

Local Officials Continue Fight to Protect Redevelopment

A State proposal to eliminate Redevelopment Agencies continues to threaten California's best job-creating tool. While a bill to eliminate Redevelopment Agencies failed legislative approval in late March by one vote, the Legislature can vote again on this issue at any time. Local officials are continuing to rally to protect Redevelopment Agencies, which have been responsible for some of California's most impressive economic gains in recent decades.

The La Mirada Redevelopment Agency is committed to continuing its efforts to eliminate blight, create jobs, and improve the community. Redevelopment funding has been used to provide infrastructure improvements, improve blighted neighborhoods, enhance La Mirada's industrial area,

clean up contaminated properties, and build affordable housing. It is unlikely many of these activities would have occurred without redevelopment.

Business officials and residents are encouraged to contact their State leaders to express their support for redevelopment's impact on California's economy.



BIG 5

SPORTING GOODS

coming to La Mirada Theatre Center



Big 5 Sporting Goods has reached an agreement with Kimco Realty to open a store in the La Mirada Theatre Center. The new sporting goods store will be located next to CVS Pharmacy. The store plans to open by October 2011.

Big 5 Sporting Goods is one of America's top retailers of name brand sporting goods and accessories. The store provides a full-line product offering of athletic shoes, apparel and accessories, as well as a broad selection of outdoor and athletic equipment for team sports, fitness, camping, hunting, fishing, tennis, golf, snowboarding and in-line skating.

La Mirada welcomes the following new businesses:

Jenmarie 15900 Imperial Highway	Xpress Market 15006 Alondra Boulevard
Sunshine Coin Carwash 15030 Alondra Boulevard	Calm Care, Inc. 14241 E. Firestone Boulevard #400
JG Deco Metred, Inc. 15010 Alondra Boulevard	New Life Fitness 15759 Imperial Highway
Ensi Usa, Inc. 14730 E. Firestone Boulevard #302	Canopymart.com, Inc. 14747 Artesia Boulevard #5D
Waste Systems Technology, Inc. 15707 E. Imperial Highway #H	Aster Graphics, Inc. 14101 Rosecrans Avenue #H
Cedu Global Inc. 12627 Santa Gertrudes Avenue #G	Vintage Wheel Works, Inc. 16450 Phoebe Avenue
Encore Music Mall 14700 Firestone Boulevard #102	The Oncology Institute of Hope & Innovation 15651 Imperial Highway #105
Humble Fish, Inc. 15320 Valley View Avenue #7	The Seventh Letter 15977 Heron Avenue

Business Growth and Cost Reduction Workshop

California Manufacturing Technology Consulting, SASSFA and the City of La Mirada will present a seminar for manufacturers on business growth and cost reduction.

The seminar will be held Wednesday, June 8, from 8:30 to 10:30 a.m. at the La Mirada Resource Center, located behind City Hall at 13710 La Mirada Boulevard.

The workshop will discuss how to:

- Distinguish between value added activities, those the customer is willing to pay for and non-value added activities that only reduce your profit.
- Assess the contribution of each business process step to enhance customer value and improve your profit.
- Identify problems whose solution will yield the highest value to your company.
- Implement a process to help innovate new products, diversify into new markets, and improve existing sales and marketing techniques.
- Learn the 12 steps to "jump start" your creativity to move your business out of a slump and on to the next level.

For more information, contact Christina Krebenios at (858) 220-0204 or email at ckrebenios@cmtc.com.

CITY OF LA MIRADA



The "Shop! See! Splash" program is being offered again this summer. The popular campaign supports the local business community by encouraging residents to shop in La Mirada. Local businesses promote economic growth, create jobs for La Mirada residents, and generate sales and property tax revenue for City programs and services.

Shoppers who spend at least \$300 in La Mirada between June 1 and August 31, 2011 are eligible to redeem their receipts for a \$5 voucher valid toward the purchase of Splash! tickets, general admission La Mirada Theatre tickets or recreation classes. The campaign will continue through August 31, with the last day to redeem receipts on September 16, 2011.

For more information, call (562) 943-0131 or visit www.cityoflamirada.org.

Protect Against Fraudulent Fire Inspections

Private fire inspection businesses have recently approached area businesses offering to inspect business facilities and perform construction modifications they say are required. These private fire inspection businesses are fraudulent.

The County of Los Angeles Fire Department performs free fire prevention inspections annually to ensure business owners are operating a responsible and safe business by complying with fire and building safety codes.

When conducting a site visit, the fire inspector will:

- Be clearly identified as a County of Los Angeles Fire Department employee.
- State the purpose of the visit is to perform an annual fire prevention inspection.
- Review necessary documents, such as a City Business License; update contact information; review current permits; and review changes to the facility and its existing plan.
- Discuss any concerns the business may have.
- Perform the inspection and identify any potential hazards or violations.
- Review the inspection with the business and discuss corrective action, if any.
- An inspection report will be issued stating the annual fire inspection was completed with either no violations or violations with a required completion date for re-inspection.

How to avoid becoming a victim of fire protection fraud:

- Be aware of individuals who identify themselves as fire department employees or say they are working with the County of Los Angeles Fire Department soliciting service. Los Angeles County Fire Department personnel will have an official badge and identification.
- Do not give access to your facility to a "servicing representative" who shows up at your office uninvited and wants to perform a general inspection.
- Do not allow a "servicing representative" to remove fire extinguishers from your facility. Extinguishers are your private property and removal without your permission is theft.
- The County of Los Angeles Fire Department does not charge fees for fire inspections and does not solicit or work directly with fire protection companies.

If you encounter potential fire protection fraud, contact the County of Los Angeles Fire Department, Fire Prevention Division, at (562) 860-8014. If you feel threatened or in any danger by a fraudulent inspector, call 911 immediately.

