

## **1. City Administrator Report**

Recommendation:

Receive presentation on various topics including New Business Welcome, Business Spotlight, Vernon's First Electric Vehicle Charging Station, the Southern California Public Power Authority Annual Tour, Vernon's Gateway Arch, Former Vernon Police Officer Visit, Economic Development Webpage Redesign, Business Networking and Community Events.

## City Council Agenda Report

Meeting Date: August 1, 2023  
From: Carlos Fandino, City Administrator  
Department: City Administration  
Submitted by: Diana Figueroa, Administrative Analyst

### **Subject**

City Administrator Report

### **Recommendation**

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### **Background**

The City Administrator Report is a presentation highlighting City projects, responses to Council inquiries, and events and activities of interest to the community. The report will be available at the time of the meeting.

### **Fiscal Impact**

There is no fiscal impact associated with this report.

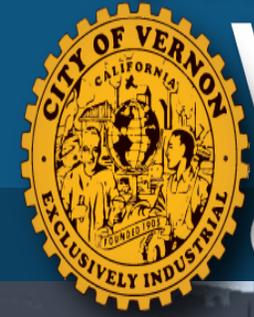
### **Attachments**

None.

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August 1, 2023  
Item 1  
Staff Presentation



**City Administrator Report**  
**August 1, 2023**

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# VERNON HIGHLIGHTS

## CALIFORNIA

### TOPICS

1. New Business Welcome
2. Business Spotlight
3. Vernon's First Electric Vehicle Charging Station
4. Southern California Public Power Authority Annual Tour
5. Vernon Gateway Arch
6. Former Vernon Police Officer Visit
7. Economic Development Webpage Redesign
8. Business Networking & Community Events

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# VERNON

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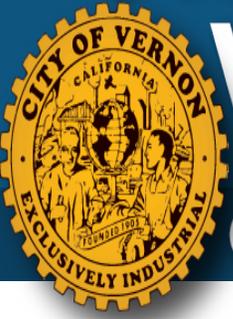
# ADMINISTRATION

**NEW BUSINESS WELCOME**

n a t u r e  
d e n i m



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## ENTERPRISE TRUCK RENTAL CELEBRATES GRAND OPENING



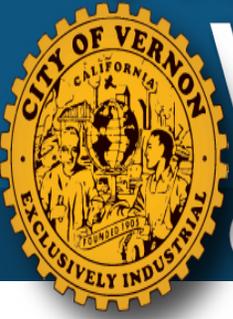
Ribbon Cutting Ceremony  
on July 18th

- Council Members and City staff joined Enterprise and presented a certificate to commemorate occasion
- Enterprise is excited to be in Vernon and is committed to giving back to the community

## ENTERPRISE TRUCK RENTAL CELEBRATES GRAND OPENING



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**BUSINESS SPOTLIGHT –**



LE VIGNE  
WINERY



Le Vigne offers wine tasting in Vernon!

- Business moved to Vernon in 2021 – opened wine tasting room in May 2023
- Award-winning winery in Paso Robles since the late 1990s
- Partners with Vernon business for cheese pairings!

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# VERNON ADMINISTRATION

CALIFORNIA

## BUSINESS SPOTLIGHT –



LE VIGNE  
WINERY



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# VERNON PUBLIC UTILITIES

## CALIFORNIA

### VERNON'S FIRST PUBLIC FAST ELECTRIC VEHICLE CHARGING STATION

Total of 18 fast chargers installed on Soto

- Ready for business on July 11<sup>th</sup>
- High traffic location adjacent to new Starbucks set to open this summer
- Over 60 unique charges reported in first two days of station operation
- Location performance high – not many options for charging in Southeast LA area
- Staff is working on development of two additional charging sites within the City

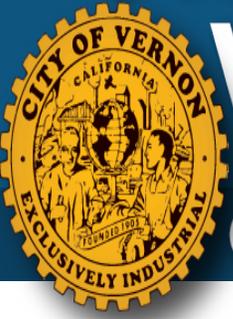


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**VERNON PUBLIC UTILITIES**  
CALIFORNIA

**VERNON'S FIRST PUBLIC FAST ELECTRIC VEHICLE CHARGING STATION**



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# VERNON PUBLIC UTILITIES CALIFORNIA

## SOUTHERN CALIFORNIA PUBLIC POWER AUTHORITY ANNUAL TOUR



SCPPA Annual Tour from  
July 17<sup>th</sup> – 19<sup>th</sup>

- Deputy City Administrator, VPU General Manager and VPU staff participated
- Sites visited included the Port of LA, Colton, and Anaheim
- Opportunity for networking with legislative officials and utility counterparts

# SOUTHERN CALIFORNIA PUBLIC POWER AUTHORITY ANNUAL TOUR



## PRIME LOCATION FOR COMMERCE

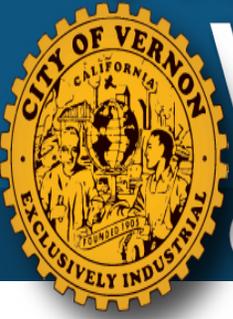
- Vernon is prime location for business & commerce just south of downtown Los Angeles
- Proximity to LAX, the Ports of Los Angeles and Long Beach and the Alameda Corridor (direct railway)
- 3 Railway Companies and 6 LA Major Freeways within 5 miles



# SOUTHERN CALIFORNIA PUBLIC POWER AUTHORITY ANNUAL TOUR



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# VERNON PUBLIC WORKS

## CALIFORNIA

### VERNON GATEWAY ARCH

Vernon's monument is up!

- Major components installed on July 21<sup>st</sup> – Project to be completed on August 4<sup>th</sup>
- Acknowledges Vernon's history and celebrates its evolution
- Complements new developments proposed for Santa Fe, bringing a fresh and vibrant look to City



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# VERNON PUBLIC WORKS

## CALIFORNIA

### VERNON GATEWAY ARCH



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# VERNON POLICE

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## FORMER VERNON POLICE OFFICER VISIT

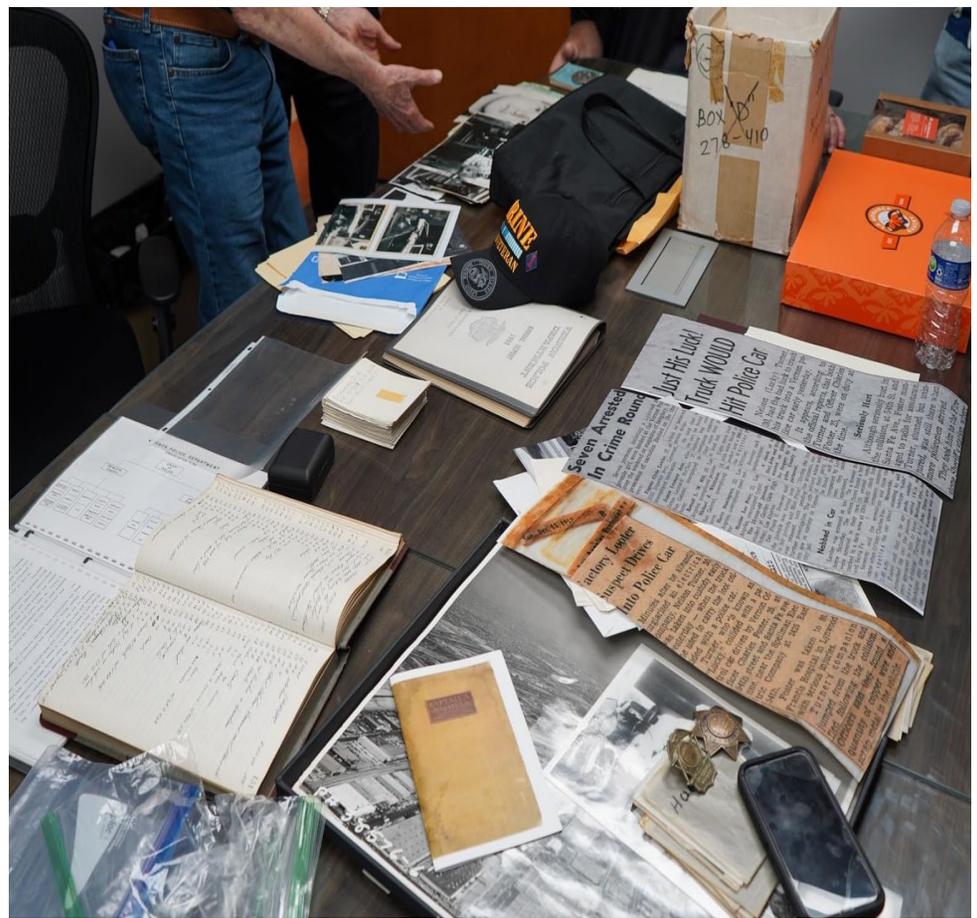


On July 11<sup>th</sup> Chuck Foster visited Vernon

- Officer Foster worked in Vernon from 1957-1967
- The 90-year-old Korean War Veteran flew from Oklahoma to visit VPD
- Foster joined VPD for a luncheon, photo ops, storytelling, and happily sat in on a briefing

# City of VERNON POLICE CALIFORNIA

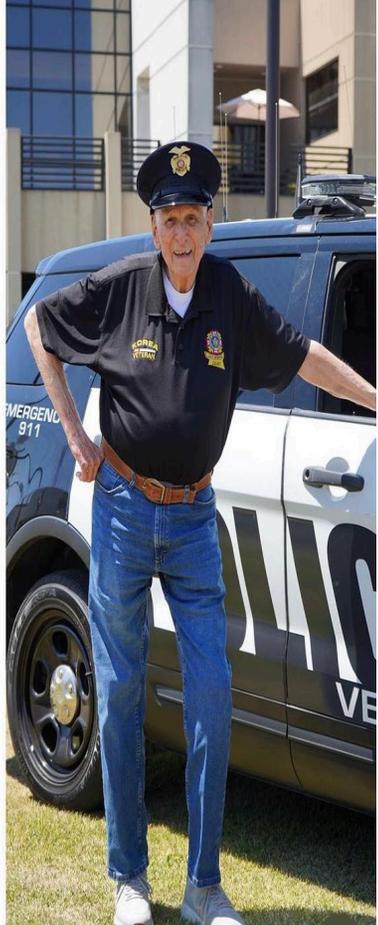
## FORMER VERNON POLICE OFFICER VISIT



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CALIFORNIA



# FORMER VERNON POLICE OFFICER VISIT



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## ECONOMIC DEVELOPMENT WEBPAGE REDESIGN

### Active Promotion of City

- Updates coincide with Zoning Code changes
- Looking to attract clean commerce, mixed-use development and retail
- Information for prospective developers looking for a home for retail, residential, and clean business operations

HOW DO I? GOVERNMENT DOING BUSINESS ABOUT

Discover Vernon

- The Vernon Advantage
- A Prime Location for Business
- Demographics
- Unparalleled City Services
- A Legacy of Industry, Community, and Service
- + Business Spotlight
- A Diversified Future
- + Doing Business in Vernon
- Emergency Response
- Incentives
- Safeguards
- Waste Management

[Doing Business >](#)

### Discover Vernon

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Vernon is ready to welcome new customers to its uniquely business-friendly community. The City is an untapped market for retail amenities like restaurants, health and wellness, and big-box businesses are strikingly absent. The City wants to support and promote your business, whether you're a green-cleantech business, e-commerce, recreational facility, retail storefront, construction, or manufacturing plant Vernon is the best place to be. The City has the expertise and resources to assist new and growing businesses. The City of Vernon has been industry driven since 1905.

The City is positioned to partner with your business, understand your goals, and develop creative solutions to optimize your success.

Vernon has a proven track record of helping customers stay in business. It boasts an 80-year tenancy with some businesses and has an average 30-year tenancy with 25 of its top businesses. Vernon is proud to have won the Los Angeles Economic Development

# ECONOMIC DEVELOPMENT WEBPAGE REDESIGN

VERNON CALIFORNIA
HOW DO I?
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ABOUT
Q

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Doing Business > Discover Vernon >

## A Legacy of Industry, Community, and Service

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Since 1905, Vernon has been synonymous with business. Our large commercial community appreciates the business-friendly environment facilitated through City policy and staff attentiveness. Business is personal to Vernon, and we take pride in our ability to support business operations in meaningful ways.

The following Business Testimonials provide a glimpse into the phenomenal service that can be expected from Vernon. Industry, Community, and Service have become hallmarks of the City.

Business Testimonials

"When we pitched the concept...it was something new and different...They embraced the design, embraced our company and...were excited for our business. They committed to work with us on the buildout and operation. It was a partnership...the entire process."

SMALLHOLD

"Since 1967, we have...moved three times as our business expanded. Each time...we settled on...Vernon. We have now operated at our current location...for over 20 years."



## A Legacy of Industry, Community, and Service



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Doing Business > Discover Vernon >

## A Diversified Future

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Vernon's north-western border is adjacent to the Downtown LA Arts District which presents a unique opportunity to curate a neighborhood filled with all sizes and types of retail from big-box to artisanal production. We welcome high-profile chains and "mom and pop" operations.

Vernon has created a culture of innovation, entrepreneurship, and a resource-rich business environment and it's taking that forward-thinking approach to cultivate a complementary residential community.

## A Diversified Future

As the city evolves, it is broadening its sights and attracting a variety of businesses including:

- ✔ Mixed-Use Residential
- ✔ Stand-alone Retail
- ✔ Health and Wellness Retail (like fitness centers and yoga studios)
- ✔ Clean Commerce

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## BUSINESS NETWORKING



**Bank of America**



## Vernon Chamber Economic Development Forecast Luncheon

- Event hosted on June 29<sup>th</sup>
- City representatives were on hand to connect with the Vernon business community
- Speakers from Bank of America and the Los Angeles Economic Development Corporation offered insight on economic trends and projections

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## COMMUNITY EVENTS

### Vernon Summer Swim

- Event hosted on July 9th at Rio Vista YMCA in Maywood
- Approximately 40 Vernon residents were in attendance
- City staff received positive feedback from guests



# COMMUNITY EVENTS



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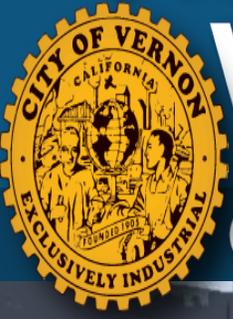
## **COMMUNITY EVENTS**

Upcoming...

Maywood & Vernon Stargazing on August 7th from 7:00pm – 9:00pm at Maywood City Hall

- Joint event for local families
- Telescopes, crafts, and light refreshments will be available
- A flyer with details on how to register was distributed to Vernon residents
- The City hopes to partner with Maywood in hosting more events this year

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**City Administrator Report  
Highlighting Industry, Community, and Service**