City of La Mirada BUSINESS NEWS SPRING 2022

LA MIRADA STAYS AMONG REGION'S SAFEST CITIES



The City of La Mirada experienced one of the lowest crime rates and remained among the safest cities in Los Angeles County in 2021. The City's low crime rate is attributed to a strong partnership between residents, businesses, and the Public Safety Team.

In 2021, there were 813 Part 1 crimes reported in La Mirada compared to 793 in 2020. Part 1 crimes include homicide, rape, larceny, burglary, auto theft, robbery, assault, and arson. Violent crimes remained low and crimes against persons decreased compared to 2020.

Of the 813 Part 1 crimes reported in La Mirada, 757 were property crimes. This accounts for 93 percent of Part 1 crimes reported in 2021. Many thefts were crimes of opportunity, where valuables were left in view and/or unsecured.

Public outreach and community education were also key in keeping crime low. Twenty-one Neighborhood Watch meetings were held virtually and in person. Public Safety staff met with residents and business owners, strengthened communication, and encouraged the use of crime prevention techniques and security measures. The City newsletter and a variety of social media platforms were used to inform residents about Public Safety programs, new laws, crime trends and prevention tips.

The Public Safety Team aims to reduce property crimes by educating residents on crime prevention measures. The Public Safety Team will also enhance visibility to help prevent property crimes and watch for criminal activity.

For additional information on the annual crime report and the City's crime prevention efforts, contact the La Mirada Community Sheriff's Station at (562) 902-2334.



CITY FINANCES SHOW STRENGTH AT MID-YEAR MARK



The City Council recently reviewed its annual mid-year budget report for Fiscal Year 2021-22. The report showed that City finances continue to exceed expectations. Updated forecasts project General Fund revenues to be 15.21 percent more than the budgeted amount by year end on June 30. General

Fund expenses are projected to be 9.28 percent less than the budgeted amount. As a result, the City anticipates a budget surplus, including transfers, of \$6,359,549.

Most revenue categories are expected to exceed budget estimates. Property taxes and sales taxes have been especially strong this year due to rising property values and a resilient local economy. Building permit activity has been robust across residential, commercial, and industrial categories.

"The City remains committed to its prudent fiscal management practices," says Finance Manager Melissa Pascual. "Sufficient funds are available to meet operational needs and reserve levels are healthy."

The City continues to provide a variety of programs and services to meet the needs of La Mirada's residents and businesses. In addition to budgeting conservatively, City staff monitors economic activity at the local, state, and national levels to anticipate potential budget impacts. The City also seeks grant funding and legislative support for key infrastructure projects, such as street improvements and park enhancements.

For more information on the City's budget, call City Hall at (562) 943-0131.

COUNCIL DISTRICT 2 CANDIDATE FORUM

The La Mirada Chamber of Commerce is hosting a forum for City Council District 2 candidates for the upcoming June 7 election. The forum will be held at the La Mirada Activity Center on Thursday, May 5 at 6:30 p.m. The community is welcome to attend and ask questions to learn about the candidates.

For more information, visit lamiradachamber.com



LA MIRADA'S FARMERS MARKET



Experience some of the best regional produce, packaged artisan and readyto-eat specialty foods, and locally made crafts and gifts available in La Mirada. The new weekly Farmers Market features more than 25

vendors every Saturday from 9 a.m. to 2 p.m. in the parking area east of the La Mirada Activity Center within the Civic Center. The traditional Farmers Market will run through May 28 and again from September 3 through December 31.

From June 16 through August 11, the Farmers Market will transition into a Night Market during the summer Concerts Under the Stars series at La Mirada Regional Park.

Local La Mirada business interested in becoming a vendor at the weekly Farmers Market should contact VenaVer Events at venaverevents@gmail.com. For additional information, contact the Community Services Department at (562) 943-7277.



JOIN LA MIRADA'S BUSINESS WATCH

The City of La Mirada remains committed to maintaining public safety as the City's top priority. Through the Business Watch program, La Mirada's Public Safety Team works cooperatively with local businesses to promote community safety and deter crime.

Business Watch is a crime prevention program dedicated to keeping the business community safe. The program strengthens communication between businesses and the Public Safety Team to solve crime-related issues. Through this program, businesses also receive information on current crime trends affecting the community and helpful information on how to avoid becoming a victim of crime.

Businesses interested in joining the Business Watch program or receiving additional information on crime prevention may contact the Community Sheriff's Station at (562) 902-2960.





MIKES CLASSIC BURGERS CELEBRATES 20 YEARS

Mikes Classic Burgers recently celebrated its 20th anniversary and was recognized by the City Council. Mikes Classic Burgers opened in 2002 and serves a variety of burritos, breakfast items, Mexican meals, salads, sandwiches, and burgers. They prepare homemade food using high quality ingredients in a friendly, clean, and comfortable atmosphere. The authentic Mexican restaurant is open Monday through Saturday from 6 a.m. to 11 p.m. and Sunday from 6 a.m. to 10 p.m. Mikes is located at 15738 Imperial Highway.

The City of La Mirada's Business Recognition program honors businesses for anniversary milestones, significant community involvement, and special achievements unique to their industry.



Welcome New Businesses

- Aquaduct Alkaline Water Store LLC
 15842 Imperial Highway
- Asia Pacific Real Estate Investments
 15744 Imperial Highway
- Chula Esthetics
 15830 Imperial Highway
- Elohim Dental Services, Inc. 14241 Firestone Boulevard Suite 400

- L&K Distribution
 16831 Knott Avenue
- Orange Courier Inc. 14489 Industry Circle
- Starbucks Coffee #65547 13495 Beach Boulevard
- Top Priority Tax & Accounting 14730 Beach Boulevard Suite 213
- USA Logistics & Warehousing Inc. 14263 Gannett Street
- Yoshiharu Ramen 12806 La Mirada Boulevard

