

La Mirada Forum Supports Businesses



About 30 La Mirada businesses attended the City's Business Forum held April 11 at the La Mirada Holiday Inn. Business leaders were welcomed by Mayor Steve De Ruse and received information on numerous City projects currently underway or planned for the near future.

City Manager Tom Robinson described the many advantages that make La Mirada an attractive, low cost place for doing business. While voters approved Measure I, a one-percent transactions and use tax, in November, La Mirada does not charge many of the taxes and fees imposed by most cities in Southern California. As an example, Robinson noted that La Mirada does not impose a utility users' tax (UUT), which can be as high as 12 percent in other Los Angeles County cities. Individual businesses realize savings of thousands of dollars by not having to pay a UUT. La Mirada has a minimal \$50 business license fee for many businesses and even the largest industrial building in the community pays just \$1,000. Additionally, property transfer fees are among the lowest in the region, and the City does not charge for parking related fees as some cities do.

"We recognize that businesses are constantly looking to improve their bottom line by cutting costs," says Robinson. "La Mirada aims to keep the costs of doing business low by limiting taxes and fees on local businesses."

A number of businesses in attendance at the Forum recently located to La Mirada or have expanded their operations in recent years. TEC of La Mirada purchased and renovated a former five-acre Chevrolet dealership on the I-5 Freeway in October 2011. The 48,000 square-foot facility was completely remodeled to provide an attractive showroom and service area for Volvo, GMC, and Mack trucks.

"The City of La Mirada is a very business friendly city and was extremely helpful in providing the necessary planning approvals and building permits to complete our project," says Vic Salvino Regional Vice President of TEC. "We're very happy with the finished product and look forward to operating in La Mirada for many more years."

Jeff Irvin, Principal of Spinitar, a provider of custom audiovisual and communications technologies, also attended the Forum. Spinitar began operating in La Mirada in 2005. The company recently renewed its lease to remain in the city.

"We've had offices in a number of other cities, but La Mirada has been the most proactive in reaching out and demonstrating they care about our business," says Irvin. "The Business Forum event is another way the City works to stay connected to the business community."

Representatives from Ahern Rentals, which leased a 120,000 square-foot building in November 2011, were also in attendance. Ahern Rentals consolidated operations from a number of other area locations to the La Mirada site.

In addition to City staff, a number of other resources were available from local utilities, CalTrans, the Small Business Administration, and organizations offering work source programs and manufacturing consulting services.

Shop La Mirada Campaign Encourages Shopping Locally

Shop
La Mirada!

The Shop La Mirada campaign, known as Shop! See! Splash!, will run June 1 through December 31. The program rewards shoppers for making purchases at La Mirada stores, restaurants, and fuel stations.

"Shop! See! Splash! is a positive way for La Mirada to support our local businesses," says Deputy City Manager Jeff Boynton. "The program is popular among shoppers and continues to grow each year."

Under the program, shoppers submit receipts for purchases from local businesses and receive up to \$40 in vouchers for La Mirada Theatre tickets, Splash! tickets, or recreation classes at City facilities. During last year's campaign, shoppers submitted a total of \$554,170 in receipts and earned \$8,735 in vouchers.

The last day to redeem shopping receipts at the Resource Center or City Hall will be January 19, 2014.



Alondra Boulevard to Close at I-5 June 9

The California Department of Transportation (Caltrans) will close the Alondra Boulevard bridge over the Santa Ana Freeway (I-5) beginning Sunday, June 9, at 9 p.m. The street will remain fully closed until mid-to-late 2014.

The closure is part of the I-5 South Corridor Improvement Project, a \$1.6 billion investment along 6.7 miles of the I-5 between the Los Angeles County/Orange County line and the San Gabriel River Freeway (I-605). The project will widen the freeway, adding one carpool lane and one general purpose lane in each direction, and provide new safety features and other improvements.

While the Alondra Boulevard bridge is located in Santa Fe Springs, its closure will likely impact traffic in La Mirada.

The 57-year-old Alondra Boulevard bridge will be reconstructed to accommodate a wider I-5 freeway. The new bridge will be widened from four lanes to six lanes, with three lanes in each direction. Retaining wall construction and roadway improvements will be made along Alondra Boulevard.

The Alondra bridge demolition will take place during nighttime work over six weekends with three weekends of demolition work scheduled for each half of the bridge. The demolition work is scheduled to begin on Friday night, June 14, and continue during weekends through July.

Overnight, directional full-closures on the I-5 between Valley View Avenue and Carmenita Road will occur during the bridge demolition. One direction of the I-5 will fully close each night while the other direction will remain open to traffic.

The northbound I-5 on-ramp at Alondra Boulevard will close beginning Monday, June 10, at 12:01 a.m. Local commuters are encouraged to use the marked detours on Valley View Avenue, Artesia Boulevard, and Carmenita Road and to allow extra time to reach their destination.

For more information visit www.I-5info.com or call the toll-free hotline at (855) 454-6335.

Industrial Area Road Projects Planned

Major road construction projects in advance of the I-5 Freeway widening are set to begin this summer along Firestone Boulevard, Trojan Way, Alondra Boulevard and Stage Road. The projects are needed to accommodate an expected increase in traffic volume during freeway construction.

The projects will include resurfacing of asphalt street pavement, reconstruction of selected areas of street pavement, the removal and replacement of damaged sidewalk, removal and replacement of slotted cross gutters, installation of ADA Handicap Curb Access Ramps, and traffic signal modifications at the intersection of Alondra Boulevard and Trojan Way, and traffic signal modifications at the intersection of Alondra Boulevard and Stage Road.

Some \$2,500,000 in Measure R Transit funds and \$300,000 in Proposition C funds will be used to complete the work. Construction is expected to be completed by fall.

The California Department of Transportation (Caltrans) is investing \$1.6 billion towards improving the 6.7 mile I-5 South Corridor between the Los Angeles County/Orange County line and the San Gabriel River Freeway (I-605). The improvements will include adding one general purpose lane and one carpool lane in each direction, as well as ramp, bridge and interchange reconstruction and reconfiguration, shoulder construction and widening, concrete median barriers and other safety enhancements. Work on the La Mirada segment is anticipated for 2014.

Once completed, the I-5 South Corridor improvements will relieve current and future congestion, improve traffic flow and air quality, reduce freeway noise and encourage ridesharing. Construction is expected to be completed in 2016.

Measure I Effective April 1

Measure I was passed by 66.63% of La Mirada's voters in the November election establishing a 1% transactions and use tax. Effective April 1, 2013, the sales and use tax rate in La Mirada adjusted to 10%.

The City of La Mirada has contracted with the State Board of Equalization (SBOE) to administer the new transactions and use tax. The SBOE also notified all businesses of this increase.

Businesses are reminded to review their records to ensure the correct amount of sales tax is being collected.

For more information, contact (562) 943-0131.



La Mirada welcomes the following new businesses:

JG Express Int'l Inc. 16831 Knott Avenue	Madison Lake, Corp 14251 Firestone Boulevard
La Mirada Panificio 16932 Valley View Avenue	Servpro of La Mirada 14747 Artesia Avenue #5H
Friendly Nails Spa 15868 Imperial Highway	La Mirada Pharmacy 15651 E. Imperial Highway
Ella Hair 14746 Beach Boulevard	LuluViking 14756 Beach Boulevard
Soyoung Et Injeoun, Inc. 14747 Artesia Boulevard #1D	Macko 14747 Artesia Boulevard #1D
C J H Systems 14752 Beach Boulevard #207	Iffel International 14041 Rosecrans Avenue
Bbeutti Hair Salon 13391 Beach Boulevard #A	

