State of the City 2019

Presented to the Cerritos Chamber of Commerce by Cerritos Mayor Naresh Solanki City Manager Art Gallucci June 12, 2019
Eureka! Restaurant
HomeGoods
The City welcomed several other new businesses, including State Bank of India, RiceString Noodle Shack, Chicago’s Pizza and HealthCare Partners.
The Sheraton Cerritos was recently remodeled.
Bank of America renovation is complete.
The Cerritos Mazda dealership in the Cerritos Auto Square was recently remodeled.
Improvements at the Penske Jaguar/Land Rover of Cerritos dealership are currently under way.
RACER Powered by CivicRec

The new online registration system offers improved service.
The burglary rate in Cerritos has been reduced by nearly 55 percent since 1994.
Picerne Family Foundation donated $18,000, which was used to purchase high performance ballistic vests to assist with burglary suppression efforts.
The City of Cerritos was awarded a $211,000 grant from SCAG for its business license software program.
Cerritos was named a Tree City USA for the 21st straight year.
Carmenita Road from South Street to 183\textsuperscript{rd} St. was repaved, as was a portion of Del Amo Blvd.
The City received a $360,000 grant from the Caltrans Highway Safety Improvement Program for traffic signal improvements at Bloomfield Ave. and 166th St.
Southern California Edison converted the streetlights in all residential tracts and arterial streets to LED technology.
The CCPA kicked off its 2018-2019 Season with a concert by Martina McBride.
Cerritos Center for the Performing Arts
2018-2019 Season

CCPA and Performance Partner Programs
• TOTAL SALES: $5,844,525
• TOTAL SEATS: 75,257
L.A. County Supervisor Janice Hahn donated $110,000 to support the CCPA’s Arts Education program.

Eight educational daytime performances are presented each season to approximately 10,000 K-12 students.
Cerritos Library replaced and upgraded its RFID system.
The cloudLibrary digital book service was introduced.
The Cerritos Senior Center celebrated its 25th anniversary in February.
Congratulations to 2019 California Distinguished Schools Cerritos and Whitney high schools, and 2019 Model Continuation High School recipient Tracy High School. Wittmann Elementary School and Carmenita Middle School received 2018-2019 Civic Learning Awards of Merit.
The new gymnasium building at Valley Christian School is in the planning stage.
Cerritos College opened its new Health & Wellness Complex in April 2019.
Encouraging Your Involvement

• We encourage you to be an ambassador for the City of Cerritos.

• Your comments, questions and suggestions are always welcome. For your reference my contact information follows:
  – Personal phone    (310) 720-0650
  – City Hall                (562) 916-1311
City of Cerritos turns 63

Incorporated in 1956 as Dairy Valley
Dairy Valley was home to:

- 3,500 people
- 32,000 cows
- 83,000 chickens
- 9,600 turkeys
- 105 acres of row crops, including fields of strawberries and sugar beets
- Dairy Valley’s name was officially changed to Cerritos on January 10, 1967
In 1956:

• The average retail price of gas in the U.S. was 30 cents/gallon
• A fresh loaf of bread averaged 18 cents
• A gallon of milk cost 97 cents
• Dwight D. Eisenhower was president
• Minimum wage was $1/hr.
• The No. One song was Elvis Presley’s “Don’t Be Cruel” and “Hound Dog”
Cerritos Library

Future library for the City of Cerritos

Scheduled for Summer 1973
Parks

Future Park Site for Citizens of Cerritos
Parks
Cerritos has 25 parks and recreation facilities, plus classes, special events and excursions.
Cerritos Sheriff’s Station
Cerritos Sheriff’s Station
Cerritos Sheriff’s Station
• 67 sworn Sheriff’s deputies, 18 professional staff and four reserve deputies provide law enforcement services
• Seven full-time and 42 part-time Community Safety employees provide code enforcement, parking control and crossing guard services. There are 37 VOPs.
• Annual Community Safety budget is $19,187,420
Cerritos’ Business Environment
Cerritos Auto Square
Cerritos Auto Square
Cerritos Auto Square
New & Used Units Sold, Leases

2019 sales figures to date: 22,576
Auto Square Employment

3,000 people are employed at the Cerritos Auto Square
Los Cerritos Center
Los Cerritos Center
Los Cerritos Center

1.259 million square feet
$979 in sales per square foot in 2018
(small shop space only; does not include dept. stores, Dick’s Sporting Goods, Harkins Theatres)
Los Cerritos Center Count of Shoppers Entering the Mall in 2018

Busiest Day: Nov. 23........................appx. 99,400

Second Busiest Day: Dec. 22 & 23........appx. 89,000 each day

Total for 2018..........................................................11.8 million

Average daily attendance for 2018 (Jan-Nov)..30,930

Average daily attendance for 2018 (Dec).......50,323
Los Cerritos Center Employment

• Approximately 2,500 people are employed at the Los Cerritos Center during non-holiday months
• An additional 1,000 people are employed during the holiday season
Los Cerritos Center

NEW
RSQ (Tillys) – Apr. 2018
Mangoos – May 2018
Chase Bank – June 2018
Snowfox Sushi – June 2018
SomiSomi Soft Serve & Taiyaki – June 2018
Lilyful – July 2018
Miniso – Aug. 2018
HypeSwype – Sept. 2018
Lovisa – Sept. 2018
Papyrus – Oct. 2018
Untuckit – Nov. 2018
Alex and Ani – Jan. 2019
Aeropostale – Jan. 2019
Laura’s Boutique – Feb. 2019
Zumiez – March 2019
<table>
<thead>
<tr>
<th>Los Cerritos Center</th>
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</thead>
<tbody>
<tr>
<td><strong>REMODELS</strong></td>
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<tr>
<td>Build-A-Bear – Apr. 2018</td>
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<tr>
<td>O-Skin Care + Spa – May 2018</td>
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<tr>
<td>Aerie/American Eagle – July 2018</td>
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<tr>
<td>Love Culture – Aug. 2018</td>
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<tr>
<td>Wetzel’s Pretzels – Oct. 2018</td>
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<tr>
<td>Milano Gelato – Nov. 2018</td>
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<tr>
<td><strong>UPCOMING 2019</strong></td>
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<td>Gilly Hicks – June 2019</td>
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<tr>
<td>SandBox – Late Summer 2019</td>
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<tr>
<td>T-Mobile – Fall 2019</td>
</tr>
</tbody>
</table>
Los Cerritos Center
Cerritos Towne Center
Cerritos Towne Center
City of Cerritos Budget
Cerritos Assessed Valuation
$9,637,201,915
Homes & Neighborhoods
The Chenevert family moved into the very first tract home in Dairy Valley in 1966.
Homes & Neighborhoods

Median Home Prices 1956-2016

Source for median home prices: “Los Angeles Times” database and long-time Cerritos residents
Single-Family Houses Median Resale Prices
April 2019

Source: CoreLogic
Green Cerritos

Cerritos City Hall was the nation’s first solar-heated City Hall complex.
Green Cerritos

Cerritos Iron-Wood Nine Golf Course was the first Cerritos facility to use recycled water.
Cerritos Olympic Swim Center uses solar heating and natural lighting to heat water.
Projections for FY 2019-2020 include capital improvement expenditures and revenue, and other offsets due to anticipated uses of funds.
FY 2019-2020: Sources of New Revenue

RECURRING
• $1 million in Measure “W” (special tax for parcels located in the Los Angeles County Flood Control District)
• $200,000 in Measure “A” (County tax on improved property for park improvements)
• $420,000 lease of 12616 183rd Street office building (est.)
• $403,000 lease of 12880 Moore Street warehouse
• $127,000 lease of 17423 Studebaker Road property

ONE-TIME SOURCES
• $1 million in Metro grants
• $1 million in WRD legal settlements for CIP Well C-5 use
• $1.1 million in reimbursement for auto storage improvements
• $2.6 million insurance reimbursement for damage to City property
City Sales Tax Revenue
$34 million projected for FY 2019-2020

[Bar graph showing sales tax revenue from 2000-2019 with projections for 2020-2020]
Retail Sales in Cerritos

2019-2020 projection = $3,405,300,000

Average sales per day = $9,329,589

*Based on projected taxable retail sales*
Ground Rent Revenue
$7,891,510 projected for FY 19-20
California Cities Sales Tax Rankings

- Cerritos ranks number 47 out of 539 agencies in total sales tax collected for calendar year 2018

- Followed by Thousand Oaks (52), Ventura (67), Santa Barbara (81), Brea (88) and Mission Viejo (110)

- Cerritos is estimated to receive $34 million in sales tax revenue in the upcoming fiscal year
Top 25 Cerritos Sales Tax Producers
(Calendar Year 2018 in Alphabetical Order)

• Apple
• Autonation Toyota Cerritos
• Best Buy
• Browning Mazda
• Cerritos Acura
• Cerritos Dodge
• Cerritos Infiniti
• Cerritos Nissan
• Golden Star Technology
• Home Depot
Top 25 Cerritos Sales Tax Producers – cont.  
(Calendar Year 2018 in Alphabetical Order)

• Honda Lease Trust
• Hyundai Lease Titling Trust
• Kia of Cerritos
• Lexus of Cerritos
• Macy’s
• Nordstrom
• Norm Reeves Ford & Lincoln Superstore
• Norm Reeves Honda Superstore
• Penske Buick GMC
• Penske Chevrolet of Cerritos
Top 25 Cerritos Sales Tax Producers – cont.
(Calendar Year 2018 in Alphabetical Order)

• Revolve Clothing.Com
• Royal Plywood Company
• Target
• Toyota Lease Trust
• Walmart Supercenter
20 new businesses opened in the Cerritos Industrial Park (January through May 2019)

List of Businesses

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>Point 2 Point Global Security, Inc.</td>
<td>17316 Edwards Road Unit #180</td>
</tr>
<tr>
<td>Eminent Inc</td>
<td>12889 Moore Street</td>
</tr>
<tr>
<td>E D C Furnishings LLC</td>
<td>16202 Distribution Way</td>
</tr>
<tr>
<td>Dream &amp; Space Construction Inc.</td>
<td>13903 Artesia Boulevard</td>
</tr>
<tr>
<td>St. Killian Importing Co Inc.</td>
<td>13211 166th Street</td>
</tr>
<tr>
<td>D P M Link</td>
<td>17326 Edwards Road Unit #A215</td>
</tr>
<tr>
<td>Porven, LTD</td>
<td>14141 Arbor Place</td>
</tr>
<tr>
<td>Wave-Worthington Armstrong Venture</td>
<td>12630 Hiddencreek Way</td>
</tr>
<tr>
<td>Haitai, Inc</td>
<td>13151 Midway Place</td>
</tr>
<tr>
<td>K P Global Inc</td>
<td>16210 Manning Way</td>
</tr>
<tr>
<td>D H M</td>
<td>17605 Fabrica Way Unit #I</td>
</tr>
<tr>
<td>Millwork Brothers, Inc.</td>
<td>16724 Marquardt Avenue</td>
</tr>
<tr>
<td>Faith Com, Inc</td>
<td>13850 Cerritos Corporate Drive Unit #D</td>
</tr>
<tr>
<td>So Cal Custom Sheet Metal, Inc</td>
<td>16724 Marquardt Avenue</td>
</tr>
<tr>
<td>HNY Ramen Inc</td>
<td>17109 Edwards Road</td>
</tr>
<tr>
<td>Rael, Inc</td>
<td>13915 Cerritos Corporate Drive Unit #D</td>
</tr>
<tr>
<td>EWI, Inc</td>
<td>13030 Alondra Road #102</td>
</tr>
<tr>
<td>People's Care Home Health Inc</td>
<td>12611 Hiddencreek Way #JK</td>
</tr>
<tr>
<td>Midway International</td>
<td>16430 Manning Way</td>
</tr>
<tr>
<td>Brentwood Home LLC</td>
<td>17211 Valley View Avenue</td>
</tr>
</tbody>
</table>
City of Cerritos
Total Jobs 2007-2018

Unemployment rate in Cerritos is 3.8%

Sources: Bureau of Labor Statistics and the Employment Development Department
Cerritos Industrial Park

- Cerritos Industrial Park has 5,227,200 square feet of space
- Cerritos Industrial Park vacancy rate is 1.6%
- L.A. County industrial real estate vacancy rate is 1.2%
- Orange County industrial vacancy rate is 3.1%

Source: Newmark Knight Frank
Cerritos Center for the Performing Arts
Cerritos Center for the Performing Arts
Cerritos Center for the Performing Arts
Cerritos Center for the Performing Arts
2019-2020 Season Preview
Toni Braxton opens the 2019-2020 Season on September 7
Also to be presented:

Darlene Love
Johnny Mathis
Emmylou Harris
Yanni
Paul Anka
The Beach Boys
Jay Leno
Kool & The Gang
David Foster
Lea Salonga
Thank you from the Cerritos Mayor, City Council and staff for being here today for the State of the City presentation.