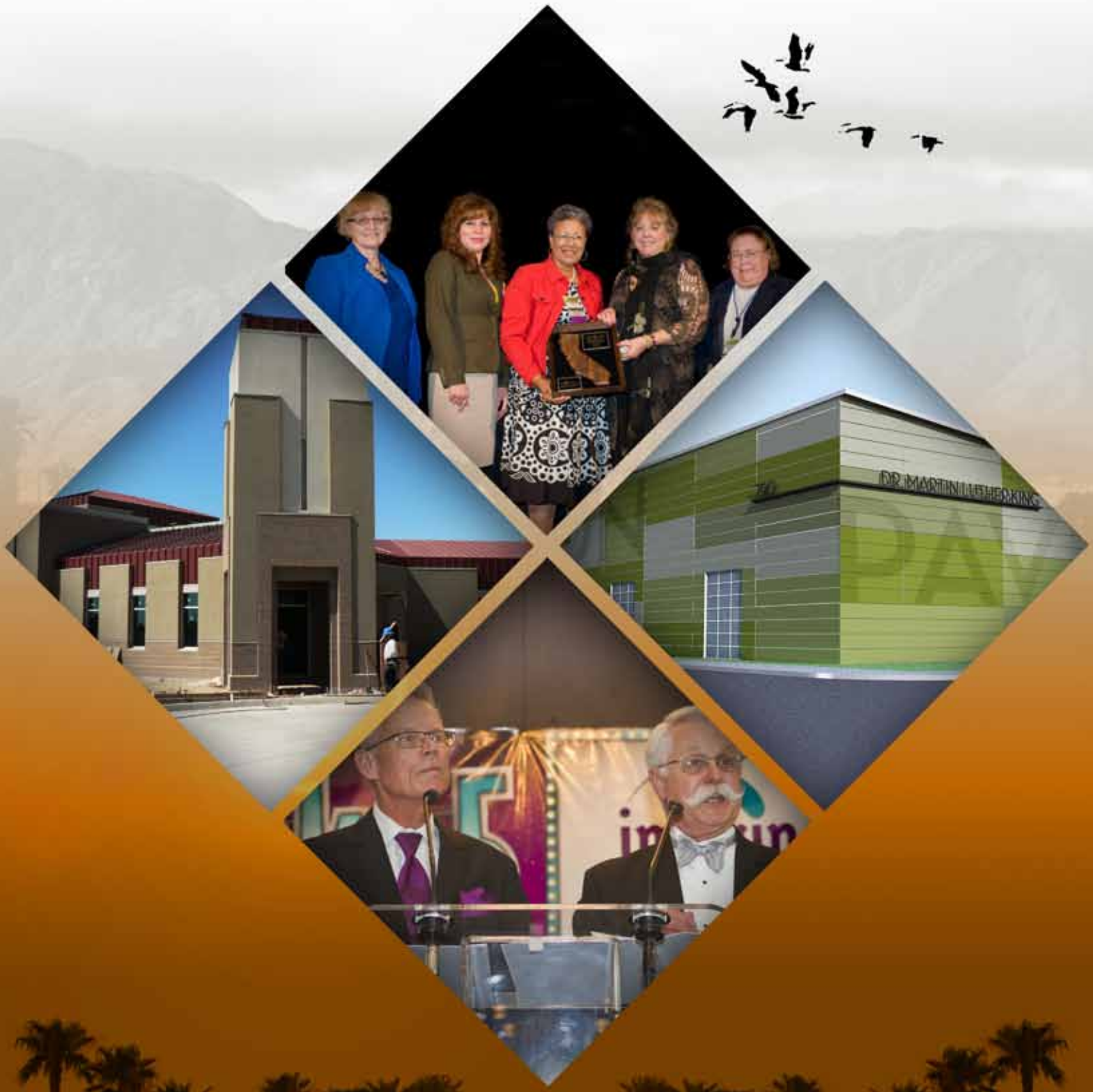
ECONOMIC DEVELOPMENT MATTERS NEWSLETTER

8 ISSUE

ECONOMIC DEVELOPMENT DEPARTMENT
City of El Centro



Message from the Director of Economic Development

Sometimes it depends on where you get your news to determine your assessment on the state of the economy. It can be very confusing, but it is something that on a daily basis our economic development department monitors very closely. In order to plan for new growth, and meet the needs of businesses that want to be part of our community, we have to be ready and willing to evaluate each opportunity for the benefit of our residents.

Every quarter we receive a report on sales tax data, the top 15 business types for El Centro, sales per capita and an overall perspective on the economic well-being of our community.

This information provides us (on a quarterly basis) statewide and county sales and use tax revenues and compares it to previous quarters. We are happy to report that as of the 3rd quarter in 2011 that receipts for El Centro's July through September 2011 sales were 11.3% higher than the same quarter one year ago.

As many of you have heard, the California legislature voted to end redevelopment agencies, and the California Supreme Court upheld the decision with ABX 1 26. The impact from this decision has severely curtailed "redevelopment" activities due to the loss of funding from the property tax increment. However, economic development continues to thrive in the City of El Centro as evidenced by our completed projects, the El Centro Regional Medical Center Outpatient Clinic, the new Fire Station #3 located on Bradshaw Avenue, the soon to be built Indoor Sports Complex to be located at the Martin Luther King Park, and the new exciting EDA Streets Improvement Project near the El Centro Town Center (Target/Lowe's) area. The Economic Development Administration will be investing approximately $3.1 million into this EDA project as well. Our City is also proud to announce the much anticipated construction of the El Centro Family Apartments project now referred to as the "Las Brisas" project. This project is being developed by the Chelsea Investment Corporation and it consists of a 72-unit multi-family housing project.

Two of the City's programs - the Business Visitation Program and the Business Recognition Program have received statewide recognition by the California Association for Local Economic Development located in Sacramento. The Mayor and I were presented with the coveted award, and we were very pleased that both of these programs now serve as a model for other communities.

We recently held the City's Business Recognition Program – IMAGINE 2012 and seven very special businesses were honored. The sponsors for this recognition event come forward each year and make this happen for our business community, and we are deeply appreciative for their financial assistance in supporting the City's efforts for recognizing outstanding businesses.

It is a privilege to serve this wonderful community. Even with the economic challenges upon us, we strive to provide the best services and significant programs to the residents and businesses of El Centro.

Marcela Piedra, Director of Economic Development

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ECONOMIC DEVELOPMENT DEPARTMENT
City of El Centro

Members

Sedalia L. Sanders, Mayor
Ben Solomon, Mayor Pro-Tem
Jason Jackson, Council Member
Efrain Silva, Council Member
Cheryl Viegas-Walker, Council Member
Ruben Duran, City Manager
Marcela Piedra, Director of Economic Development

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Fire Station #3 Grand Opening

With the grand opening of "Station Three" on June 14, 2012, the El Centro Fire Department will be working toward fulfilling their motto of "Serving All the People, All of the Time."

"As development occurs on the north and west sides of El Centro we have not always been able to meet our response time standards to emergencies in these areas. Our standards are adopted from the National Fire Protection Association and require that we arrive at the scene of fires or emergency medical incidents within four minutes for 90 percent of total calls," stated Fire Chief Tim Reel.

The area to be served by Station Three is responsible for approximately 25 percent of total call volume. This will increase with projected growth. The minimum emergency staffing for Station Three will be three personnel assigned to a pumper. This unit will also provide paramedic level emergency medical care.

"Specialized vehicles including an Urban Search and Rescue unit and a Hazardous Materials unit will be housed at this station," stated Fire Chief Tim Reel.

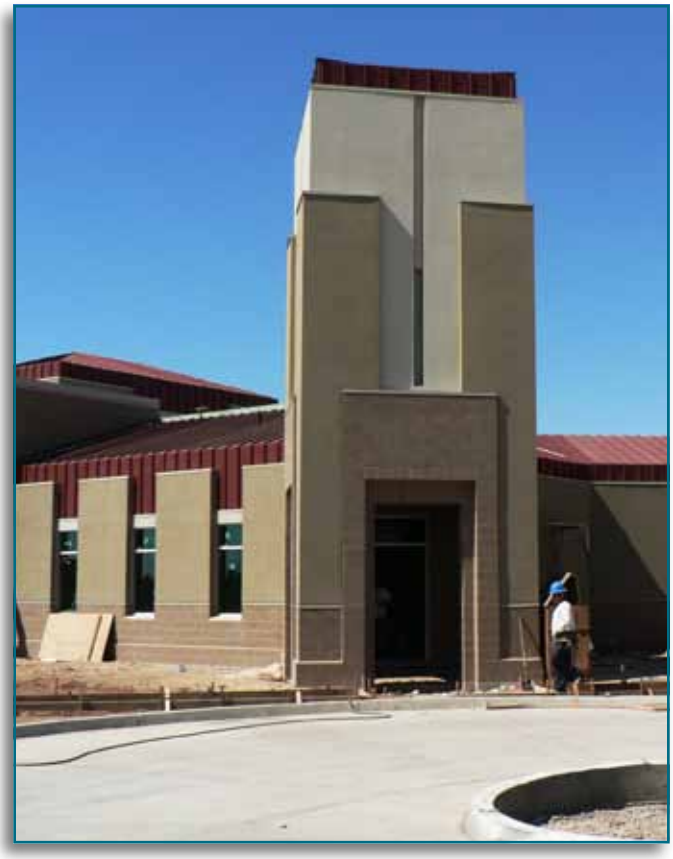
Station Three, a 18,565 sq. ft. facility will also become the new headquarters with offices for nine personnel assigned to Fire Administration, Fire Prevention and Fire Training. The fire station is located at 1910 Waterman Avenue.

Funding for Station Three came from the 2007 Tax Increment Bond Issue and the total project cost was approximately $7.7 million. During the construction of the station, vendors and suppliers for this project spent over $100,000 in lodging, meals and gasoline at our local hotels, restaurants, and gas stations.

Local suppliers that participated in the construction project included: Gibson & Schaefer, Inc., R & K Air Conditioning, All Valley Fence, Excel, Arrowhead, Haxton, Cockrell, and James Rue. Twenty-five workers from the local Imperial Valley workforce assisted in the building of the fire station.

The Fire Industry Equipment Research Organization's Fire Facilities Design Awards Program in conjunction with the International Association of Fire Chiefs and Fire Rescue Magazine presented an award to Perlman Architects of Arizona, and the El Centro Fire Department for "Fire Administration Headquarters/Fire Station No. 3" for the "On-the-Boards" Honor Award.

The public is welcome to arrange for tours of the new facility by contacting the Fire Station at 760-337-4530 during office hours, 7:30am to 4:30pm, Monday through Friday.



City's Business Recognition Program

On March 22, 2012, the City presented the 2012 IMAGINE Business Recognition Awards at the Old Eucalyptus Schoolhouse. Nominations were provided by the public and the seven finalists were chosen by a selection committee that was comprised of the private sector – all local businesses.

The City's Business Recognition Program – IMAGINE was started in 2007 when the City was celebrating its 100 year anniversary. Those characteristics that were needed to survive the valley in the early 1900's is what shaped the concept of the recognition program. Business people needed to be innovators, motivators, architects of change, they needed to have some genius, be industrious, hopefully have nobility, and they were entrepreneurs in every sense of the word. Those defining attributes created the acronym IMAGINE and for the last five years, the City and business community have celebrated businesses in the City of El Centro.

The following outstanding businesses were recognized with their respective awards:

imagine 2012 AWARDS

Locke Air Conditioning
INNOVATOR

GS Lyon/Landmark
MOTIVATOR

Sizzler Restaurant
ARCHITECT OF CHANGE

ABC Pediatrics
GENIUS

Imperial Valley Paint Center
INDUSTRIOUS

River Ranch Fresh Foods
NOBLE

R & K Air Conditioning
ENTREPRENEUR

Thanks to all our IMAGINE 2012 Sponsors

11 where news comes first

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TownePlace Suites Marriott

ABC

Desert Commercial Bank

SC&ST Southern California Soil & Testing, Inc. A California Certified Small Business Enterprise (SBE)

FW Corporation

CVB Community Valley Bank

First Imperial Credit Union Making a Difference, One Member at a Time

Imperial Valley Press

Imperial Printers

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OSC Office Supply Company

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District Water Power IID A century of service.

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Imperial Valley Independent Business Alliance Think Local. Be Local. Buy Local. www.iviba.org

Burgers & Beer

Phoenix Uniforms

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KXO AM 1230 The Best Oldies On The Radio

FM 107.5 Today's Hits...Yesterday's Favorites

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Spectrum advertising

State Farm Steve Seibert, Agent (760) 352-7703 www.steveseibert.com

El Centro Town Center II • Road Improvements

The EDA project consists of infrastructure improvements to 8th Street from El Dorado Avenue to the northern City limits, Cruickshank Avenue from 12th Street to 8th Street, and 12th Street in order to accommodate the development of the Chelsea Industrial site, El Centro Town Center II, and the El Centro Town Village Industrial site.

Total Project Cost: $4,768,273

Funding Sources: Economic Development Administration $3.1 million
City of El Centro $856,000
Traffic Impact $1,048,000
Chelsea Investment Corporation $76,127
YK America $99,323

Developer: City of El Centro

Expected Date of Completion: February 28, 2013

City Receives Recognition for Business Programs

On March 21, 2012, Mayor Sedalia L. Sanders and Director of Economic Development, Marcela Piedra were presented with an "Award of Excellence" from the California Association for Local Economic Development (CALED) in Sacramento, CA. The coveted award was presented to the Mayor on behalf of the City's Business Visitation Program and Business Recognition Program – IMAGINE.

In 2006 the City developed a Business Visitation Program where the Mayor, City Manager, and Director of Economic Development visit monthly with two businesses. The purpose of the personal visits is to discuss the needs of the business, possible expansion, and/or retention, and how better the City may assist with information, resources, and technical assistance. The outcome of each business visit has a direct impact on both the business and the City. It has helped shape the way the City does business, striving to become more streamlined in its processes.

The IMAGINE Awards – the City's Business Recognition Program was also recognized by CALED. Each year, seven awards are presented to businesses that encompass all seven of the IMAGINE characteristics (innovator, motivator, architect of change, genius, industrious, noble, & entrepreneur), and are exceptionally outstanding in one category.

For more information on City business programs, please visit www.cityofelcentro.org or call the City's Economic Development Department at (760) 337-4543.

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City of El Centro

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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.

Imperial Hardware Co.

Sun Community Federal Credit Union

Prince & Associates

Ferguson

Brooks Jewelry

R&K Air Conditioning

Development Design & Engineering

La Bella Pizzeria

Driscolls

Border Tactical

EW Corporation

Junior's Cafe