

Report to the  
**People**

PROJECTS • PROGRAMS • EVENTS  
ATHLETICS • CALENDER OF EVENTS



# COMMERCE 2014



# Commerce Projects

Commerce began and completed many projects in 2014. Two major projects ready for a Grand Opening are the Central Library Renovation Project and the Farmer Boys/ Coffee Bean and Tea Leaf projects. The City also anticipates additional project planning in 2015 with the revenue from Measure AA. Here are a few highlights from 2014.



Street and road repairs are a top priority for the City utilizing grant funding and approximately \$6.6 million in revenues from the Measure AA 1/2 Cent sales tax approved by 68% of Commerce voters in 2012.

## From the desk of the City Administrator

I'd like to start by encouraging you to take a look back at 2014 via this Year in Review issue of the Report to the People. On behalf of the City Council I'd like to thank the community for allowing us to provide you with quality programs and services for another year. It is certainly our goal to improve your quality of life and it's what we look forward to doing in 2015 as Commerce enters its 55th year of service.

Good news this year is that the economy is moving in a better direction, which means the community's financial position continue to grow stronger assuring the delivery of City services to our residents and businesses. Commerce is home to more than 1,800 businesses; a number which changes from month to month, but which has steadily increased over the last year.

Although the City has been through various transitions, it has always come back strong. From incorporation in 1960 through the 80's Commerce featured a heavy industry and manufacturing revenue base that transitioned to a business model centered on revenue from the Commerce Casino and increased retail.

Today our retail base continues to expand along the Telegraph Road Corridor as Commerce becomes an increasingly popular destination for international tourism, as well as consumers throughout the region. These regional consumers include folks from Downtown Los Angeles who are drawn to Commerce for our free and easy transportation system, as well as our entertainment and shopping opportunities.

The expansion of the retail base has also expanded the corresponding revenue stream from the Measure AA 1/2 cent sales tax approved by voters in November of 2012. Initially projected to generate \$4.5 to \$5 million a year, Measure AA has been generating well over \$6 million a year.

The availability of \$1.5 million in additional funding will help speed the improvement of City facilities, streets and roads. Although we're still in the early stages of many of these projects, they are moving. Some of these projects also include the construction of new sidewalks, repair of existing sidewalks and planting of new trees, all of which will make Commerce safer and more walkable.

Speaking of facilities, we celebrated the opening of the new Congresswoman Lucille Roybal-Allard Emergency Operations Center on Oct. 25th. The Congresswoman has been serving constituents in Commerce and the region since 1986 by bringing funding to our communities to enhance quality of life. In fact, her work was the key to securing \$1 million from the US Department of Homeland Security to construct this building that will enable Commerce to be more effective in protecting property and life in the event of a major disaster.

Although we're on the cusp of another year, 2014 isn't over yet. We encourage you to mark your calendar for the Annual Tree Lighting Ceremony on Mon., Dec. 1 at 6 p.m. at the steps of City Hall. Also, Parks and Recreation is hosting the Children's Holiday Faire on Saturday, Dec. 13, from 10 a.m. to 2 p.m. at Veterans Memorial Park, which features games, treats and holiday crafts for kids.

Remember, City Hall will be closed on Thu., Dec. 25 in observance of the Christmas Holiday and also on Fri., Jan. 1 in observance of New Year's Day.

On behalf of the Council and the City's employees, we wish you all peace, joy and good fortune through the holiday season, happy holidays and a terrific new year.

Sincerely,  
Jorge Rifá



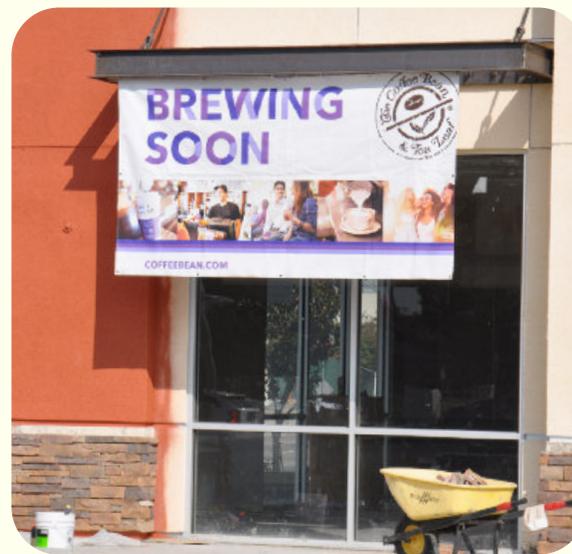
Residents had the opportunity to look at the proposed work for the Washington Boulevard Reconstruction Project at a community information meeting in October.



The highly anticipated Farmer Boys Breakfast, Burgers and More opened for business in November right next to the Costco Business Center.



The Rosewood Park Central Library renovation is nearly complete with a grand opening celebration planned for early 2015.



The Coffee Bean and Tea Leaf opened as one of the new attractions on the Telegraph Road Corridor.



The grand opening of Rolling Pin Bakery has been a great addition to the community. Featuring a drive through, the eatery offers a convenient option for freshly made baked goods and sandwiches. Rolling Pin also hired locally, so stop in and you just may see your neighbor.

# Commerce Programs

Commerce is well known for the outstanding and low cost programs it offers residents. Whether it is educational, recreational or community improvement, the City offers something for everyone. Residents are also encouraged to join a civic or service club. Many of the clubs work with the City on programs and events. For more information, call the Parks and Recreation office at (323) 887-4434.



The City's Community Services Department in partnership with the Los Angeles County Sheriff's Department visited Rosewood Park School and Bandini Elementary to promote saying No to Drugs and bullying as part of the Red Ribbon Week festivities.



The City's Garden Club hosts a competition for all its members in several categories including best flower, plant and fruit. The event is held in conjunction with the City's Annual Cinco de Mayor Celebration.



Several civic groups, including teens active at the City's Teen Center, volunteered at the annual Clean Up Commerce event hosted by the Citadel Outlets. Steve Craig Realty contributed \$10,000 to participating organizations.



Samantha Maravilla is one of hundreds of residents who depend on the City's Medi-Ride service to transport her to her various doctors appointments.



One of the highlights of the year is the City's Preschool Graduation. This year's theme was "It's a Small World" and graduates were showered with love, adoration and congratulations from the entire community.



There were nearly 1,000 participants at this year's Commerce to College Fair including students, their families and college representatives. In addition, the Commerce Library hosted workshops on college prepa



The Library's Homework Help Program continues to provide assistance to students of all ages at all four City of Commerce Libraries.

# Commerce Events

Community comes from people getting to know one another by spending time together. Commerce provides members of the public with opportunities to participate in outstanding events throughout the year that emphasize social interaction, tradition, enhanced quality of life and fun. In 2014 the City hosted or participated in many events including Cinco de Mayo & Independence Day Celebrations, the Miss Commerce Pageant, Dia de los Muertos, the Commerce Citadel Job Fair and many others.



A total of 54 Commerce scholars were honored at the Annual Commerce Scholarship Awards Breakfast in August.



An adorable little folklorico dancer shined at the 16th of September Celebration held at Bristow Park.



The Kids Are Cute Baby Show was held on May 10 at the Rosewood Park Community Center. Sophia Venegas is pictured celebrating with her family after winning ribbons in several categories.



Miss Commerce Denize Rodriguez was the perfect Catalina at the City's Dia de los Muertos celebration held at Bristow Park on November 1st.



The Los Angeles County Sheriff's Department Deputies assigned to the City of Commerce attended the Annual Independence Day celebration and were joined in the photo by a group of enthusiastic residents. The City's Independence Day Celebration is one of the largest events in Commerce.



The Commerce Girl Scouts Troop #13591 volunteered at the City's Annual Rabies Clinic so Commerce residents could renew vaccination and pet licenses for their families' dogs.



The City once again partnered with the American Cancer Society to host the Relay for Life, a 24 hour event that raises funds and awareness about all forms of cancer. It also gives participants an opportunity to remember those who lost their battle.



Miss Commerce, the Royal Court and Young Man of the Year, helped the City commemorate Armed Forces Day which was observed at the beginning of the Council meeting.



Thousands of visitors from throughout the region converge on Rosewood Park to celebrate our Nation's independence at the City's four-day Independence Day Celebration and Carnival.



The Miss Commerce Pageant is one of the City's most popular events. Miss Commerce 2014 Denize Rodriguez and her Royal Court pictured from left to right are Miss Fourth of July Natalie Melendez, Miss Dodgers/Miss Friendship Chloe Romero, Miss Clippers Samantha Juaregue and Miss Cinco de Mayo Mariah Pino.



Polynesian dancers and musicians entertained residents at the Senior Center Luau. This annual event brings the islands to Commerce. Seniors are served a tropical lunch and are encouraged to wear their favorite floral attire.



The Annual Community Job Fair drew approximately 100 employers and thousands of job seekers. This event has served as a valuable resource for connecting businesses and jobseekers for the past 6 years.



Commerce resident Adriana Torres holds her new born daughter Chloe who was dressed as a ladybug at the City's Annual Halloween Costume Parade.



Congresswoman Lucille Roybal-Allard was overwhelmed by the outpouring of community support at the City's Emergency Operations Center Dedication Ceremony naming the facility in her honor. The event included a health and safety fair that provided residents with critical information about emergency preparedness.



Miss Clippers Samantha Jauregui was featured during pre-game introductions at center court and was later seated courtside for the game as a special guest of the Commerce Hotel and Casino. About 75 Commerce residents joined Miss Clippers and the City Council at the game.

# Commerce Athletics

The City offers youth sports including: baseball, basketball, boxing, flag football, soccer, softball, swimming, volleyball and water polo. The Sports Division also coordinates the adult sports program which includes: basketball, coed softball, coed volleyball, karate, men's baseball and men's softball. For more information about the City's sports programs, contact Sports Coordinator Frank Garcia at 323-887-4432.



Commerce Crush Volleyball is a competitive traveling team for girls ages 9-18 years. There are five age group teams that compete throughout the region.



Commerce Aquatics program superstar Laura Jimenez was surrounded by her parents, coaches and MUSD staff when she signed her letter of intent to play water polo at the University of Michigan.



Commerce's very own Stephanie Contreras (pictured center) is flanked by her teammates from Arizona State University's highly-sought after women's water polo team freshman class.



Commerce celebrated Community Dodger Night in August led by Miss Dodgers Chloe Romero.



Commerce Aquatics and Water Polo alumni Priscilla Orozco, Sergio Macias and Brenda Villa were inducted in the Commerce Hall of Champions in the Brenda Billa Aquatic Center.



As part of the City's Annual Independence Day Celebration, participants in the 5K Freedom Run won trophies in several categories including fastest times and oldest runners.



The City's boxing program hosted an exhibition as part of the Annual Cinco de Mayo Celebration.



Nearly 200 local athletes participated in the Los Angeles Galaxy Soccer Clinic held at Rosewood Park in August. Commerce youth learned soccer skills from some of the best in the game.



Hundreds participated in the Independence Day 5k Freedom Run held in the Rosewood Park neighborhood of Commerce.



# DECEMBER 2014

## COMMERCE CALENDAR OF EVENTS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p><b>January 2015</b></p> <p>S M T W T F S</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28 29 30 31</p>	<p><b>1</b></p> <p><b>Tree Lighting Ceremony</b> City Hall 6 p.m.</p> <p>Youth Advisory Commission 7 p.m.</p>	<p><b>2</b></p> <p><b>City Council/Successor Agency 6:30 p.m.</b></p> 	<p><b>3</b></p> <p>Senior Citizens Commission 12:30 p.m.</p>	<p><b>4</b></p> <p>Parks &amp; Recreation Commission 6 p.m.</p>	<p><b>5</b></p>	<p><b>6</b></p> <p>Library Children's Holiday Program Council Chambers 10 a.m.</p>
<p><b>7</b></p>	<p><b>8</b></p> <p>MS Publisher Class Atlantic Library 5:30 p.m.</p> <p>English Book Club Transportation Conf. Rm. 6 p.m.</p> <p>Education Commission 6 p.m.</p>	<p><b>9</b></p> <p>Teen Book Club Greenwood Library 4 p.m.</p>	<p><b>10</b></p> <p>MS Excel Class Bristow Park Library 4 p.m.</p> <p>Traffic Commission 6:30 p.m.</p>	<p><b>11</b></p> <p>Internet Class Greenwood Branch 5:30 p.m.</p> <p>Community Services Commission 6 p.m.</p>	<p><b>12</b></p> <p>Tiny Pajama Party Bandini Park 6:30 p.m.</p>	<p><b>13</b></p> <p>Children's Holiday Faire Veterans Park 10 a.m.</p>
<p><b>14</b></p>	<p><b>15</b></p> <p>Christmas Decorations Contest Applications Deadline</p> <p>Spanish Reading Club Community Services Conf. Rm. 6 p.m.</p>	<p><b>16</b></p> <p><b>Hanukkah</b></p> <p><b>City Council/Successor Agency 6:30 p.m.</b></p> 	<p><b>17</b></p> <p>Planning Commission 6:30 p.m.</p>	<p><b>18</b></p>	<p><b>19</b></p>	<p><b>20</b></p>
<p><b>21</b></p>	<p><b>22</b></p> <p>Winter Program Begins, all parks</p> <p>Library Commission 6 p.m.</p>	<p><b>23</b></p>	<p><b>24</b></p> <p><b>City Hall &amp; Central Library Close at 1 pm</b></p> <p><b>Branch Libraries Closed</b></p>	<p><b>25</b></p> <p><b>Christmas Day</b></p> <p><b>City Hall &amp; Libraries Closed</b></p> 	<p><b>26</b></p>	<p><b>27</b></p>
<p><b>28</b></p>	<p><b>29</b></p>	<p><b>30</b></p>	<p><b>31</b></p> <p><b>City Hall &amp; Central Library Close at 1 pm</b></p> <p><b>Branch Libraries Closed</b></p>			

Libraries Closed

**Report to the People** *RTTP Artículos en Español* Si le interesa recibir la versión en Español de algun artículo, por favor llame a la Oficina de Información Pública al (323) 887-4447. Cuando llame, indique el título del artículo, la fecha y la dirección de su domicilio o correo electrónico. La versión traducida se le mandará.

## COMMERCE CITY COUNCIL



Tina Baca Del Rio, Mayor  
Lilia R. Leon, Mayor Pro Tem  
Joe Aguilar, Councilmember  
Ivan Altamirano, Councilmember  
Denise M. Robles, Councilmember

### Important Phone Numbers .....

City Hall	(323) 722-4805	E.L.A. Sheriff's (323) 264-4151
Code Enforcement	Ext. 2293	Graffiti Hotline (323) 887-4444
Animal Control		<b>Emergency 911</b>
M-F 8 am to 6 pm	(323) 887-4460	
Weekends/Evenings	(562) 940-6898	<a href="http://www.ci.commerce.ca.us">www.ci.commerce.ca.us</a>

2535 Commerce Way · Commerce, CA 90040

*Residential Customer*  
*Season's Greetings and Happy New Year*

## Proposed Retail Center Project Draft EIR Available for Public Comment

The City has released a Draft Environmental Impact Report (Draft EIR) for a proposed Retail Center Project, which will be available for public review and comment until Monday, December 22, 2014.

The proposed Commerce Retail Center is a 13.16-acre project site located at the intersection of Washington and Atlantic Boulevards in Commerce. The proposed project would replace the existing commercial and industrial uses with a 127,500 square-foot major anchor store and 20,700 square feet of smaller retail and restaurant uses. The anchor store would retail groceries and general merchandise and operate 24 hours a day, 7 days a week.

The Draft EIR identifies the following issues as potentially significant impacts: aesthetics, light and glare; air quality and greenhouse gases; hazards and hazardous materials; hydrology and water quality; land use; noise; public services and utilities; transportation; and urban decay.

The EIR is available in print form at the Commerce Central Library (5655 Jillson Street, Commerce, CA 90040) and at the address below, and online at the City of Commerce's website at [www.ci.commerce.ca.us](http://www.ci.commerce.ca.us).

Comments and questions regarding the Draft EIR should be directed to:

**Matt Marquez, Deputy Director of Development Services at:**  
2535 Commerce Way,  
Commerce, CA 90040

Phone: (323) 722-4805 ext. 2349  
Fax: (323) 888-6537  
Email: [planning@ci.commerce.ca.us](mailto:planning@ci.commerce.ca.us)

## City of Commerce Annual Veterans Day Ceremony



Commerce resident and Marine Corps Veteran Joe Flores leads the presentation of colors with fellow Marines and members of the Commerce Girl Scouts Troop #13591.

Hundreds of people attended the City's Annual Veterans Day Ceremony. Commerce partnered with several organizations this year to offer information and resources for Veterans. Walgreens provided free flu shots to all Veterans, the International Brotherhood of Electrical Workers connected people with the Electrical Training Institute right here in Commerce and their Veterans to Work program. Habitat for Humanity signed up people to qualify for a variety of their housing programs including their free Veterans Home Repair program. And the Hook Up Veterans Resource Center was on hand to help Vets complete paperwork to check status on benefits and pensions. The family-friendly event featured a military static display, a children's craft corner, musical entertainment and a keynote speaker.



Master of Ceremonies and US Army Veteran Ray Ramirez welcomes Keynote Speaker and active duty Marine Captain Bradley K. Rothman to the stage.



The US Navy Delegation during the presentation of colors at the Veterans Day Ceremony.