

City of La Mirada Business News

SPRING 2015



SCAQMD Offers Business Incentives

The South Coast Air Quality Management District (SCAQMD) protects public health from air pollution while being sensitive to the impacts of its actions on the community and businesses. This is accomplished through a comprehensive program of planning, regulation, compliance assistance, enforcement, monitoring, technology advancement, and public education.

Since SCAQMD has limited authority to regulate mobile sources of air pollution, it must reduce emissions in creative ways in order to meet federal clean air standards. As a result, SCAQMD has initiated several incentive programs to make it economically feasible for Southland businesses, residents, and local agencies to upgrade to cleaner technologies.

The Dry Cleaners Grant is one such incentive. This grant provides financial assistance to help dry cleaner owners and operators switch to environmentally-friendly machines to phase out the use of perchloroethylene in dry cleaning operations.

Another program is the annual Leaf Blower Exchange, a buy-down program for professional gardeners and landscapers to turn in their gas-powered leaf blowers and purchase quieter, low-emission equipment at a reduced price.

Businesses with heavy-duty vehicles may be eligible for the Carl Moyer Program that offers grants to replace heavy-duty vehicles and equipment. This program results in cost-effective reductions of particulate matter (PM) and nitrogen oxide (NOx) emissions.

Another incentive program is the Surplus Off-Road Opt-in for NOx Program, or SOON program, which provides funding assistance to purchase low-emission heavy-duty engines for qualifying fleets.

These incentive programs are part of SCAQMD's committed effort to work with businesses and the public to improve Southern California's air quality.

For more information on funding opportunities, visit www.aqmd.gov/aqmd/funding.html or contact SCAQMD's Small Business Assistance office at (800) 388-2121.

New Menchie's & Pieology Coming Soon

Pieology Pizzeria has obtained a building permit for improvements for its new pizzeria at 12259 La Mirada Boulevard within the Crossroads Shopping Center. They plan to open in June.

Construction of tenant improvements for the new Menchie's Frozen Yogurt restaurant at 12261 La Mirada Boulevard, also within the Crossroads Shopping Center, continues to progress. The frozen yogurt shop is also set to open in June.

Pieology Pizzeria provides unique pizzas to fit every personality. A variety of fresh quality toppings, housemade crusts and signature sauces if offered at one affordable price. Each pizza is created in less than five minutes.

Menchie's opened its first store in Los Angeles in 2007 and currently serves in more than 350 locations around the world. Menchie's incorporates a unique and inviting store design, outstanding selections of frozen yogurt and fresh toppings, and excellent customer service.



Mayor Visits

The City reaches out to local businesses in order to foster strong relationships, improve communication, develop a better understanding of issues affecting business, and enhance La Mirada as an exceptional business location.

As part of its business outreach program, the City coordinates Mayor Visits at local business locations to discuss business operations and potential concerns. These visits can also be for various ceremonial events throughout the year including celebrating business anniversaries, expansions, grand openings, and more.

If you are interested in coordinating a visit with Mayor Pauline Deal at your business location, please contact the Economic Development Team at (562) 943-0131.



Mid-Year Budget Review

La Mirada's annual mid-year budget report reviewed during a recent City Council Study Session meeting showed stabilizing revenues and operating costs coming in below budget. The report examined current City revenues and expenditures, and projected estimates for the end of the fiscal year.

At mid-year, Sales Tax revenue was \$2.6 million or 29.5 percent of the budgeted revenue. Sales Tax is currently projected to increase approximately \$237,000 above the budgeted amount due to strong sales from a number of industry groups. La Mirada's sales tax base is comprised largely of companies engaged in business-to-business sales located in the industrial area. General consumer goods are also strong.

Property tax revenue was \$1.9 million or 37.3 percent of the budgeted amount. Property Tax is currently projected to be close to the budgeted figure. Property values have remained stable overall with residential values showing moderate gains.

La Mirada's unemployment rate stands at 5.7 percent which is lower than the current federal, state and county rates.

Building activity in La Mirada also increased in the most recent fiscal year with 2,600 permits having been issued, which is a 30 percent increase from the previous fiscal year.



Crime Rate Hits Historic Low

Crime in the City of La Mirada stands at its lowest point in nearly 30 years, according to statistics from the Los Angeles County Sheriff's Department and the FBI.

Despite tough economic conditions in the region, crime in 2014 decreased by 49 percent since 2005. Overall, there were 707 Part 1 crimes reported in La Mirada in 2014. Part 1 crimes include homicide, theft, burglary, automobile theft, robbery, assault, and arson. This was a significant drop compared to 2013 when there were 905 reported.

While the City of La Mirada enjoys a low crime rate, it is important to remain vigilant. Grand theft autos decreased 31 percent from 2013 with 75 cases having been reported. Some 26 of the 75 cases that were reported occurred in the industrial area of La Mirada. Common vehicles targeted were older model Hondas and Chevrolet pick-ups.

A significant number of crimes that occur are considered "crimes of opportunity". To help prevent crime and avoid becoming a victim, the City's Public Safety Team offers these crime prevention tips for businesses:

- Install a burglar alarm or security system.
- Enhance the level of exterior lighting.
- Install dead bolts on doors and locks on windows.
- Place valuables in a secure location.
- Use caution when opening and closing your facility. Be aware of your surroundings.
- Immediately report suspicious activity.

In the event that a crime does occur and you or your place of employment becomes a victim, contact the La Mirada Community Sheriff Station at (562) 902-2960. Call 911 for crimes in progress or life-threatening emergencies.



Water Conservation Tips for Businesses



In response to the worsening drought, Governor Brown recently issued an Executive Order requiring the State Water Resources Control Board to impose restrictions to achieve a statewide 25 percent reduction in urban water usage through February 28, 2016.

The City of La Mirada receives its water from Suburban Water Systems and Golden State Water Company. These water companies are privately owned water providers, not water districts, and are regulated by the California Public Utilities Commission (PUC).

Every type of business can save water and cut down on water bills with just a few simple steps. The more water your business consumes, the more you will benefit from optimizing water use. Business owners can begin to do this by locating leaks, eliminating unnecessary water use, and installing water efficient equipment.

Other water saving tips include:

- Implementing water efficient landscaping.
- Installing an insulation blanket on water heaters seven years of age or older.
- Installing an energy-efficient water heater.
- Consider "tankless" water heaters to reduce standby storage costs and waste.
- Dry sweep pavement, sidewalks and driveways instead of hosing them down.
- Limit outdoor watering to no more than three times per week.
- Incorporate drought-tolerant plants into landscaping.
- Post signs to create awareness of water conservation practices.

For more information or tips on water conservation in La Mirada, contact (562) 943-0131 or to report water waste, call Suburban's Conservation Hotline at (877) 405-1747.

La Mirada welcomes the following new businesses:

Adrian Rivera Mayne
Enterprises, Inc.
16141 Heron Avenue

Michael and Kenzie 1911
14251 Firestone Boulevard,
2nd Floor

Philly Fusion
14220 1/2 Rosecrans Avenue

Rustx, LLC
14310 Gannet Street

JYB Transportation
16800 Trojan Way

Metro PCS
14220 Rosecrans Avenue

Criterion Brock
14830 Desman Road

Sunstar Industries, Inc.
16111 Canary Avenue

Supreme Rental Service
14752 Beach Boulevard, #234

Housing Associates
15707 Imperial Highway #C

