

La Mirada Named "Most Business-Friendly City"

La Mirada was named Los Angeles County's "Most Business-Friendly City" during the 18th annual Eddy Awards in November. Hosted by the Los Angeles County Economic Development Corporation (LAEDC), the Eddy Awards recognizes organizations that demonstrate exceptional leadership in economic development and work to attract, retain, and grow businesses and jobs in the region.

La Mirada was chosen for its demonstrated commitment to economic development as a core priority, its programs and services designed to facilitate business growth and expansion, low fees for business licenses and development, quality customer service, timely development review process, and extensive business outreach efforts.

La Mirada was also selected based on the Kosmont-Rose Survey listing the City as an inexpensive place to conduct business, the community's high quality of life, and for achieving a low unemployment rate of 6 percent.

For over 50 years, the City has worked closely with businesses to meet their needs and promote economic vitality. This year, the City expanded its Business Recognition Program to highlight La Mirada business and community achievements at City Council meetings and City publications.

Shop! See! Splash!, the City's shop La Mirada campaign, encourages shoppers to support La Mirada businesses by allowing them to redeem shopping receipts for vouchers towards the purchase of La Mirada Theatre or Splash! tickets. Popular with both residents and businesses, the program has helped stimulate more than \$1.25 million in local sales over the last few years.



Mayor Steve De Ruse [center] and City staff are joined by LAEDC officials while accepting the "Most Business-Friendly City" Award.

The City's annual Business Forum, hosted at the La Mirada Holiday Inn, provides an opportunity for City officials and the business community to discuss a wide range of items affecting La Mirada businesses, such as the I-5 Freeway expansion, road construction projects, local business crime trends and prevention, business assistance programs, and the state of the local economy.

"We are honored to receive this recognition from the LAEDC," says City Manager Jeff Boynton. "La Mirada recognizes the importance of a strong business community, of both large and small businesses, to provide jobs and grow the local economy."

Roseview Shopping Center Improvements Continue



Renovations continue at the Roseview Shopping Center on the southeast corner of Valley View and Rosecrans Avenues.

The 10,126 square foot shopping center has received extensive façade improvements, including new glass windows, glazing treatments, and stonework. New signage and parking lot landscaping to be added will complete the center's renovations.

Similar façade improvements are also underway at the multi-tenant commercial center across the street next to Pep Boys Auto Parts. Renovations began in December.

"These privately-funded improvements show confidence with investing in La Mirada," says Community Development Manager Alison Moore. "Once the renovations are complete, both shopping centers will enhance shopping opportunities and attract new businesses to La Mirada."



City Hosts Annual Brokers Breakfast

City officials recently met with real estate representatives with industrial property listings in La Mirada at the second annual Brokers Breakfast. The meeting provides an opportunity for City officials and realtors to discuss current projects, planned capital improvements, economic challenges, and future opportunities in La Mirada.

"La Mirada's industrial-area businesses play an important role within our community and the greater regional economy," says City Manager Jeff Boynton. "The Brokers Breakfast allows us to stay in touch with local realtors to better understand the current industrial market and inform them of planned improvements they can share with prospective buyers and tenants."

Hosted at the La Mirada Theatre for the Performing Arts, the Brokers Breakfast drew representatives from many of the area's leading real estate companies, including Majestic Realty, CBRE, Colliers International, DAUM Commercial Real Estate, Lee & Associates, and McCabe Company.

Industrial-Area Street Improvements Planned

The City has set aside approximately \$3.3 million this fiscal year for improvements to streets within La Mirada's industrial business area. The improvements are to set to begin later this year.

"Streets in this area of La Mirada see heavy usage from large shipping trucks and other vehicles serving the industrial business community," says Public Works Director/City Engineer Mark Stowell. "It's important we keep these streets in good condition through proper maintenance and replacement of damaged or aging materials."

Work will include resurfacing of asphalt street pavement, reconstruction of selected areas of street pavement, removal and replacement of damaged sidewalks, curbs and gutters, and installation of ADA curb access ramps.



Model Homes Going Up at The Orchards

La Mirada's newest housing development, The Orchards, is making considerable progress. Construction of four model homes is nearly complete, with a grand opening planned early this year.

The 41 home development is being built at the former Alondra Center, which was demolished in 2008. Construction broke ground last August and should be substantially completed by the end of this year.

The two-story, Craftsman-style homes will range from approximately 1,300 to 2,000 square feet. Each home will offer three or four bedrooms, two and one-half to three and one-half bathrooms, two-car attached garages, and will feature private fenced rear yards.

A new, decorative block wall, perimeter landscaping, and street and sidewalk improvements are also being completed as part of the development.

"The Orchards will make for an attractive addition to the community's supply of quality housing," says Community Development Manager Alison Moore.

La Mirada welcomes the following new businesses:

Walmart Neighborhood Market 14865 Telegraph Road	Superior Grocers 12721 Valley View Avenue
Dollar Tree 13936 Imperial Highway	The Green Chile 13926 Imperial Highway
Encore School of Music 14670 Firestone Boulevard #407	Kwik Market 1 15524 La Mirada Boulevard
My La Mirada Dentist 12271 La Mirada Boulevard #201	Insight Merchandising, Inc. 16851 Knott Avenue
HSM Online 15900 E. Imperial Highway	Hello Dental Tech, Inc. 14747 Artesia Boulevard #1B

