurance, Downtown Business Improvement District, Dynamic Consulting Engineers, SDG&E, Fairfield Inn & Suites and Towne Place Suites by Marriott, Desert Auto Plaza, Chelsea Investment Corporation and KYMA – Channel 11.

To nominate an El Centro business for one of the seven IMAGINE 2012 awards, please visit www.cityofelcentro.org/redevelopment



City Loan Helps Business

In Imperial Valley, there are approximately 3,000 federal, state and local law enforcement officers authorized to carry firearms. The National Shooting Sports Foundation discloses there are potentially more than 4,500 handgun enthusiasts in Imperial County. Armed with those statistics, two businesses were started by local entrepreneurs Bill and Margo DuBois. Together they have operated Phoenix Uniforms for the past 18 years providing uniforms, equipment, and accessories for public safety professionals. This category includes not only police, but corrections officers, firefighters, EMT's, and a host of federal agencies including DHS, USBP, FBI, BNDD, DEA, NTF, and more.

The owners of Phoenix Uniforms incorporated a new business in 2006, Border Tactical Associates, Inc. to develop and operate an indoor shooting range to meet the obvious need here in the Imperial Valley. When Bill and Margo DuBois put together the funding for the new venture, their primary lender was not able to finance the complete project costs. This led to a need for gap financing to complete the cost and installation of a range ventilation system.



The owners submitted an application, along with the required financial documentation to the City of El Centro and went through the process which includes review by staff, review by a loan underwriter, another review by a Loan Review Committee, and the last step is a final review and decision by the Mayor and members of the City Council.



"The city was very helpful and easy to work with. It first seems like a lot of paperwork, but the City's Economic Development Department really wants to help the applicant. They understand the needs of private business, and have a lot of resources to help small business expand and grow in El Centro. We needed a very costly ventilation system for our unique use here at our business. The city stepped up and helped us finance the purchase, and that made the contractor comfortable that we could pay for the project as required. The loan servicing was easy, and we haven't been shuffled from one bank to another, around like some loans are. The staff from the City's Economic Development Department has always been there for me when I call," stated Bill DuBois.

The special ventilation system keeps air moving downrange at all times, exposing the shooter to a minimum of dust and smoke. Exhausted air leaving the range goes through several filtration steps which thoroughly cleans the air for a safe, healthy, and enjoyable environment. Located at 925 North Imperial Avenue, next to Big 5 Sports and Phoenix Uniforms, Border Tactical is open to the public seven days a week.

For more information on the **City's Revolving Loan Fund Program**, please call the **City's Economic Development Department** at (760) 337-4543 or visit the City's website at www.cityofelcentro.org/redevelopment.

City's Business Visitation Program

Transforming the way we do business

The economic prosperity of a community depends on healthy business.
Listening to the needs of our business community provides us with the best information about economic and future growth needs.

Business Visitation

A small part of what we do; a big impact on the way we do business.



Air Cool Plus



One Source Distributors



Westar Seeds



CVB



KXO Radio



McNeece Oil Co.



America's Tire



FICU



Pata Engineering



Elms Equipment Rental



Postal Outpost



Cool Breeze AC