

CITY OF LA PALMA

SECOND QUARTER FINANCIAL REPORT
GENERAL FUND REVENUES
FISCAL YEAR QUARTER ENDING DECEMBER 31, 2012

Revenue Type	FY 2012-13 Adopted Budget	FY 2012-13 Amended Budget	FY 2012-13 Projected Revenue		Amended Variance to Budget \$	Amended Variance to Budget %	Year-to-Date Actuals Through 12/31/2012	Prior Year-to- Date Actuals Through 12/31/2011	Variance 2012 vs. 2011 Over / (Under)	Prior Year Actual Annual 06/30/2012
Property Tax	\$ 2,970,200	\$ 2,970,200	\$ 3,103,500	<1>	\$ 133,300	4%	\$ 932,772	\$ 973,745	\$ (40,973)	\$ 3,139,777
Sales Tax	3,827,500	3,827,500	3,627,500	<2>	(200,000)	-5%	799,996	1,804,464	(1,004,468)	5,610,509
Utility Users Tax	950,000	950,000	950,000		-	0%	391,426	359,016	32,410	893,605
Successor Agency Admin	-	-	-		-	N/A	-	-	-	-
Franchise Fees	270,000	270,000	270,000		-	0%	31,688	29,701	1,987	276,343
Transient Occupancy Tax	84,700	84,700	80,000		(4,700)	-6%	26,288	27,665	(1,378)	81,210
Business Licenses	220,000	220,000	220,000		-	0%	67,993	61,641	6,352	227,539
Permits	208,500	208,000	244,500		36,500	18%	219,970	186,135	33,835	266,652
Intergovernmental	18,000	18,500	25,950		7,450	41%	20,947	15,868	5,079	51,167
Charges for Services	388,200	388,200	387,355		(845)	0%	221,337	217,010	4,327	438,860
Fines and Forfeitures	25,000	25,000	25,000		-	0%	250	-	250	28,900
Use of Money and Property	223,600	223,600	193,600		(30,000)	-13%	68,754	183,031	(114,277)	311,350
Other Revenue	238,800	238,800	237,900		(900)	0%	66,026	225,843	(159,817)	294,216
Interfund Transfers	283,100	283,100	283,100		-	0%	141,550	141,550	-	283,100
Total Revenues	\$ 9,707,600	\$ 9,707,600	\$ 9,648,405		\$ (59,195)	-1%	\$ 2,988,995	\$ 4,225,667	\$ (1,236,672)	\$ 11,903,227 <3>

<1> Assumes additional property tax through updated apportionment process in place due to AB1X26/AB1484 (dissolution of redevelopment).

<2> Estimated loss of sales tax revenue based on loss of major sales tax producer net of additional "triple-flip" (one-time) apportionment

<3> FY 2011-12 amended revenue budget was \$10,288,400.

CITY OF LA PALMA

SECOND QUARTER FINANCIAL REPORT
GENERAL FUND EXPENDITURES, BY DEPARTMENT
FISCAL YEAR QUARTER ENDING DECEMBER 31, 2012

Department	FY 2012-13 Adopted Budget	FY 2012-13 Amended Budget	FY 2012-13 Projected Expenditures	Variance Projected vs. Amended Budget \$	Variance Projected vs. Amended Budget %	Year-to-Date Actuals Through 12/31/2012	Prior Year-to- Date Actuals Through 12/31/2011	Variance 2012 vs. 2011 Over / (Under)	Prior Year Actual Annual 06/30/2012	FY 2012-13 Projected vs. FY 2011-12 Actuals, Variance
Administration	1,134,170	1,071,620	1,064,000	-7,620	-0.7%	493,368	528,168	-34,799	1,045,777	-18,223
Community Development	668,600	662,450	653,100	-9,350	-1.4%	241,679	219,384	22,295	595,786	-57,314
Finance	432,930	424,570	421,700	-2,870	-0.7%	212,405	200,716	11,689	417,992	-3,708
Police	5,164,800	4,939,520	4,903,800	-35,720	-0.7%	2,456,426	2,470,700	-14,274	5,012,595	108,795
Public Works	754,300	751,940	741,800	-10,140	-1.3%	352,540	362,779	-10,239	866,544	124,744
Recreation and Community Services	1,489,400	1,339,380	1,315,000	-24,380	-1.8%	705,245	676,055	29,189	1,385,444	70,444
Total	\$ 9,644,200	\$ 9,189,480	\$ 9,099,400	\$ (90,080)	-1.0%	\$ 4,461,663	\$ 4,457,802	\$ 3,861	\$ 9,324,138	\$ 224,738

	<u>\$ Variance</u>	<u>% Variance</u>
Variance Amended vs. Adopted =>	\$ (454,720)	-4.7%
Variance Projected vs. Adopted =>	\$ (544,800)	-5.6%

**Quarterly Goals Report and Updated
Second Quarter Fiscal Year 2012-13**

2012 Goals Progress

Goal	Progress During the Quarter	Next Steps
<p>Engage in Proactive Economic Development</p> <ol style="list-style-type: none"> 1. Navigate through the loss of redevelopment 2. Facilitate arrival of anchor tenants and enhance underutilized retail properties 	<ol style="list-style-type: none"> 1. <u>Navigate loss of Redevelopment:</u> <i>Finance and Community Development Departments:</i> <ol style="list-style-type: none"> A. Completed two mandated Due Diligence Reviews (DDR) for all former Community Development Commission funds B. Processed and conducted Meet and Confer with State Department of Finance on disputed ROPS III and LMIHF DDR. Meet and Confer on ROPS III resulted in appropriations of \$110,000 back to the Successor Agency. C. Remitted payment of residual cash assets to County Auditor Controller. D. Prepared and conducted two Oversight Board meetings. E. Successor Agency in compliance with all wind down mandates to-date and maintains eligibility to receive Finding of Completion status by April, 2013. 2. <u>To facilitate arrival of Anchor tenants:</u> <i>Community Development Department</i> <ol style="list-style-type: none"> A. Code enforcement was utilized to garner maintenance improvements to 5422-5456 La Palma Avenue the inline tenants at the future Wal-Mart center. Center was repainted to match the recently upgraded gas station La Palma Express. B. Intersection work at La Palma and Walker included removal of a portion of the La Palma median west of Walker to improve west bound La Palma turning access into shopping center. C. Construction permits issued for Chase Bank and Wal-Mart Neighborhood Market. D. Invitation for "Lunch with the Mayor" extended to the owner of the former Family Mart building. 	<p>New goals to be developed related to Economic Development part of 2013 City Council goals.</p> <p>Additional activity on this goal includes working towards notice of completion on dissolution for housing and non-housing as well as approval of the Tesoro agreement and continued progress on the Walmart and Chase developments.</p>

Goal	Progress During Quarter	Next Steps
<p>Maintain Financial Stability</p> <ol style="list-style-type: none"> 1. Complete the Contingency Plan 2. Present a Budget that is balanced without the use of reserves for ongoing operations 3. Maintain the Utility Users Tax at 4% 4. Continue to identify cost cutting measures 	<p><i>Finance Department</i></p> <ol style="list-style-type: none"> 1. Coordinated efforts with all departments to updated Contingency Plan (August, 2012) in response to July notification that major retail sales tax provider was relocating outside of the City 2. Presented FY 2012-13 budget in June 2012 that added \$63,400 to General Fund reserves (prior to July, 2012 announcement that major retail sales tax provider was relocating) 3. Prepared City Council agenda to keep Utility User Tax (UUT) rate at 4% effective July 1, 2012; was necessary to adjust UUT to voter approved rate of 5% effective January 1, 2013 in response to loss of sales tax revenue 4. Worked with each department to propose FY 2012-13 budget reductions of over \$450,000; continued to work with each department to monitor FY 2012-13 expenditures and maintain cost containment efforts. 	<p>New goals developed for 2013 will focus on budget for FY 2013-14, reducing personnel expenses, and addressing the City's Other Post Employment Benefit (OPEB) liability.</p> <p>Continuing efforts relative to this goal include presentation of mid-year budget review and fee workshop and resolution adoption.</p>
<p>Begin a Citywide Technology Upgrade by Providing Free Wi-Fi in Central Park and the Civic Center</p> <ol style="list-style-type: none"> 1. Promote it well 2. Look to partner with OC Library to provide security/infrastructure 3. Investigate future expansion locations 4. Long-term Goal: Be a City that Promotes Technology Infrastructure 	<p><i>Administration Department</i></p> <ol style="list-style-type: none"> 1. The Wi-Fi project is part of a Citywide technology infrastructure project, which began with the installation of a dedicated fiber optics connection between the City Yard and City Hall. This phase of the project – which required coordination with Time Warner Cable, AT&T, and City Staff — was started in July 2012 and construction was completed in late December. Wi-Fi at the Civic Center is functional. At the same time, the server infrastructure was replaced with a virtual server environment that was installed and was in the testing phase in mid-December 2. The City discussed partnering with the OC Library very early in the process and found that it would not be feasible. 3. The City has held preliminary discussions with Time Warner regarding the possibility of Time Warner providing future expansion locations within the City to, not only their clients, but to the clients of other cable companies as well, through a partnership that Time Warner is currently working on. 	<p>New enhanced internet services via fiber optic line will be functional in late January, 2013.</p> <p>The equipment for Wi-Fi at Central Park has been ordered and should be functional in March, 2013 at which time Staff will promote its availability at Central Park and through various City publications.</p> <p>The virtual server environment is scheduled to be fully functional by March, 2013. Staff is continuing talks regarding expanded services and working with fiber and Wi-Fi companies to develop technology infrastructure for businesses and residents.</p> <p>Related task that ties into Citywide</p>

Goal	Progress During Quarter	Next Steps
	<p><i>Administration and Community Development Departments</i></p> <p>4. Staff has also met with Time Warner about expanding their service area to include several of the City's business areas.</p>	<p>Technology items is the recently completed agreement with Crown Castle for Distributed Antenna System (DAS) placement within the City's right-of-way.</p>
<p>Continue Multi-cultural Outreach Efforts</p>	<p><i>Recreation and Community Services Department</i></p> <p>Continue to include cultural components in programs such as Day Camp, Fit N Fun, and La Palma Days. La Palma Days has a separate subcommittee with a focus on Cultural and Historical items. Welcomed Thai delegation (September, 2012); Included multi-cultural presentations as part of Holiday Tree Lighting</p>	<p>Continue to recognize all cultures represented in La Palma during events, activities, and City Council meetings. Celebrated Korean American Day at City Council meeting (January, 2012)</p>
<p>Improve Social Media Outreach</p> <ol style="list-style-type: none"> 1. Increase posting frequency on Facebook 2. Get involved/cross post other community events (schools/churches) 3. Ensure City information on Readerboard, Source, Mosaic is available on Facebook 4. Look for new Social Media opportunities 	<p><i>Recreation and Community Services and Administration Departments</i></p> <ol style="list-style-type: none"> 1. Implemented free software to easily post to all social media sites at one time rather than individually. Posting three times per week; more frequently if necessary. Currently more than 400 Facebook "likes;" weekly total reach more than 1,000. 2. No progress to date; need to update the City's Communication policy to provide the authority to do so. 3. Social Media posts run concurrently with other marketing opportunities. 4. City's Twitter account was opened in September. Currently "tweet" 3x weekly to 19 followers. We have ideas to increase the effectiveness of this medium such as contests and live event tweeting. We're also investigating Instagram as a marketing tool. 	<p>Update City's Communication policy regarding cross posting with other community organizations.</p> <p>Continue investigating social media tools, such as Instagram. Increase community awareness and use by implementing contests and live event "tweeting". New 2013 City Council Communications and Engagement Goal</p>

Goal	Progress During Quarter	Next Steps
<p>Investigate New Community Building Projects</p> <ol style="list-style-type: none"> 1. Led by CAB 2. Art in the Park, Memorial Plaques, etc. 3. Low cost 4. Reach out to schools to partner 	<p><i>Recreation and Community Services Department</i></p> <p>This goal was initially discussed by the Community Activities and Beautification (CAB) committee with a small budget authorized by the City Council. This new program was eliminated in the 1st round of FY 2012-13 budget cuts (September 18, 2012) with no further work being done.</p> <p>Agreement approved by the City Council for a new shade structure at Miller Elementary School that can be utilized for both school and City programs.</p>	<p>Focus on existing CAB events; reduce net expenditures.</p> <p>Miller Elementary School shade structure completion anticipated prior to the end of the fiscal year.</p>

Goal	Progress During Quarter	Next Steps
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2013 Goals Looking Forward

Balance Budget 1. Reduce personnel costs 2. Reduce General Fund expenditures 3. Finalize City fees 4. Review reserves policy 5. Staff plan in February 6. Develop a plan to fund unfunded liabilities (GASB 45)	<i>New Goal established January 2013</i> Budget changes in the period addressed above under 2012 goals. Study session on fees scheduled for February 11, 2013.	1. Four budgeted positions eliminated from the FY 2012/13 budget, 1., 2., 5., Conducted City Council Budget Study Session on January 28, 2013 to introduce Staff Plan for addressing the FY 2013-14 budget gap 3. Study session scheduled for February 11, 2013 to review and discuss Master Fee Schedule; review Staff recommended fee amounts; possible public hearing to review updating Master Fee Schedule on February 19, 2013 4. Staff presentation on proposed Reserve Policies scheduled for March, 19, 2013 6. Staff presented outline of options for addressing Other Post Employment Benefits (OPEB) liabilities on February 5, 2013; Staff will return on April 16, 2013 with detailed recommendations on establishing irrevocable trust
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Goal	Progress During Quarter	Next Steps
<p>Create Proactive Economic Strategies</p> <ol style="list-style-type: none"> 1. Attract and retain businesses to increase revenues and employment opportunities. 2. Create a well-defined Action Plan to achieve the goal. 	<p><i>New Goal established January 2013</i></p> <p>Quarter activity reported in the economic development 2012 goal above.</p>	<p>2012 Economic Development Plan Annual Report to the City Council February 19, 2013.</p> <p>Costs for creation of the Economic Development Action plan included in staff budget plan presented at January 28, 2013 budget study session.</p> <p>Tesoro operative agreement approved in January, 2013.</p>

<p>Maintain High Public Safety Levels</p> <ol style="list-style-type: none"> 1. Maintain critical and frontline services 	<p><i>New Goal established January 2013</i></p> <p>Quarterly report attached.</p> <p>Canine program suspended and canine transferred to new agency.</p>	<p>Continue to monitor crime trends and response times.</p> <p>Implement new Computer Aided Dispatch/Records Management System (CAD/RMS) for reduction of ongoing operating expenses.</p> <p>Develop a training matrix for mandatory Continuing Professional Training (CPT)AOT.</p> <p>Maintain staffing levels for patrol.</p> <p>Explore other sites for training regarding quarterly qualification</p>
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Goal	Progress During Quarter	Next Steps
		<p>training (e.g., new firing range agreement approved by the City Council in February, 2013).</p> <p>Continue to explore out-sourcing of specific tasks or duties.</p>
<p>Maintain Quality of Life</p> <ol style="list-style-type: none"> 1. Continue City Events 2. Analyze school alternatives to allow all La Palma kids to go to La Palma schools and advocate for solutions 3. Funding plan for future streets improvements 4. Stronger and more effective code enforcement, identify the need for assistance and connect with resources 	<p><i>New Goal established January 2013</i></p> <ol style="list-style-type: none"> 1, Held number of City events in the quarter including the La Palma Pageant, La Palma Days, Halloween Carnival, Holiday Tree Lighting Ceremony 2. City Manager met with school superintendents through the quarter 4. Code enforcement report attached. 	<p>Staff investigation of Tree Tree City USA status and submittal of Southern California Edison (SCE) Right of Way Tree Master Plan to SCE for approval.</p> <ol style="list-style-type: none"> 1. Reduce net expenditures for La Palma Days. Plan for upcoming State of the City event 2. Meet with newly elected state representatives and school district representatives regarding La Palma kids going to La Palma schools. Post link to AUHSD open enrollment process. 3. 10 year Capital Improvement Plan (CIP) project and funding estimate being provided to the City Council on February 19, 2013 which provides detail on type and scope of various infrastructure projects as well as a funding plan.
<p>Communications/Engagement</p> <ol style="list-style-type: none"> 1. Increase involvement from the community by expanding 	<p><i>New Goal established January 2013</i></p> <p>City Manager presentations to Senior Club and Kiwani Club introducing herself and highlighting financial situation of the City</p>	<p>January 15th Council Request to discuss formation of a "Blue Ribbon Committee on Services and Financing"</p>

Goal	Progress During Quarter	Next Steps
<p>communications and outreach efforts.</p> <p>2. Keep an open dialogue with employees and keep them informed.</p> <p>3. To maintain support and confidence, the process must be open and transparent.</p> <p>4. Implement engagement/outreach plan, re: financial situation</p>	<p>.City Manager held an all employees meeting on December 11, 2012 regarding financial situation and wrote articles for monthly Visionary employee newsletter. Held employee recognition event and Team Vision events.</p>	<p>1, 2 and 3: City Manager provided draft Communication and Outreach Plan for financial situation to the City Council for their consideration on January 28, 2013 City Council review scheduled for February 19, 2013</p> <p>Upcoming upgrade to Laserfiche web version which will allow public access to documents as added</p>

RESOLUTION NO. 2013-____

**A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF LA PALMA AMENDING THE
FISCAL YEAR 2012-13 ADOPTED BUDGET**

WHEREAS, the City Manager did on February 19, 2013, present to the City Council an update of estimated revenues and expenditures for Fiscal Year 2012-13; and

WHEREAS, the City Council did receive information about various adjustments needed to Department and Program budgets in order to align projected expenditures with appropriations; and

WHEREAS, the proposed amendments to the Fiscal Year 2012-13 enumerated in Exhibit A to this resolution do not increase total appropriations; and

WHEREAS, the adopted Fiscal Year 2012-13 Budget will be revised so as to reflect each and all of the amendments which the City Council, up to the time of adoption of this Resolution, believes should be made as per Exhibit A; and

NOW, THEREFORE, The City Council of the City of La Palma does hereby resolve as follows:

SECTION 1. The amendments for the Fiscal Year 2012-13 adopted budget as so amended, modified, revised, and corrected including those changes directed by the City Council at the February 19, 2013, Council Meeting, are approved and adopted. In adopting said budget amendments, the City Council hereby approves and instructs the City Manager to implement the distribution of the salary detail, supplies and services detail, capital outlay and improvements detail, policy revisions, and contractual arrangements as necessary.

SECTION 2. The budget amendments for the Fiscal Year 2012-13 as now before this City Council and as enumerated in Exhibit A, and as amended, modified, revised, and corrected by the City Council and staff, in open session, shall be placed on file in the office of the City Clerk, shall be open to public inspection, and are expressly incorporated in this Resolution and made a part hereof.

SECTION 3. The City Manager is hereby authorized and instructed to take all steps necessary to implement this resolution.

SECTION 4. The City Manager, for the purpose of administrative necessity in implementing the budget, shall have the authority to transfer monies to the appropriate item, account, program, or fund to cover expenditures which have been approved by the

City Council, except where such transfer is expressly prohibited in a resolution or ordinance approved by the City Council such as utility replacement funds.

APPROVED AND ADOPTED by the City Council of the City of La Palma at a regular meeting held on the 19th day of February 2013.

Steven Hwangbo
Mayor

ATTEST:

Laurie A. Murray, CMC
City Clerk

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS.
CITY OF LA PALMA)

I, LAURIE A. MURRAY, City Clerk of the City of La Palma, California, DO
HEREBY CERTIFY that the foregoing Resolution was adopted by the City Council of said
City at a regular meeting of said City Council held on the 19th day of February 2013, and
that it was so adopted by called vote as follows:

AYES:

NOES:

Laurie A. Murray, CMC
City Clerk

SECOND QUARTER FINANCIAL REPORT
PROPOSED BUDGET ADJUSTMENTS
FISCAL YEAR QUARTER ENDING DECEMBER 31, 2012

Department	Program / Division	Account Number	Amount (Transfer FROM)	Amount (Transfer TO)	Description / Justification
Administration	City Clerk	001-103-619.000	\$ (5,000)		Move expenditures to City Manager budget for Citizen Survey (2013 City Council Outreach/Communication goal)
	Community Promotions	001-105-600.000	\$ (5,000)		Savings in "SEEACA" contract line-item; use for Citizen Survey (2013 City Council Outreach/Communication goal)
	City Manager	001-102-600.000		\$ 10,000	Additional appropriations to satisfy 2013 City Council Outreach/Communication goal (fund citizen survey)
Police	Administration	001-200-501.000	\$ (12,000)		Shift projected savings to Reserves budget
	Patrol	001-202-501.000	\$ (15,000)		Shift projected savings to Reserves budget
	Police Dog	001-203.501.000	\$ (10,000)		Shift projected savings to Administrative Services Bureau budget
	Reserves	001-206-510.000		\$ 27,000	Additional use of Reserves to offset overtime costs; adjust appropriations to match projections
	Administrative Services Bureau	001-218-733.000		\$ 10,000	Adjust appropriations to meet projected expenditures
Public Works	Administration	001-320-501.000	\$ (7,000.00)		Salary savings projected, shift appropriations to Lighting/Landscaping - Parks division
		001-320-550.000	\$ (3,000.00)		Salary savings projected, shift appropriations to Lighting/Landscaping - Parks division
	Lighting/Landscaping - Parks	001-341-620.000		\$ 6,000.00	Additional funds needed for electricity costs
		001-341-693.000		\$ 4,000.00	Additional appropriations needed for maintenance and repair supplies
			<u>\$ (57,000.00)</u>		<= Transfer FROM (reduction to Appropriations)
				<u>\$ 57,000.00</u>	<= Transfer TO (increase to Appropriations)
				<u>\$ -</u>	<= Net Change to Appropriations

La Palma Recreation & Community Services



Creating Unity in Community

FALL REPORT

September-December 2012

La Palma Recreation & Community Services Department's many services, programs, and facilities are the tools we use to produce long-lasting and positive change within our community for our residents. We use these tools to accomplish these objectives:

- ***Strengthen a sense of community*** – we instill community pride and strengthen the social framework of the community through the development of strong families and neighborhoods.
- ***Create and enhance places for people to gather*** – we offer safe and attractive spaces and activities where people can gather for recreation and social opportunities that also enhance property and community values.
- ***Improve health and well-being*** – we address the physical and mental wellness of the community by improving fitness levels and promoting healthy nutritional habits; reducing stress; and preventing isolation among our seniors.
- ***Foster youth development*** – we focus special attention on our children by developing lifelong fitness and nutrition habits, developing positive resilience assets, and providing caring adult role models as leaders.
- ***Promote cultural harmony*** – we provide opportunities to appreciate, respect, and celebrate La Palma's many cultures, emphasizing that our cultural differences make the community stronger and more vibrant.
- ***Encourage citizen involvement*** – we offer ways in which residents of all ages can become engaged in the vitality of La Palma, thus increasing a sense of belonging to the community.

We'd like you to know how we're progressing towards the attainment of these objectives. Here's what we've done during the fall quarter of 2012:



Strengthening a Sense of Community

Fall Home Spotlight Award

In an effort to strengthen community pride and sense of community, CAB's ongoing Home Spotlight Award recognizes a homeowner each quarter that has improved or maintained their home in an effort to keep La Palma beautiful. The Fall Home Spotlight was awarded to Dung Won Kwak & Jin Hee Kwak and Jung Sim Lim of 5792 Crestview Circle. The Kwak Family was pleased to find out they had won the Fall Home Spotlight award!





Creating and Enhancing Places for People to Gather

Facility Permits

This fall we issued numerous permits for our indoor and outdoor facilities:

<i>Facility</i>	<i>Number of Uses</i>	<i>Number of People</i>	<i>Number of Hours Rented</i>
Community Center	59	3,255	203
Pavilion	8	753	30
Gazebo	10	609	40
Softball/Soccer Field	58	1,045	116
The Hub	38	677	57
Total	173	6,339	446

Halloween Carnival

The 42th Annual Halloween Carnival was held from 6:00 p.m. to 8:30 p.m. at Central Park with help from various volunteer groups such as, high school groups from John F. Kennedy High School and the Youth Action Committee members. Over 1,200 participants enjoyed activities including the costume contest judged by the 2012 La Palma Pageant Contestants, over 25 carnival games, and the Goblin Gulch area for tiny tots. The "Escape from Alcatraz!" themed, maze was a success as participants made their way through Alcatraz's haunted tunnels. Additionally, food and drinks were sold throughout the evening by the La Palma Kiwanis Club.



La Palma Days

November 4-10, 2012

As this is La Palma's biggest event, volunteers and staff began meeting and planning in June. As is tradition, the festivities kicked off with the La Palma Pageant on Sunday, November 4th at the Anaheim Union High School Performing Arts Center on the JFK High School campus. Nine

contestants competed for the title of Miss La Palma, who is expected to serve as the City's Ambassador. In addition to the competition segments which include interview, speech, evening wear, talents and short answer; each contestant chose a cause that was important to them to include in their speech. Approximately 150 people attended the event consisting of local courts, dignitaries and families. Summer Myers, a Kennedy High School Senior, was crowned Miss La Palma with Mikayla Khramov and Danielle Vela as members of the La Palma Court. Miss Myers and her court are now attending City events such as the Holiday Tree Lighting Ceremony and ribbon cutting events



throughout the City. In addition, Summer will begin working with other organizations to create an anti-bullying program, which was her chosen cause.

On Saturday, November 10th the Parade and Band Review kicked off the day marching down Walker Street featuring 30 bands, community groups and local dignitaries. At the awards presentation later in the day, Barstow Jr. High School was awarded the Jr. High School Music and Band Sweepstakes Award, Notre Dame High School took home the Music Sweepstakes Award, Chino High School was awarded the Band Sweepstakes Award, Garey High School Army ROTC was awarded the JROTC Sweepstakes, the Theme Trophy was presented to the La Palma Christian Center, and Los Coyotes Elementary School received the Chris O'Neal Spirit Award. The festival in Central Park featured culturally diverse entertainment and food booths, interactive activities, and a historical and cultural area which highlighted the history of La Palma. Estimated attendance for the day is 9,000.



The La Palma Days Financial Report is attached which indicates a net expenditure of \$47,269.74. Both the La Palma Days Coordinating Committee and staff recognize the need to reduce these expenditures to ensure the event's sustainability. The planning process for the 2013 event will begin earlier to find ways to reduce expenditures and increase revenue.

The Hub – Older Adults

This fall, movies were offered on Wednesdays and Intermediate Computer Classes on Tuesdays, taught by the very talented and skilled recreation staff. In addition, three karaoke events were held on the 3rd Friday of the month, which have been popular.

The Hub - Teens

The Hub continues to provide a safe environment with staff acting as positive role models for teens to gather after school hours. Teens participate in activities lead by staff such as arts and crafts, Wii and XBOX tournaments, Ping Pong and Pool Tournaments.

Monthly Attendance	October	November	December
Total	360	364	325
Average Per Day	15	15	20



Teen Dances

These special events are a great way to bring 7th and 8th graders together into a safe environment while promoting physical fitness. Staff from both La Palma and Cypress had the support from the La Palma/Cypress Youth Action Committee members to promote and maintain a safe environment during these events. Two dances were held this fall, which included a Glow in the Dark Dance, on September 21, with 275 teens in attendance, and a Zombie Land Dance, on October 20, with 189 teens attending.

Teen Scary Movie Night – October 26, 2012

This event provided teens with a safe atmosphere in the evening to hang out with their friends and get into the Halloween spirit. Thirty teens from local schools including came to watch *The Women in Black* at The Hub.



Improving Health & Wellness

Fit N Fun

Fit N Fun is the after-school drop-in program for children in grades 1st – 6th at George B. Miller Elementary School, Los Coyotes Elementary School and Luther Elementary School. Recreation staff to go to each school site three times per week. Fit N Fun focuses on youth development, which results in safe and resilient youth, an increase in health and wellness, and a connection to the community. To encourage a healthy lifestyle, healthy snacks are provided for the participants two days per week. Fit N Fun staff process with the participants the importance of the nutritional content in the snacks through games and other activities. Below you will see the average daily attendance at each school.



	George B. Miller	Steven Luther	Los Coyotes
October	58	39	85
November	62	43	83
December	57	42	82



Pee Wee Kicks Soccer Clinic

A total of 27 Pee Wees participated in this twice-a-week program that develops soccer skills in a fun, non-competitive environment for children ages 4 to 7 years. The Pee Wee's were coached by trained recreation staff and focused on simple drills such as shooting, passing and team work. At the end of each season, a Celebration is held to mark the accomplishments of the participants. Each coach prepares and delivers personal speeches highlighting the accomplishments for each participant, in addition to giving them their trophy, award certificate, and goodie bag.

USDA Commodities Distribution

This monthly food distribution program allows low income La Palma residents to supplement their food pantries with items from the Second Harvest Food Bank of Orange County. USDA commodity distribution is scheduled for the third Tuesday of every month at 3:00 p.m. The following is the monthly breakdown for the quarter.

Month	Number of Households	Number of Individuals
October	13	33
November	13	42
December	12	33

Meals on Wheels

In conjunction with La Palma Intercommunity Hospital, this program provides lunch and dinner to La Palma residents who are unable to prepare meals for themselves. Community volunteers deliver the meals Monday through Friday and offer a much needed social connection for the clients. This fall we provided this service to 4 clients with an average of 120 meals served per month. As this is a need based program, the number of participants fluctuates with that need.



Fostering Youth Development

Tiny Tots

This fall, Tiny Tots got a lot accomplished! The students worked on letters A-I, and learned how to be kind and share. In October Specialist Terry and Turner took the participants to visit the Pumpkin Patch where they learned about different varieties of pumpkins and the process in of how they grow. On November 10th the classes had the opportunity to participate in the



28th Annual La Palma Days Parade. The Tiny Tots families joined the parade in patriotic colors and the classes decorated their bikes and wagons to be in spirit for the “We Salute You” theme. Also in November the students learned what it means to be thankful and enjoyed a “Mini Thanksgiving Feast” which included sliced turkey, carrots, dinner roll and a delicious pumpkin pie. December was a busy month for Tiny Tots students, in class they were busy little elves as they made and wrapped gifts for their families. Tiny Tots performed holiday songs for the Holiday Tree Lighting Ceremony, and the annual Tiny Tot holiday party.

Fall 1st Session (9/17-11/2)

M/W/F 30 students

T/TH 14 students

Fall 2nd Session (11/5-12/21)

M/W/F 30 students

T/TH 19 students



Promoting Cultural Harmony

Tree Lighting Ceremony –Our Community of Peace & Goodwill

December 5, 2012

The Community Activities and Beautification Committee hosted the 26th Annual Holiday Tree Lighting Ceremony. Local schools - Miller, Luther, and Kennedy High School and La Palma’s Tiny Tots program assisted in ushering in the Holiday Season and lighting



the 14’ tree. A variety of traditional songs were sung in front of approximately 800 people. Participants could visit with Santa; write a letter to Santa and to members of the military, and make holiday crafts, in addition to donating to the Toy for Tots program. The Public Works Department supported the event by assisting with the tree and the Police Department assisted in parking the cars and creating a safe environment. The department appreciates their continued support with this event.



Encouraging Citizen Involvement

Corporate Connection

In its sixth year, the program successfully raised \$29,150. The Corporate Connection is an annual sponsorship program connecting La Palma's business community to local government and its residents through their sponsorship of the various events that La Palma hosts every year. For their support, businesses receive a chance to showcase themselves as active partners of our community through promotional materials, banners & signs, and invitations to participate in the events. Staff's goal for 2013 is to increase both the number of sponsors and increase the amount of revenue received by \$6,000.

Sponsor	Amount	Sponsorship
La Palma Intercommunity Hospital	\$ 7,500	Annual Platinum Sponsor
BP America	\$ 5,000	Annual Gold Sponsor
ADP West	\$ 3,500	Run For Fun - Platinum
Olsen Company	\$ 2,900	Memorial Day – Platinum Fitness Run for Fun – Bronze Concerts in the Park – Gold
EDCO – Park Disposal	\$ 2,500	Annual Silver Sponsor
Rosendin Electric	\$ 2,500	Annual Silver Sponsor
Care Ambulance Services, Inc.	\$ 1,500	Annual Bronze Sponsor
Rutan & Tucker	\$ 1,500	Annual Bronze Sponsor
Beverly Dentistry	\$ 650	State of the City – Bronze Memorial Day – Silver Fitness Run for Fun - Bronze
Southern California Edison	\$ 600	State of the City - Platinum Memorial Day - Gold Holiday Tree Lighting - Silver
Southern California Gas Co.	\$ 300	State of the City - Platinum
Multi-Sales Company	\$ 250	Memorial Day – Silver La Palma Pageant – Silver Holiday Tree Lighting – Bronze
Stepping Stones School	\$ 250	Holiday Tree Lighting
West Coast Arborists, Inc.	\$ 200	State of the City - Bronze Memorial Day - Silver Holiday Tree Lighting - Bronze
Total	\$29,150	

Volunteer Opportunities

This fall we provided a number of opportunities for citizens to become involved in their community by volunteering for these events and programs:

<i>Program/Event</i>	<i>Number of Volunteers</i>	<i>Number of Hours Served</i>
Meals on Wheels	17	255
Halloween Carnival	64	120
La Palma Days	75	800
Holiday Tree Lighting	6	24
CAB	6	29
Pee Wee Sports	1	16
Teen Events	21	110
Total	190	1,354



Miscellaneous

September

Pigskin Picks

In an effort to promote a stronger connection between departments and employees, the Recreation & Community Services Department produced this annual employee contest, the Pigskin Picks. Approximately 28 employees, from all departments, participated, with Douglas Dumhart (Community Development Department) taking the top spot as Quarterback!

October

Recreation Leader Training Consortium

October 6, 2012

Senior Recreation Leaders and Recreation Leaders attended the California Parks & Recreation Society's Fall Training held here at Central Park highlighting youth and teen programming. Each attended session on topics such as special event preparation and teen programming. In addition, Senior Recreation Leaders Rotherham, Frontino and Jaurez led an interactive training on Youth Sports. Coordinator Adams, along with other professionals from CPRS District 10, serves on the Training Consortium. The trainings are designed to provide needed training to part-time staff and new professionals to help them be successful in their positions and the programs they work. This combined training is a cost-effective way to provide varied training by pooling resources within the District.

CPRS District 10 General Membership Meeting

October 10, 2012

This past September, California Park & Recreation Society District 10, conducted a General Membership Meeting. It was intended to give the members an opportunity to find out more information about the District and upcoming activities. In addition, a free training was offered to learn about generational gaps in the work place and how to address them. Supervisor Robinson, Coordinators Adams, Specialist Albarian and Kim, and Senior Office Assistant Olivier attended.

December

Recreation and Community Services Employee of the Year

December 6, 2012

The La Palma Recreation and Community Services Department was proud to announce Senior Recreation Leader Chris McCombs as their Employee of the Year at the Employee Holiday Recognition Lunch. Chris embodies the spirit of the Recreation and Community Services Employee of the Year award by going above and beyond in everything he does. Chris can be counted on to pick up shifts and put 100% into his job, everyday.

2012 LA PALMA DAYS FINANCIAL REPORT

	FY 12/13 Adopted Expenditures	FY 12/13 Actual Expenditures	Variance	FY 12/13 Adopted Revenue	FY 12/13 Actual Revenue	Variance
<u>ENTERTAINMENT</u>						
600 Contract Services	\$ 7,000.00	\$ 4,475.00	\$ (2,525.00)			
<i>(Sound Included)</i>						
Subtotals:	\$ 7,000.00	\$ 4,475.00	\$ (2,525.00)			
 <u>PARADE/BAND REVIEW</u>						
				\$ 4,000.00	\$0.00	\$ (4,000.00)
600 Contract Services						
SCSBOA Judges	\$ 3,000.00	\$ 3,150.00	\$ 150.00			
Band/Parade Coordinator	\$ -	\$ -	\$ -			
Transportation	\$ 500.00	\$ 463.50	\$ 36.50			
713 Facility/Equipment Rental						
Portable Toilets	\$ 550.00	\$ 734.77	\$ 184.77			
Sound (Parade Route)		\$ -				
Sound	\$ 700.00	\$ 700.00	\$ -			
Electrical	\$ 600.00	\$ 600.00	\$ -			
Club Cart Rentals	\$ -	\$ 809.06	\$ 809.06			
733 Supplies						
VIP Reception						
Food, Drinks, Supplies	\$ 300.00	\$ 272.97	\$ (27.03)			
Flowers	\$ 300.00	\$ 124.99	\$ (175.01)			
Driver's/Judges Reception	\$ 225.00	\$ 174.79	\$ (50.21)			
Street Signs Repair/Replacement	\$ 200.00	\$ -	\$ (200.00)			
Car Signs	\$ 600.00	\$ 164.21	\$ (435.79)			
Miscellaneous	\$ 300.00	\$ -	\$ (300.00)			
740 Awards		\$ -				
Trophies/Ribbons/Percussion	\$ 1,100.00	\$ 1,118.70	\$ 18.70			
Subtotals:	\$ 8,375.00	\$ 8,312.99	\$ (62.01)	\$ 4,000.00	\$0.00	\$ (4,000.00)

2012 LA PALMA DAYS FINANCIAL REPORT

	FY 12/13 Adopted Expenditures	FY 12/13 Actual Expenditures	Variance	FY 12/13 Adopted Revenue	FY 12/13 Actual Revenue	Variance
<u>ACTIVITIES/GAMES</u>				\$ 5,000.00		\$ (5,000.00)
<i>713 Facility/Equipment Rental</i>						
Activities	\$ 15,100.00	16,301.00	\$ 1,201.00			
Subtotals:	\$ 15,100.00	\$ 16,301.00	\$ 1,201.00	\$ 5,000.00	\$ -	\$ (5,000.00)
<u>CULTURAL & HISTORICAL</u>				0	0	0
<i>733 Special Supplies</i>						
Cultural Exhibit & Displays	\$ 1,000.00	\$ 161.63	\$ (838.37)			
Subtotals:	\$ 1,000.00	\$ 161.63	\$ (838.37)	0	0	0
<u>LA PALMA PAGEANT</u>				\$ 4,000.00		\$ (4,000.00)
<i>600 Contract Services</i>	\$ 400.00	\$ -	\$ (400.00)			
<i>654 Printing & Reproduction</i>	\$ 200.00	\$ 278.00	\$ 78.00			
<i>713 Facility/Equipment Rental</i>						
Facility	\$ 2,750.00	\$ 3,306.00	\$ 556.00			
<i>733 Supplies</i>						
Judges	\$ 150.00	\$ -	\$ 150.00			
Decorations	\$ 300.00	\$ -	\$ (300.00)			
Flowers	\$ 400.00	\$ 107.75	\$ (292.25)			
Gifts	\$ 200.00	\$ -	\$ (200.00)			
Miscellaneous	\$ 300.00	\$ 534.77	\$ 234.77			
<i>740 Awards</i>						
Scholarship	\$ 1,000.00	\$ 1,000.00	\$ -			
Trophies/Plaques	\$ 300.00	\$ 297.39	\$ (2.61)			
Sashes	\$ 300.00	\$ 119.83	\$ (180.17)			
Subtotals:	\$ 6,300.00	\$ 5,643.74	\$ (656.26)	\$ 4,000.00	\$ -	\$ (4,000.00)

2012 LA PALMA DAYS FINANCIAL REPORT

	FY 12/13 Adopted Expenditures	FY 12/13 Actual Expenditures	Variance	FY 12/13 Adopted Revenue	FY 12/13 Actual Revenue	Variance
LOGISTICS				\$ 7,000.00		\$ (7,000.00)
510 Part Time Staff	\$ 4,500.00	\$ 2,428.52	\$ (2,071.48)			
530 Overtime - Recreation	\$ 4,500.00	\$ 2,620.74	\$ (1,879.26)			
Personnel - Police <small>(In Police Budget)</small>	\$ 8,300.00	\$ 8,950.84	\$ 650.84			
Overtime - Public Works <small>(In PW Budget)</small>	\$ 3,900.00	\$ 4,318.78	\$ 418.78			
600 Contract Services						
Security Services	\$ 600.00	\$ 562.50	\$ (37.50)			
Flyer, Logo, Poster Design	\$ -	\$ -	\$ -			
623 Uniforms	\$ 2,600.00	\$ -	\$ (2,600.00)			
653 Advertising	\$ 3,400.00	\$ 769.00	\$ (2,631.00)			
654 Printing & Reproduction						
Brochures/Posters	\$ 1,000.00	\$ 177.55	\$ 822.45			
Envelopes & Letterhead	\$ 400.00	\$ -	\$ (400.00)			
713 Facility/Equipment Rental						
Booth Rentals	\$ 4,000.00	\$ 4,670.00	\$ 670.00			
Hot/Cold Sinks	\$ 800.00	\$ -	\$ (800.00)			
Electrical & Sound Rental	\$ 3,000.00	\$ 2,500.00	\$ (500.00)			
Rental Supplies/Photos	\$ 300.00	\$ 250.00	\$ (50.00)			
Portable Radio Rental	\$ 200.00	\$ 140.68	\$ (59.32)			
Restroom- Portables	\$ 1,800.00	\$ 1,800.00	\$ -			
733 Supplies		\$ -				
Banner Changes/Giveaways	\$ 200.00	\$ -	\$ (200.00)			
Miscellaneous	\$ 225.00	\$ 308.77	\$ 83.77			
Subtotals:	\$ 39,725.00	\$ 29,497.38	\$ (10,227.62)	\$ 7,000.00	\$ -	\$ (7,000.00)
GRAND TOTALS	\$ 77,500.00	\$ 64,391.74	\$ (13,108.26)	\$ 20,000.00	\$ -	\$ (20,000.00)
Revenue	\$ (17,122.00)	\$ (17,122.00)				
NET EXPENDITURES	\$ 60,378.00	\$ 47,269.74	\$ (13,108.26)			

Community Development Department

Building and Safety Quarterly Activity Report

FY 2012-13 Building and Safety Quarterly Activity Report				
Activity	July-Sept	Oct-Dec	Jan-Mar	Apr-June
No. of working days	58	53	-	-
No. of plan checks	19	32	-	-
No. of permits issued	81	141	-	-
No. of insp. stops	199	188	-	-
No. of insp. conducted	264	247	-	-
Total project valuation	\$510,746	\$4,432,077	-	-
Total building revenue	\$28,131	\$84,676	-	-

Code Enforcement Quarterly Activity Report

FY 2012-13 Code Enforcement Quarterly Activity Report				
Activity	July-Sept	Oct-Dec	Jan-Mar	Apr-June
No. of working days	58	53	-	-
No. of insp. conducted	272	112	-	-
No. of letters and notices issued	232	137	-	-
No. of cases opened	206	84	-	-
No. of cases closed	103	110	-	-
No. of admin citations issued	5	0	-	-

ECONOMIC DEVELOPMENT PLAN

ANNUAL REPORT FOR 2012

BACKGROUND

In 2009, the City Council adopted an update to the City's Economic Development Plan (EDP). In adopting the 2009 EDP, the City Council directed staff to provide regular updates on the implementation of the plan as well as, a formal annual progress report on the status of the EDP strategies. This document represents the EDP Annual Report for the calendar year ending 2012.

This EDP Annual Report is formatted to follow the tasks outlined in the three major economic development strategies contained in the EDP beginning on page 17. The action items apply to both business retention and business attraction goals and objectives. Tasks to carry out each of the three strategies contained in the EDP are listed first, followed by the specific activities conducted by Community Development Department that occurred during the course of the year, in the furtherance of those EDP Strategies.

Strategy I. Enhance “Business Friendly” Perceptions and Customer Service

Tasks associated with this strategy include:

- A. Further develop the public relations campaign to promote the importance of La Palma businesses to the residential quality of life.*
- B. Continue to provide “in-service” training to City departments interacting with businesses.*
- C. Continually review the entitlement and permitting processes for opportunities to improve responsiveness to the business community without compromising La Palma's residential integrity.*
- D. Continue to coordinate business appreciation events and provide outreach to integrate businesses and their employees into the La Palma community.*
- E. Increase public awareness of the City of La Palma.*
- F. Assemble key City staff to quickly respond to the needs of high priority businesses (known as “Red Teams”).*

The following actions/activities occurred in support of this strategy's tasks during the calendar year 2012 include:

- ✓ Facilitate the public-private partnership with E2G2 to transform the business licensing process. The new licensing system software program is aimed at promoting all La Palma businesses through a local network accessible online and through the City's web site. The automated licensing system is also intended to

make it easier for city businesses to renew their licenses annually and offers the ability to pay for business licenses with a credit card.

- ✓ Enhanced the City's Economic Development web page by updating demographic information through a new electronic marketing tool by GCR Marketing Network. This media based application allows the City the means to display community profile information via its web page. The information is easily updated annually and is downloadable by end users. The City had 362 unique site visits to the Economic Development information page during the year. The link is:
<http://www.citydemographics.us/lapalma/>
- ✓ Meeting and tour of Centerpointe held with the Director for the Association of Korean Small and Medium Businesses and Mayor Pro Tem Hwangbo to promote the City as a place for new businesses to locate.
- ✓ Secured new consultant for building and safety services. These services include plan check and inspections services. Additional areas of needed expertise have been augmented including the fields of Water Quality and ADA.
- ✓ Staff worked with new building and safety consultant to automate the building permit process. The automated permit and plan check tracking system is anticipated to save applicants time during the building process particularly for repeat contractors and vendors.
- ✓ Extended Land Use approvals for Verizon Cellular antennae at the La Palma Christian Center. Completed timely plan check and permitting for project which is now in the construction stage. The new antenna improves wireless service to the La Palma community (Residents, Businesses and Institutions.)
- ✓ Assisted Beacon Day School with their Grand Opening and open house event for their 20,000sf facility at 24 Centerpointe Drive. Also aided applicant with securing approvals for the permitting of their building mounted signage.
- ✓ Assisted Travelers Club, Inc. with their Grand Opening and open house event for their 130,000sf facility at 5911 Fresca Drive. Also, facilitated land use approvals for approved sign program for Travelers Club.
- ✓ Assisted Super 1 Mart Grand Opening and open house event for their 25,000sf facility at 4951 La Palma Avenue.
- ✓ Provided support for the merger of La Palma Chamber of Commerce with Buena Park Chamber of Commerce. Arranged for the Chamber's building mounted signage to be removed and reinstalled at the new West Orange County Regional Chamber of Commerce (WOCRCCOC). Arranged a lunch meeting between the Chamber and the City Council Economic Development Sub-committee.

- ✓ Held two pre-development meetings with McDonalds Corporation to help facilitate the rebuild of their La Palma store.
- ✓ Facilitated the 2012 State of the City Luncheon and used this venue to promote cultural diversity and local business by having a La Palma Korean restaurant cater the event.
- ✓ Processed a Temporary Use Permit for Christmas tree lot on the corner of Moody and Orangethorpe Avenue to put idle vacant property to productive use. Provided guidance to applicant and assistance in securing permit approvals including OCFA.
- ✓ Used General Plan Update brochure to continue public education about the City's budget and where the community's property tax dollars are allocated.

Strategy II. Strengthen La Palma's Ability to Retain Businesses

Tasks associated with this strategy include:

- A. Enhance secondary services to meet employee needs and City services geared toward employers.*
- B. Facilitate the development of new partnerships between the business community and other community resources such as the La Palma Intercommunity Hospital, Orange County Public Library, and Orange County One-Stop Center.*
- C. Develop a print and electronic communication campaign to inform existing businesses of La Palma services and business opportunities.*
- D. Enhance current multi-tenant centers and assist small businesses with establishing a more professional presence.*
- E. Provide a single business contact point for City Hall.*
- F. Conduct regular and ongoing Lunch with the Mayor events with La Palma businesses.*

The following actions/activities occurred in support of this strategy during the calendar year 2012:

- ✓ Facilitated the opening Super 1 Mart at former Drug Emporium space in the Hannam center. Issued temporary certificate of occupancy to help them open prior to their interior food court and exterior ADA improvements being completed.

-
- ✓ Negotiated and secured approval for a Temporary Operating Covenant with BP/Arco to retain sales order desk for an additional 90 days beyond their expected relocation date.
 - ✓ Facilitated an amendment to Conditional Use Permit for La Palma Express to modify the operational conditions for their carwash and adding coin operated vacuum to increase their patronage.
 - ✓ Supported the Orange County Business Center's One Stop Center with dissemination of their brochures through the City Hall and Community Center. Held quarterly meetings with Director of Business Services to explore and evaluate mutually beneficial opportunities.
 - ✓ Worked with new building and safety contractor to prepare public counter handouts for the most commonly requested items (e.g. patio covers, window and door change outs, HVAC and water heater replacements.)
 - ✓ Uploaded 27 Building Counter handouts to the City's web page. Helpful guidelines for residents, businesses and contractors can now be downloaded or referenced without having to come to City Hall.
 - ✓ Initiated the collection of e-mail addresses for City businesses through the business license renewal process. The contacts list of electronic addresses has permitted the city to improve communications with its businesses (e.g. Sending "Pre-storm" event notices to businesses for compliance with water quality regulations.)
 - ✓ Held a "Lunch with the Mayor" meeting with Brokers for the Walgreens and Texas Loosey's properties to explore tenant prospects and barriers to re-tenanting.
 - ✓ Facilitated plans and permits for La Palma Intercommunity Hospital's compliance with the Fats, Oils, and Grease (FOG) ordinance.
 - ✓ Worked to deliver plan check approval and permit issuance for new Wal-Mart Neighborhood Market.
 - ✓ Met with major commercial property owners and businesses to explore adaptive re-use and redevelopment opportunities through the General Plan Update process.
 - ✓ Facilitated the land use compliance of billiards table at Cliff's Hideaway for new ownership with a Temporary Use Permit during the change of ownership and by expediting the amendment to the businesses Conditional Use Permit.
 - ✓ Expeditiously processed Community Event Permit for Multi Sales, Inc. to have their annual open house and product showcase event in their parking lot.

Strategy III. Strengthen La Palma's Ability to Attract New Businesses

Tasks associated with this strategy include:

- A. Develop a print and electronic communication campaign to promote La Palma as a desirable place to establish a business.*
- B. Develop financial assistance programs that can be offered to potential high priority businesses through the City's Community Development Commission on a case-by-case basis.*
- C. Identify existing commercial areas within the redevelopment project area that could be marketed as redevelopment opportunities to developers.*
- D. Develop an overlay zoning designation for specific commercially zoned properties located at major intersections to encourage retail and/or restaurant uses.*

The following actions/activities occurred in support of this strategy during the 2012 year:

- ✓ Utilized vacant space at 5410 La Palma Avenue to host new home sales office for the Tapestry Walk project which added additional activity to Walker Plaza during the vacancy of the anchor tenant space.
- ✓ Uploaded 10 Common Planning Applications and 5 Guidelines for Planning Entitlements to the City's web page. Now residents, businesses, architects and Developers can download or reference this information without having to go to City Hall.
- ✓ Facilitated Crown Castle's request to install a Digital Antenna System (DAS) within the City's public right of way. Request was facilitated expeditiously through a site license agreement that Community Development Department negotiated and secured City Council approval.
- ✓ Worked with the property owner of 10 and 12 Centerpointe and their Leasing Agent to recruit new tenants. Pursued Farmer's Boy's for the restaurant pad at 12 Centerpointe Drive.
- ✓ Processed and Amendment to the Planned Neighborhood Development (PND) zoning designation to permit a bank use to occupy site subject to a Development Agreement mitigating the non-retail use through an in-lieu fee. This effort allowed Chase Bank project at Valley View and La Palma to proceed.
- ✓ Launched the General Plan Update and explored several revised Land Use concepts for new Land Use Designation thereby opening the opportunity for

future redevelopment of aged and underperforming properties. This effort is consistent with Strategy III Task C objectives.

- ✓ Community Development Department (CDD) conducted several consultation meetings with Dexu Property Group the owner of 300,000sf industrial building at 5911 Fresca. CDD assisted their processing of facility upgrades including new driveway approach, re-recorded maintenance easements, cosmetic enhancements to the main entrance, landscape upgrades and re-addressing the building to Valley View to improve its marketability. Staff worked with the ownerships broker to secure land use and tenant improvement approvals for the Travelers Club, Inc. to occupy 130,000sf.
- ✓ Worked with McDonalds Corporation and Equitas Group to redevelop corner at Moody and Orangethorpe Avenue. Several meetings with principals held to advance concept of a comprehensive development plan. McDonalds rebuild plans continue to move forward.
- ✓ Sent marketing packages for the vacant Walgreens site to eight food service establishments that have similar size requirements. They included Bruxie Waffle Sandwiches, Habit Burgers, Johnny Rockets, Knowlwoods, Kona Grille, Sammy's Wood fired Pizza, Wahoo's Fish Taco's and Sonic.
- ✓ Worked with Broker for 6851-61 Walker Street to help prospective tenant modify his business plan to comply with city zoning so they could occupy 60,000sf of warehouse space. Administrative approval and zoning verification letter provided on June 14, 2012.
- ✓ Worked on improving City's Corporate Connection program and expand it beyond local Business and to target City vendors. Used follow-up calls to secure additional contributions.
- ✓ Used comprehensive and aggressive code enforcement action to secure physical improvements to Walker Plaza located at 5422-5448 La Palma Avenue.
- ✓ Used comprehensive and aggressive code enforcement action to secure physical improvements to the vacant Walgreens located at 5510 La Palma Avenue.
- ✓ Used comprehensive and aggressive code enforcement action to secure physical improvements to Walker Medical Professional Building located at 7872 Walker Street.
- ✓ Meeting held with Village Partners Principals to discuss strength of mixed-use development concepts in La Palma and tour the City for development opportunities.

IV. Assess the Progress of the Economic Development Plan

Tasks associated with this strategy include reviewing EDP successes, failures, and roadblocks to implementation. Some key observation made over the course of the year while working on the above mention activities include:

- A. Many Landlords and Property Owner and not in the financial position to make changes. Many are leveraged and the stagnant economy has not created any equity in their properties for them to access for improvements.
- B. The inability to accept credit cards for payments at City Hall is not viewed as “enhancing business friendly perceptions and customer service.”
- C. The abolishment of Redevelopment has significantly impaired the community’s ability to provide assistance, to jump start projects, and make reinvestment projects feasible. The only economic development tool available to the community in the foreseeable future is up zoning.
- D. The “Lunch with the Mayor” program always garners extremely positive responses. This program has ceased due to lack of funding from CDC. This program garners significant good will for a nominal investment and should receive funding priority.
- E. Consumers continue to punish brick and mortar establishments and gravitate more toward e-commerce according to comScore (NASDAQ : SCOR), a leader in measuring the digital world. comScore reported holiday season retail e-commerce spending for the first 44 days of the November–December 2012 holiday season consisted of \$33.8 billion being spent online, marking a 13-percent increase versus the corresponding days last year.
- F. The City has extremely limited opportunities for retail sales and should include in its focus its limited resources on other wealth creating opportunities. For example, the City should look to attract heavy utility users like commercial Laundromats to increase its utility tax revenue.

LA PALMA PART ONE CRIME STATS

Below is a comparison of Part One Crimes for the first and second quarter for the Fiscal Year 2012-13 (July through December, 2012).

During the second quarter, violent crimes increased by one occurrence, while property crimes increased approximately 17%. As a result of a rise in residential burglaries, detectives are in contact with other local agencies sharing information critical in solving these crimes. Another program implemented by the Administrative Services Bureau (ASB) was the "Hide it, Lock it, or Lose it" campaign, encouraging citizens to secure or conceal their valuables out of sight if in their vehicles.

Response times decreased during the second quarter, with an average less than 3 minute response time for Priority One calls for service.

CRIME	FY 2012/2013 1 st Quarter	FY 2012/2013 2 nd Quarter
MURDER	0	0
RAPE	0	0
ROBBERY	2	3
ASSAULT	2	2
VIOLENT	4	5
BURGLARY	22	23
<i>*Residential</i>	<i>*13</i>	<i>*17</i>
THEFT	52	62
CAR THEFT	6	9
PROPERTY	80	94
TOTAL	84	99

Priority One	FY 2012/2013 1 st Quarter	FY 2012/2013 2 nd Quarter
Total Calls	115	122
Response Times	3:02	2:30