

CITY OF COMMERCE
2011 YEAR IN REVIEW

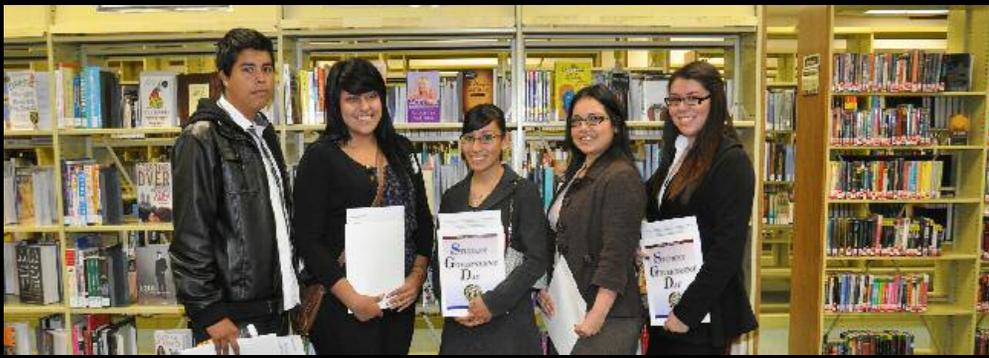
Report to the People



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Local high school students took over Commerce City Hall in March for Student Government Day to learn about careers in government and how the City provides programs and services to residents.



The City purchased four new Medi-Ride vehicles that feature greater fuel efficiency, reduced emissions, increased passenger capacity and advanced safety features. The vehicles were purchased with Federal funds, as well as local transit funds with a local matching contribution from the City.

From the desk of the
CITY ADMINISTRATOR

We are at the close of another year and, thankfully, Commerce remains a strong and vibrant community that continues to live up to its reputation as the Model City. Commerce has fared well over the last year, in spite of a struggling national economy and slow recovery. In July, the City Council adopted a \$48.5 million budget, managing to close a budget deficit of approximately \$1.5 million with minimal impact to the community and City workforce. City Council members were successful in maintaining services and protecting employees while keeping the City financially sound.

We do, however, face some challenges ahead. The California Supreme Court is expected to decide the fate of the State's redevelopment agencies in mid-January. As you recall, laws eliminating redevelopment agencies and setting up alternate programs to contribute money to the State were approved as part of this year's State budget. Redevelopment supporters and California cities, filed a lawsuit, because the legislation is a clear violation of Proposition 22, which prevents State diversions of redevelopment funds. Oral arguments for the redevelopment lawsuits were heard last month. Redevelopment is vital to our City. Redevelopment generates revenue for our City, creates thousands of jobs, helps to improve and maintain roads and facilities and provides much needed low-income housing. We will keep you posted on this important issue.

We are also going through a period of transition as we adjust to the departure of 27 fulltime employees who opted for early retirement through the Public Agency Retirement Services or PARS program. Nine employees retired this year and 18 retired last year. The City achieved budget savings and avoided layoffs by offering PARS. At the same time, the significant loss of experience, talent and know-how will require us to assess how we can best continue the high level of services that residents and businesses expect.

There's still time to donate to the Commerce Holiday Cheer program. Acceptable donations include money, food, clothing, toys, gift certificates and pledges to sponsor families. The deadline is Dec. 9. Contact the Community Services Department at (323) 887-4460 for more information.

Don't forget to join us for our annual Tree Lighting Ceremony at 6 p.m., Dec. 5, on the front steps of City Hall. There will be entertainment, refreshments and good cheer. Hope to see you there.

Christmas is Sunday, Dec. 25. City Hall and libraries will be closed on Monday, Dec. 26 in observance of the Christmas holiday.

On behalf of the City Council and your City employees—Happy holidays and best wishes for the New Year!

Sincerely,
Jorge Rifa

LOCAL HERO



In August Landon Cadenas who is a longtime Commerce resident and City employee risked his life to save the life of a vehicle accident victim in the City of Buena Park. Cadenas is pictured here with Miss Galaxy Natalie Contreras during Commerce Community Galaxy Night in September.

YOUNG MAN OF THE YEAR



Julian Casillas was awarded the 2011 Young Man of the Year Scholarship in February.

2011 MISS COMMERCE AND ROYAL COURT



Lesly Mendez (center) was crowned Miss Commerce 2011 on February 26th. Also crowned as members of her Royal Court were (from l. to r.) Miss Fourth of July/Miss Friendship Rocío Espinoza Ulloa, Miss Dodgers Shanese Perea, Mendez, Miss Galaxy Natalie Contreras and Miss Cinco de Mayo Janet Garcia.

FIRST TIME HOMEBUYERS



The City recognized four lucky families who won the First Time Homebuyer Lottery Program, which provided them with financial assistance to buy their first family home.

QUEEN'S BREAKFAST SPEAKERS



Commerce Olympians Brenda Villa and Patty Cardenas shared their stories and tips for success with the 2011 Miss Commerce Pageant participants at the Annual Queen's Breakfast.

NATIONAL NIGHT OUT



The City of Commerce participated in 16 block parties in August to celebrate the National Night Out against Crime.

NEW COMMUNITY BUSINESS



Del Taco's grand opening drew large crowds of Commerce residents. The Commerce Del Taco has also provided support to local events and gives a 10% discount to residents who show their Commerce resident activity cards.

ARBOR DAY CONTEST WINNERS



Arbor Day Poster Contest winners from Bandini Elementary, Laguna Nueva Elementary and Rosewood School were honored at a Commerce City Council Meeting in April.

KEEP AMERICA BEAUTIFUL



Keep America Beautiful Representative Cecile Carson (center) presented City staff with a certificate of affiliation with Keep America Beautiful in February.

HOME OF THE YEAR



The 2011 Home of the Year owned by Ricardo and Rosalba Reyes.

SPRING CLEAN UP



Resident William Sanger (l.) disposes of bulky items and green waste at the Annual Spring Clean Up in April. Also pictured are volunteers Raul Elenes (center) and Rod Gallegos (r.).

PUBLIC SAFETY TRAINING



Commerce Community Safety Specialists were trained to collect fingerprints to assist in residential burglary investigations.

COMCAT CLASS OF 2011



The Commerce Community Assistance Team a.k.a. the ComCAT's swore in six new volunteers in April that completed the ComCAT training. The ComCATs are now 21 strong.

PROTECTING REDEVELOPMENT

The City Council spent much of the year fighting the State's efforts to reduce or eliminate the City's Redevelopment Agency or RDA funds. To that end the City Council joined a lawsuit filed by the League of California Cities, the California Redevelopment Association, the cities of San Jose and Union City challenging the constitutionality of two bills passed by the State Legislature as part of their efforts to close a State budget shortfall.

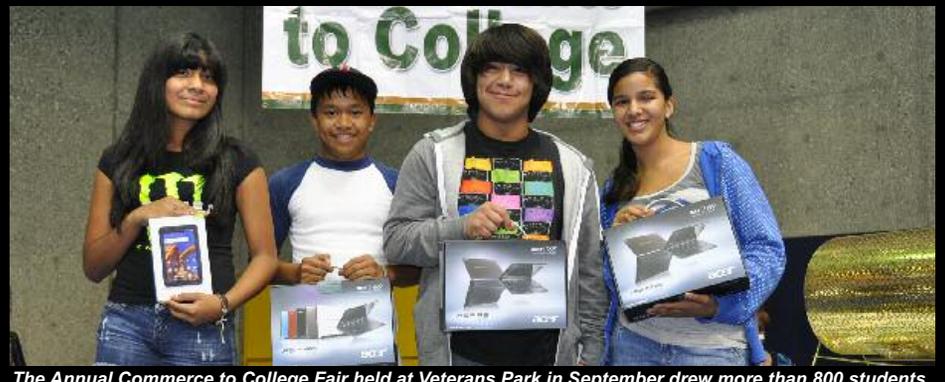
RDA funds are a key resource for developing affordable housing and fighting blight. Since 1980 \$145 million in RDA funds have been invested in new and reconstructed affordable housing units. RDA money is also used to attract new businesses, which produce local jobs, as well as revenue that helps pay for City services. Since 1994 the City has invested more than \$18 million in economic development, attracting businesses like The Citadel (see pictures below), Costco and the Crowne Plaza Hotel and helped and create more than 10,000 jobs.

The City is hoping for a positive resolution to the lawsuit that will protect the City's RDA funds and ability to plan for the future of the community. A ruling is expected from the State Supreme Court in January 2012.





2011 Commerce Scholarship recipients were honored at the Awards Dinner at the Crowne Plaza Hotel in August.



The Annual Commerce to College Fair held at Veterans Park in September drew more than 800 students and their families. Pictured here are the grand prize winners.

FOOD FOR FINES

Final Day: December 10

The Library Commission and the City of Commerce Public Library are happy to announce an opportunity for you to pay your fines by donating canned food for families in need.

You may take the canned food to any Commerce Public Library.

Only overdue library fines will be reduced according to what you donate. The donated, dent-free and labeled canned foods are to be within the expiration date and ready to eat such as: menudo, stew, soup, fruit, vegetables, chili beans, etc.

Government issued cans will not be accepted.

- A Small can (8 oz. to 10oz.) is worth: \$.50
- A Medium can (11oz. to 14 oz.) is worth: \$1.00
- A Large can (15 oz. and up) is worth: \$2.50

This year the Food for Fines program is open to all adults and children.

For more information, call your local City of Commerce Public Library at (323) 722-6660 or visit www.cocpl.org.

COMIDA POR MULTAS

La Comisión y la Biblioteca Pública de la Ciudad de Commerce con gusto dan la oportunidad de pagar sus multas a través de donar comida enlatada la cual se otorgará a las familias necesitadas.

Usted podrá llevar la comida a su biblioteca más cercana. Solo multas se reducirán de acuerdo a la cantidad y tamaño de la comida donada.

La comida enlatada debe de tener etiqueta, estar dentro de la fecha de caducidad, sin abolladuras y lista para comerse, como por ejemplo: menudo, sopas, fruta, verduras, etc.

Latas otorgadas por el gobierno no serán aceptadas.

- Una Lata Pequeña (8oz. a 10oz.) equivale a \$.50
- Una Lata Mediana (11oz. a 14oz.) equivale a \$1.00
- Una Lata Grande (15oz. o más) equivale a \$2.50

Este año, el programa de Comida por Multas es para todos los adultos y niños.

Para más información por favor llamar al (323) 722-6660 o visite www.cocpl.org.

SUMMER SAFETY FAIR



Body builder and "Incredible Hulk" television star Lou Ferrigno (center) helped promote bicycle, fire and water safety to the more than 300 children who attended the Commerce Summer Safety Fair.

FOUNDER TURNS 90



Valentina Bassett, City founder and last surviving member of the 1959 Commerce Incorporation Committee, celebrated her 90th birthday in May.

BACK TO SCHOOL NIGHT



The Greenwood Library hosted their Annual Back to School Night in August to help children and their families prepare for the school year.

PRE-SCHOOL GRADUATION



A graduate of the 2011 Commerce Preschool Program at the ceremony held in June.

HOMEWORK HELP



Homework Help Centers are available at all four Commerce libraries. Call the library at (323) 722-6660 for more details.

FORMER COUNCIL



Former Council Member and long-time resident Robert J. Cornejo, remembered for his leadership and many years of community service, died on Feb. 23. He was 76.

CHARTER BUSINESS SERVICES



Charter Communications held a workshop at City Hall to let local industry know about their expanded services for local businesses.

LITTLE BROADCASTERS



Young Commerce residents learned the ropes in the Commerce Cable TV Division to produce their own show, which was broadcast on Channels 3 and 32.

CELEBRATING CINCO DE MAYO



Oralia Rebolo (standing) served as Cinco de Mayo master of ceremonies with the help of Miss Cinco de Mayo Janet Garcia (far left) and the 2011 Queen and Court.

THE HUNT FOR EASTER EGGS



Children scamper across Rosewood Park in search of eggs at the Easter Egg Hunt on April 23.

4TH OF JULY CELEBRATED



The Commerce Independence Day Celebration drew a crowd of more than 8,000 people to enjoy the carnival and fireworks show.

OLYMPIC HOPEFULS



The Mexican National Women's Water Polo Team, which features seven Commerce residents, hopes to qualify for the 2012 Olympics. Commerce Coach Gabriel Martinez serves as the team's coach.

H2O POLO PLAYER HONORED



Steven Casas, 10, became the first Commerce athlete to be selected SwimOutlet.com's Athlete of the Month in September.

RINGSIDE



Boxing exhibition bouts were a popular attraction at the Cinco de Mayo celebration.

PARK PROGRAMS



The Parks and Recreation Department coordinated youth activities throughout 2011 like the Dia De Los Muertos program in November.

AVID VOLUNTEERS HELPING HANDS



AVID students from Bell Gardens High School washed the City's 50th anniversary street banners in May as part of a volunteer project. The City was then able to deliver clean banners to the banner sponsors.

**PARKS AND RECREATION
DECEMBER ACTIVITIES**

Monday, Dec. 19 through Friday, Jan. 6

Your local park will host holiday fun, games and trips. Sign-ups will begin the Wednesday before each week. Unless noted, all of the activities will take place at your local park for children, ages 6 to 12.

- Holiday Breakfast with Santa
- Holiday Fiesta...learn to make tamales!
- Sports Day at Veterans Park
- New Year's Celebration at Veterans Park
- Ice Skating at Pershing Square

WINTER DAY CAMP

Hours: 7 a.m. – 6 p.m.

Ages: 5 (must be enrolled in kindergarten) – 13 yrs.

Monday, Dec. 19 – Friday, Jan. 6, 2012

Resident: \$55 Weekly

Non-Resident: \$120 weekly

Register now at the Department of Parks and Recreation.

**EXERCISE CLASS WINTER
REGISTRATION**

Saturday, Dec. 3

Rosewood Park

8:30 a.m. – 10:30 a.m.

\$10 per resident per 10 week session.

Classes begin Monday, Dec. 5.

TINY'S PAJAMA PARTY

Friday, Dec. 9

6:30 – 8 p.m.

Batres Community Center Bandini Park

Fee: \$3

Ages: 2-5

One child per parent. Adult supervision is required.

Space is limited. Sign up now at your local park through

Tues., Dec. 6, 2011. Current resident card required. A snack

will be provided and Santa Claus will make a

special appearance.

2011 CHILDREN'S HOLIDAY FAIRE

Saturday, Dec. 17

Veterans Park

10 a.m. – 1 p.m.

Fee: \$2 per child

Ages: 5-13 yrs.

Current resident I.D. card required.

It's a Smurfs Christmas so plan to deck the halls with

Smurfs and holiday cheer. Space is limited. Register at your

local park beginning Monday, November 28, 2011.

SANTA PARK VISIT

Saturday, Dec. 17, 2011

2 p.m. – 3 p.m.

Veterans Park

Bring your family to meet Santa and your camera to

capture the memory in pictures.



Teen volunteers from the Bristow Park Teen Club and Teen Center Girl's Club were honored for volunteering to help critically ill children at the Ronald McDonald House in Loma Linda.



Local elementary school students at Bandini and Laguna Nueva elementary and Rosewood School celebrated National Arbor Day with Smokey the Bear, City staff, Miss Commerce and members of the Royal Court to stress the importance of trees in our society.

ANNUAL HOLIDAY CHEER PROGRAM

Register now for the 2011 Holiday Cheer Program at the Community Services Department every Tuesday from 9:30 to 11:30 a.m. or Thursday from 2:00 to 6:30 p.m.

Eligibility is dependent upon residency and total household income. Please bring current City of Commerce resident activity cards for every member of the household, and proof of income covering a one-month period for all adults 18 and over living in the household.

HALLOWEEN DECORATIONS CONTEST WINNERS

Congratulations to the winners of the 2011 Halloween Decorations Contest. They are:

- | | |
|--------------------------------|--------------------|
| Yolikza Martinez and Family | Rosewood Park area |
| George Estrada | Bandini Park area |
| Juliet and Juliarose Diaz | Bristow Park area |
| Dominguez & Gutierrez Families | Veterans Park area |

Thank you for helping the City to promote beautification and pride in our neighborhoods.

COMMERCE SCHOLARSHIP APPLICATIONS AVAILABLE JANUARY 9

Commerce residents enrolled in college or who will be attending college in fall 2012 are invited to apply for a 2012 City of Commerce Scholarship. Applications are available only via the Commerce Library's website at www.cocpl.org or the Library section of the City's website www.ci.commerce.ca.us.

To be eligible, an applicant must meet the following criteria:

- Be a current resident of the City of Commerce for at least one year
- Carry 12 or more units (full-time status)
- Provide proof of college or university acceptance and establish financial need
- Have an overall grade point average of 2.0 if attending a junior college, or 2.5 if attending a university or four-year college
- Be available for an oral interview
- Submit the application packet by the deadline

Early submissions are encouraged. For more information, visit the Commerce Public Library System website at www.cocpl.org, or call the Library's Literacy Center at (323) 722-7323.

ARMED FORCES DAY



The City Council honored active duty members and veterans of the US Military in May for their dedication and sacrifices to preserving our freedom.

RENOVATED LOCKER ROOMS



The Aquatorium's locker rooms and showers at Rosewood Park were renovated in July to improve drainage and better accommodate usage by residents and program participants.

SUMMER READING SUCCESS



The Commerce Summer Reading Program celebrated another successful year with 549 children completing the program. Shown are the Top Readers from each library who were honored at the Summer Reading Program Ending Celebration.

ANNUAL GARDEN SHOW



The Commerce Garden Club hosted their Annual Garden Show in May. Pictured here is Overall Winner Lupe Barragan.

SPORTS PROGRAMS



The City's four parks hosted recreational youth sports like flag football throughout 2011.

RED RIBBON WEEK



To celebrate Red Ribbon Week local students said no to drugs and alcohol at Red Ribbon Rallies in October. Library staff conducted a short theatrical presentation about the consequences of making bad choices.

LANCERS FOOTBALL ON CHANNEL 3



In 2011 Commerce Cable Television filmed four Bell Gardens High School Football home games and replayed them on Cable Channel 3.

ANNUAL JOB FAIR



The Commerce Employment and Business Development Center and the Citadel teamed up to host a job fair in September that drew more than 75 employers and 5,000 job seekers.

DEDICATED PUBLIC SERVANTS



The City Council honored employees with 30 or more years of service in April. From l. to r. are Linda Kay Olivieri, Louie Bejarano, Dan Gomez, Art Martinez, Bernard Perez, Rudy Torres, Loretta Valles and Beverly Wiggins.

PATRIOTIC BUSINESS



Commerce business ACME made In America commissioned this patriotic mural at their place of business to memorialize the heroes and victims of the September 11th attacks.

CABLE TV GRADUATES



Graduates of the Commerce Cable TV class were honored by the City Council in October.

ACTIVE CONGRESSWOMAN



Congresswoman Lucille Roybal-Allard who represents the 34th Congressional District, which includes the City of Commerce met with local health care leaders at Rosewood Park in April.

NEW ASSEMBLYMAN



50th District Assemblyman Ricardo Lara is pictured here with Miss Commerce Lesly Mendez and the Royal Court at the Annual Independence Day Celebration.

PUBLIC MEETINGS



The City hosted numerous community meetings throughout the year on issues like the I-710 Freeway Expansion and the Gateway Cities Council of Governments sustainable communities plan pictured here.

CITADEL CLEAN UP VOLUNTEERS



Teen volunteers from the Commerce Boys Water Polo Team, Saint Marcellinus Church and the Teen Center were presented with contributions from the Citadel Outlets towards their programs as thanks for their volunteerism in cleaning up their community.

SEASON'S "GREENINGS"

December is the peak of the holiday season, which means it's time for many to celebrate, decorate, and put out the tree. It also provides us with an opportunity to be grateful for all that we have and reflect on ways to preserve our environment for future generations. Here are a few ways to make a positive difference.

HOLIDAY TREES

- Buy an artificial tree and continue to reuse it.
- Reuse decorations and store them in reusable plastic boxes.
- If you buy a real tree, do not buy a flocked tree because they are not recyclable.
- Buy a living tree and plant it in the ground after the holidays. They help improve air quality.
- Recycle your non-planted tree. Remember to remove all decorations and tinsel before setting it out at the curb on trash day or it cannot be recycled.

HOLIDAY PARTIES

- Use reusable table linens, plates and utensils instead of disposable types.
- Set out recycling containers for all bottles and cans during parties.

HOLIDAY SHOPPING

- Buy Christmas gifts, wrappings and cards that have recycled content.
- Take canvas tote bags to stores to use as shopping bags.
- Plan your shopping trips. Combine as many errands as possible. Cars turned off for over an hour emit about 5 times more pollution than a warm car.
- Clean out your closets and donate reusable items to charity.

HOLIDAY GIFT WRAPPINGS

- Use newspapers, fabric remnants and reusable canvas tote bags to wrap gifts.
- Avoid using metallic gift wrappings since they are not recyclable.
- Recycle all non-metallic wrapping paper.
- Reuse ribbons, bows, wrapping paper, boxes, tissue paper, and gift bags.
- Use newspaper instead of foam packaging and "peanuts" when mailing gifts.
- Reuse old Christmas cards. Cut them down in size and sign the back like a post card. Mail or use them as gift tags.

COMMERCE CITY COUNCIL



Joe Aguilar, Mayor
 Tina Baca Del Rio, Mayor Pro Tem
 Robert C. Fierro, Councilmember
 Lilia R. Leon, Councilmember
 Denise M. Robles, Councilmember

The Public Information Office welcomes your story ideas, suggestions, and opinions. Deadline for submission is the first of each month for publication the following month.

For more information, call 323•887•4447 - www.ci.commerce.ca.us

2535 Commerce Way · Commerce, CA 90040

Residential Customer

KEEPING COMMERCE BEAUTIFUL 2011

CITY TAKES ACTION TO IMPROVE NEIGHBORHOODS AND BUSINESS AREAS



Representatives from private businesses partnered with the Citadel, City staff, officials and volunteers from the Commerce Boy's Water Polo Team, Teen Center, Saint Marcellinus Church, and the Commerce Aquatics Booster Club to clean up the City.

The Commerce City Council has made beautifying and maintaining a clean, attractive City a top priority through a number of programs, services and policies under the Keep Commerce Beautiful initiative. In March the City affiliated with Keep America Beautiful, which is a National volunteer based community action and education organization dedicated to beautification and community improvement.

In addition to affiliating with Keep America Beautiful, the City has also taken the following actions to augment these efforts throughout 2011:

- Hosted the Annual Spring Clean Up in April in partnership with CalMet Services who provides the City's residential waste collection and recycling services.
- Partnered with the Citadel to organize a community clean up in August.
- Honored the Home and Industry of

the Year winners for their beautification efforts.
 • Established a new column in the Report to the People called 'The Code Zone' to educate Commerce residents about home and property maintenance, as well

as standards set forth by the Commerce Municipal Code.

The City will continue to focus on community improvement and beautification to enhance the community in 2012.



Zemarc Corporation was honored as the Industry of the Year for their property enhancements.



December Dates to Note

1
 Christmas Decorations Contest Applications Accepted
 Parks and Recreation Commission, 6 p.m.

3
 Library Children's Holiday Program,
 Council Chambers, 10 a.m.

5
Tree Lighting Ceremony, City Hall, 6 p.m.
 English Book Club, 6 p.m.

6
 EBDC Job Preparation Workshop, 9 a.m.
City Council/CDC, 6:30 p.m.
 Youth Advisory Commission, 7 p.m.

7
 Senior Citizens Commission, 12:30 p.m.
 Housing Committee, 5 p.m.
 Traffic Commission, 6:30 p.m.

8
 EBDC Job Preparation Workshop, 9 a.m.
 Holiday Cheer Program Registration Ends
 Community Services Commission, 6 p.m.

10
 Basketball Registration, All Parks, 10 a.m.

12
 Teen Holiday Craft Central Library, 4 p.m.
 Adult Computer Class, 5:30 p.m.
 Education Commission, 6 p.m.
 Spanish Book Club, 6 p.m.

13
 EBDC Job Preparation Workshop, 9 a.m.
 Beautification Committee, 3:30 p.m.
 Teen Holiday Craft, Atlantic Library, 4 p.m.
 I-710 Local Advisory Committee, 6:30 p.m.

14
 Teen Holiday Craft, Bristow Park Library,
 4 p.m.

15
 EBDC Job Preparation Workshop, 9 a.m.
 Teen Holiday Craft, Greenwood Library,
 4 p.m.

17
 Children's Holiday Faire,
 Veterans Park, noon

19
 Christmas Decorations Contest Application Deadline

20
 EBDC Job Preparation Workshop,
 9 a.m.
 Library Embajadores, 6 p.m.
City Council/CDC, 6:30 p.m.

20-21
Hanukkah

22
 Christmas Decorations Contest Judging

25
Christmas Day

26
City Hall and Libraries Closed

27
 Library Commission, 5:30 p.m.
 I-710 Local Advisory Committee,
 6:30 p.m.

28
 Planning Commission, 6:30 p.m.