



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.

Vista at Heritage Park



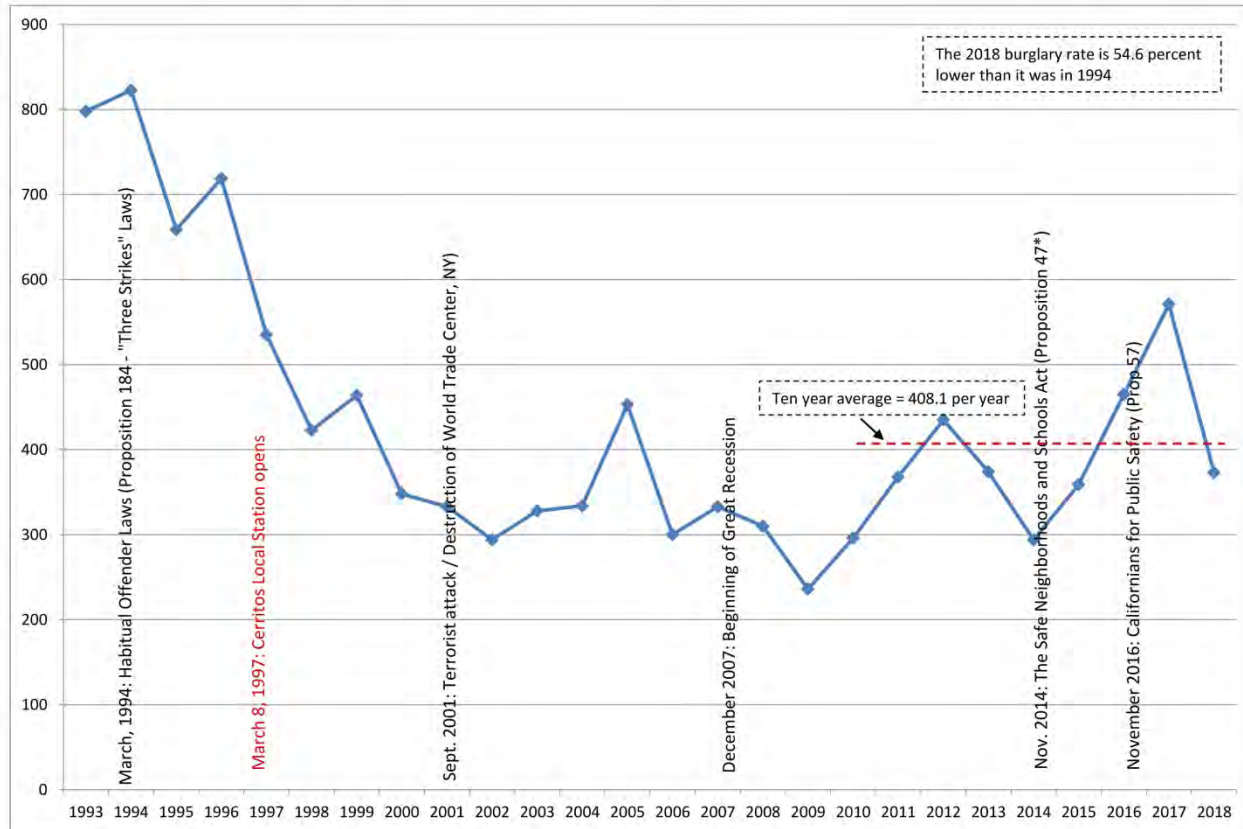
RACER Powered by CivicRec



The new online registration system
offers improved service.

Cerritos Sheriff's Station
Total Burglaries - 25 year view (1993 - 2018)

CRIME	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Burglary	798	823	659	719	535	423	464	348	333	294	328	334	453	300	333	310	236	296	368	435	374	294	359	465	571	373



*Proposition 47: Reduced the classification of most nonserious and nonviolent property and drug crimes from felony to misdemeanor; permitted re-sentencing.

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 183rd 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.

Featured x

Secure | <https://ebook.yourcloudlibrary.com/library/cerritos/Featured>

Apps For quick access, place your bookmarks here on the bookmarks bar. Import bookmarks now... Other bookmarks

CERRITOS LIBRARY English (English) Login Don't have a reader app installed yet? Download app

Featured Browse My Books Messages Filters Settings About Search

Newly Added Sort

JORDAN B. PETERSON
12 RULES FOR LIFE
AN ANTIODDE TO CHAOS
FOREWORD BY NORMAN DOSTOEV

Disney
WRINKLE IN TIME
MADELEINE L'ENGLE

LISA SCOTTLINE
After Anna
MADELEINE L'ENGLE

ANNE
GREEN GABLES
LUCY MAZOUZ

KAREEM ABDUL-JABBAR
and KATHYOND GIBBIFIELD
BECOMING KAREEM
Growing Up On and Off the Court

ANNE HILLERMAN
CAVE OF BONES
A LAMBDA GLEE COLLECTION BOOK

CIRCE
MADOURE MILLE

41 New York Times Bestseller
DEAR MADAM PRESIDENT
AN OPEN LETTER TO THE WOMEN WHO WILL RUN THE WORLD
JENNIFER PALMIERI

Newly Added Books for Children and Teens Sort

From the New York Times Bestselling Author of Love & Luck
LOVE & LUCK
JENNA EVANS VALLER

WRINKLE IN TIME
THE STOLEN SUMMERS
MADELEINE L'ENGLE

THE STUPID HISTORY BOOK
STUCK IN THE STONE AGE
GEOFF ROLLING
Illustrated by Robin Ali

DOG MAN AND CAT KID
DAN PILKOS

KAREEM ABDUL-JABBAR
and KATHYOND GIBBIFIELD
BECOMING KAREEM
Growing Up On and Off the Court

Disney
WRINKLE IN TIME
MADELEINE L'ENGLE

STEVE MOULD
HOW TO BE A SCIENTIST
DO ASK DISCOVER

From the New York Times Bestselling Author of Love & Luck
LOVE & GELATO
JENNA EVANS VALLER

Business and Careers Sort

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



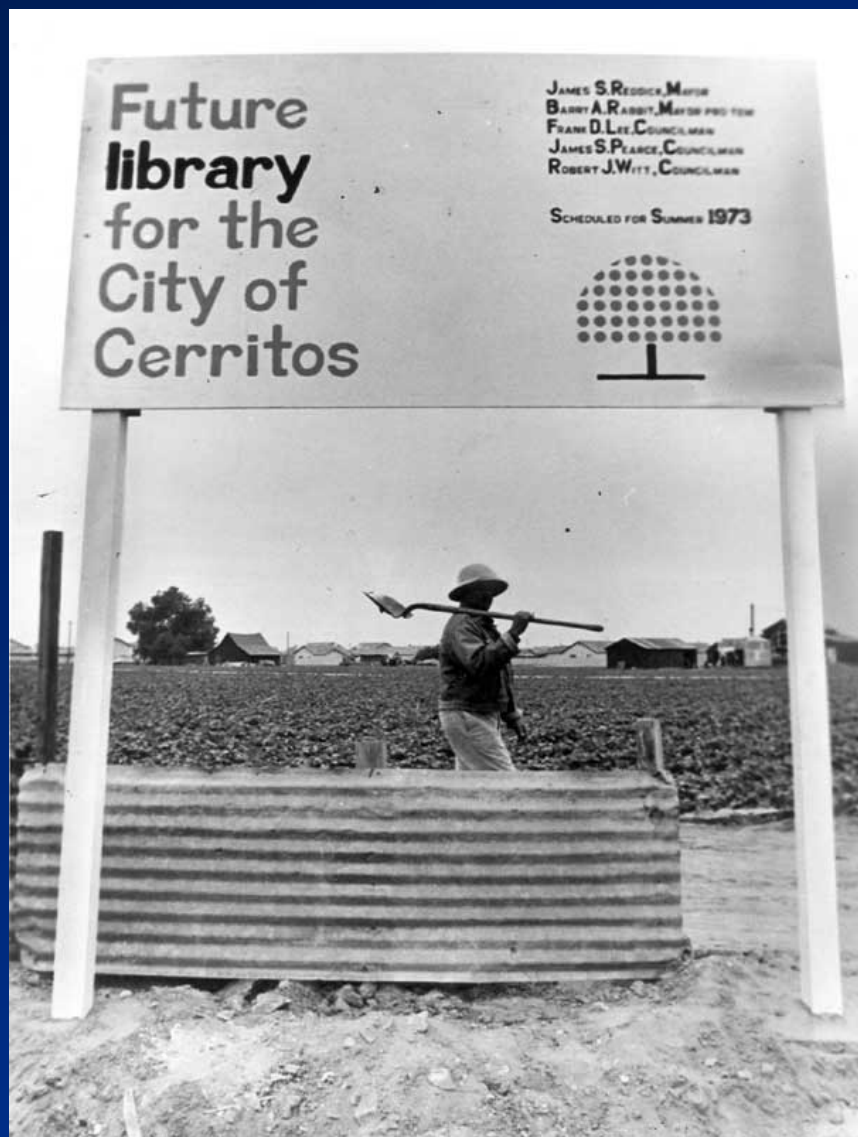




In 1956:

- 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



Cerritos Library



Cerritos Library



Parks



Parks



Parks



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

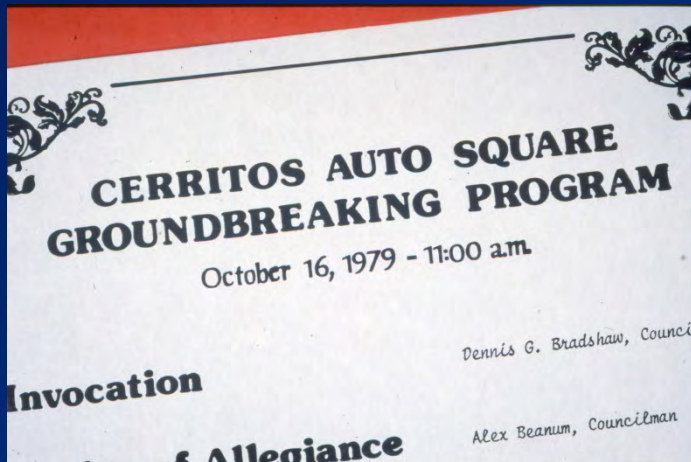
Cerritos Auto Square



Cerritos Auto Square



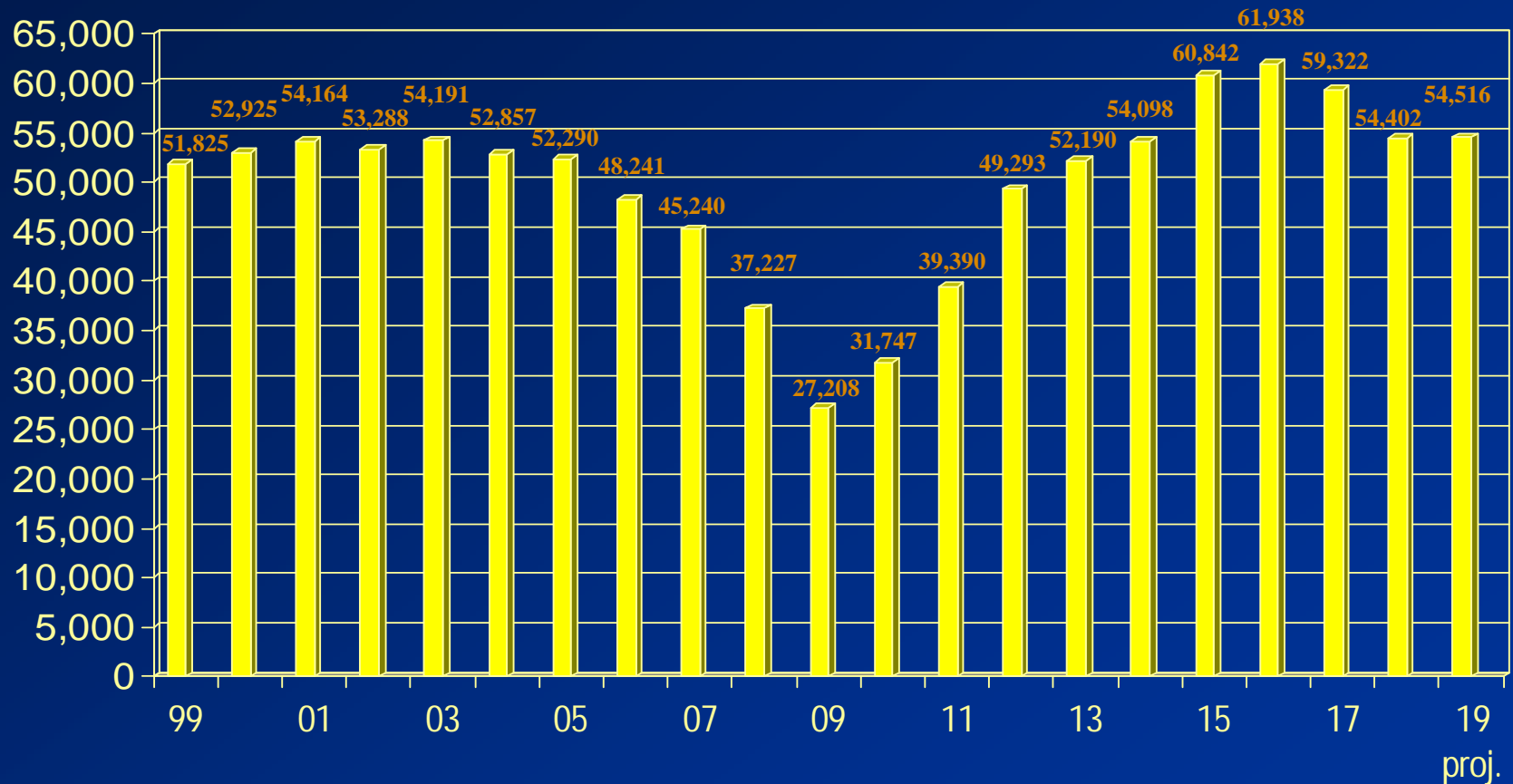
Cerritos Auto Square



Cerritos Auto Square

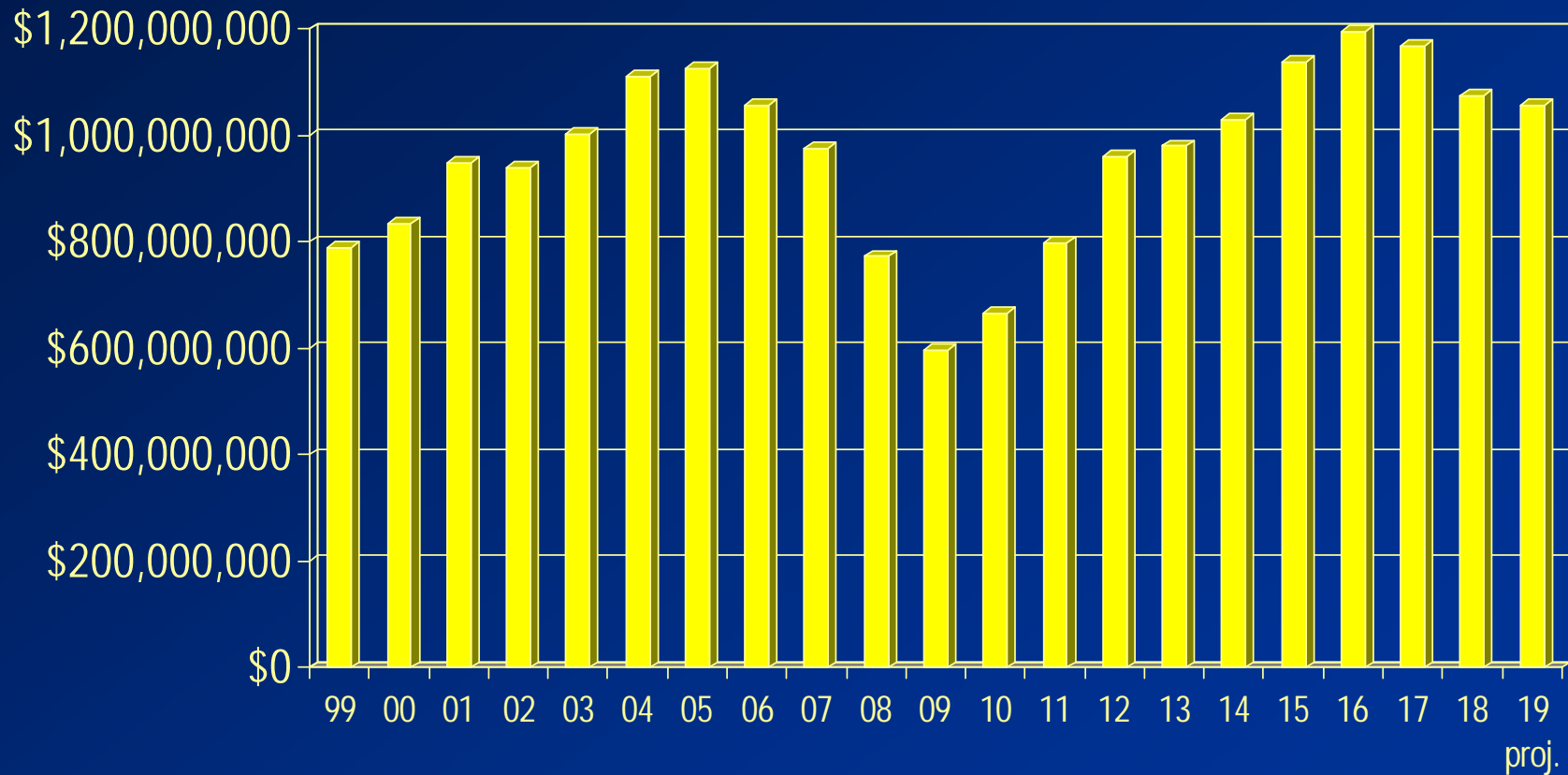


Cerritos Auto Square New & Used Units Sold, Leases



2019 sales figures to date: 22,576

Cerritos Auto Square Total Sales



Auto Square Employment

3,000 people are employed
at the Cerritos Auto Square

Los Cerritos Center



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

Los Cerritos Center

REMODELS

Build-A-Bear – Apr. 2018

O-Skin Care + Spa – May 2018

Aerie/American Eagle – July 2018

Love Culture – Aug. 2018

Wetzel's Pretzels – Oct. 2018

Milano Gelato – Nov. 2018

UPCOMING

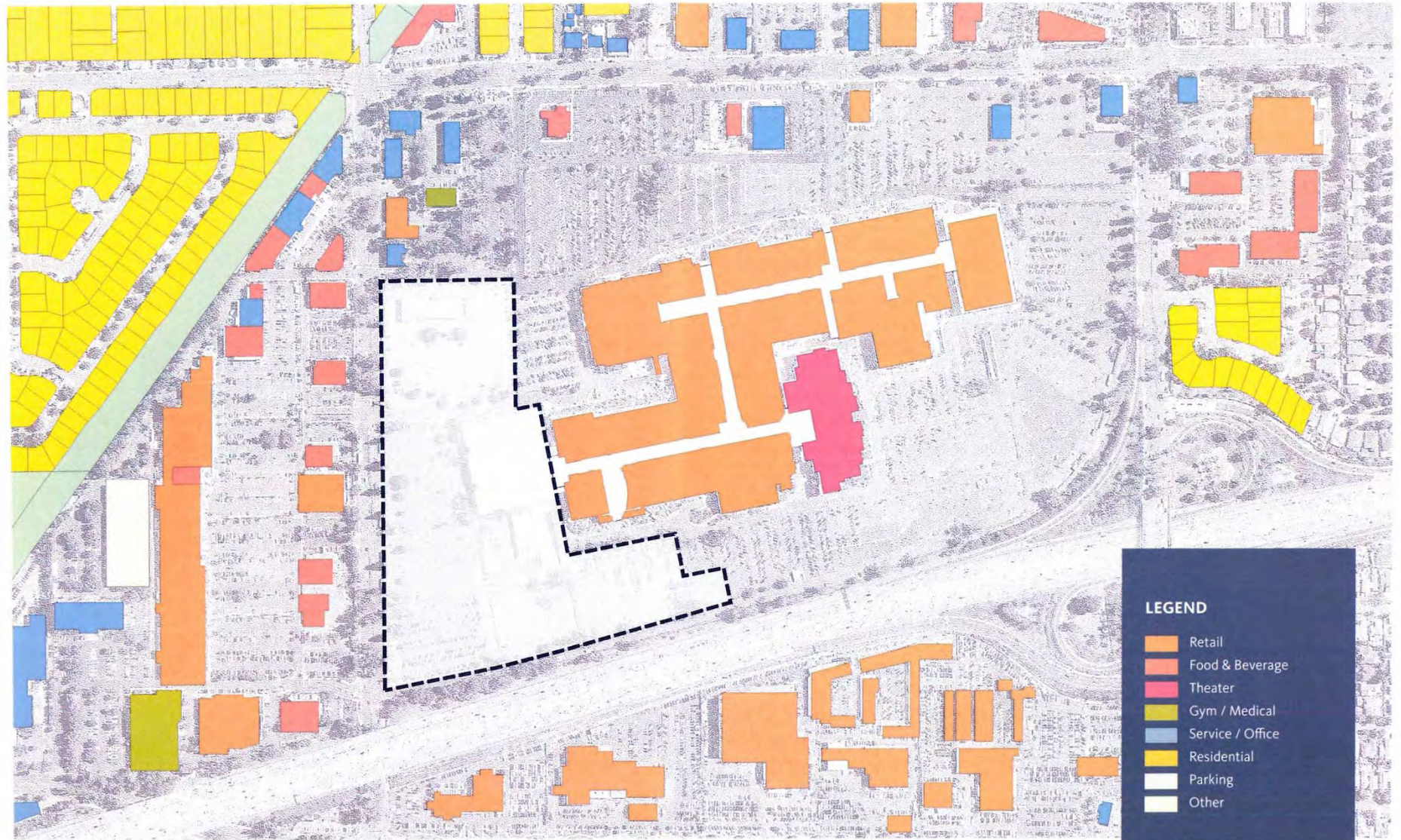
2019

Gilly Hicks – June 2019

SandBox – Late Summer 2019

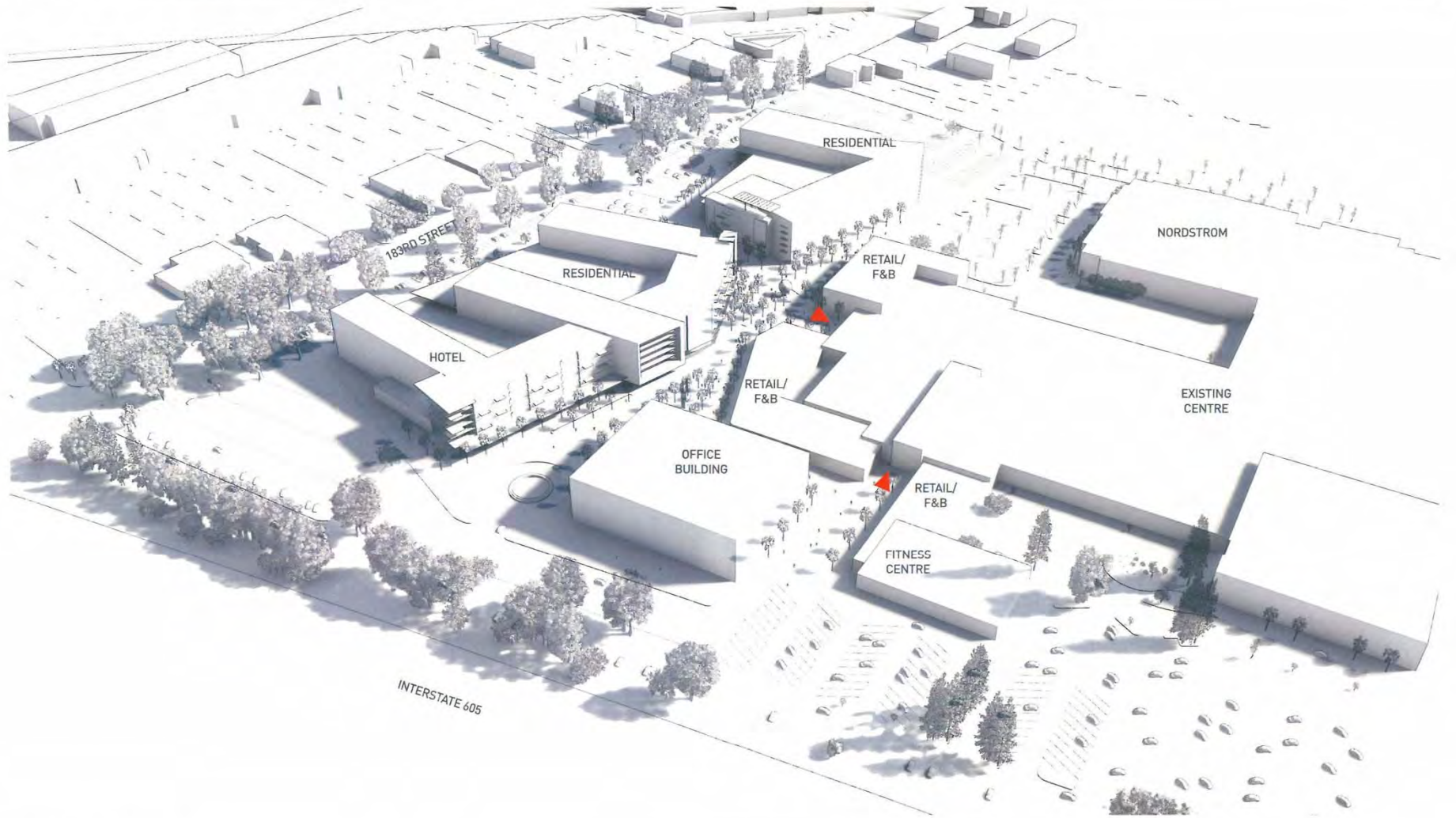
T-Mobile – Fall 2019

Los Cerritos Center



Los Cerritos Center

OPTION C - VIEW 1



Los Cerritos Center



AERIAL VIEW

Cerritos Towne Center



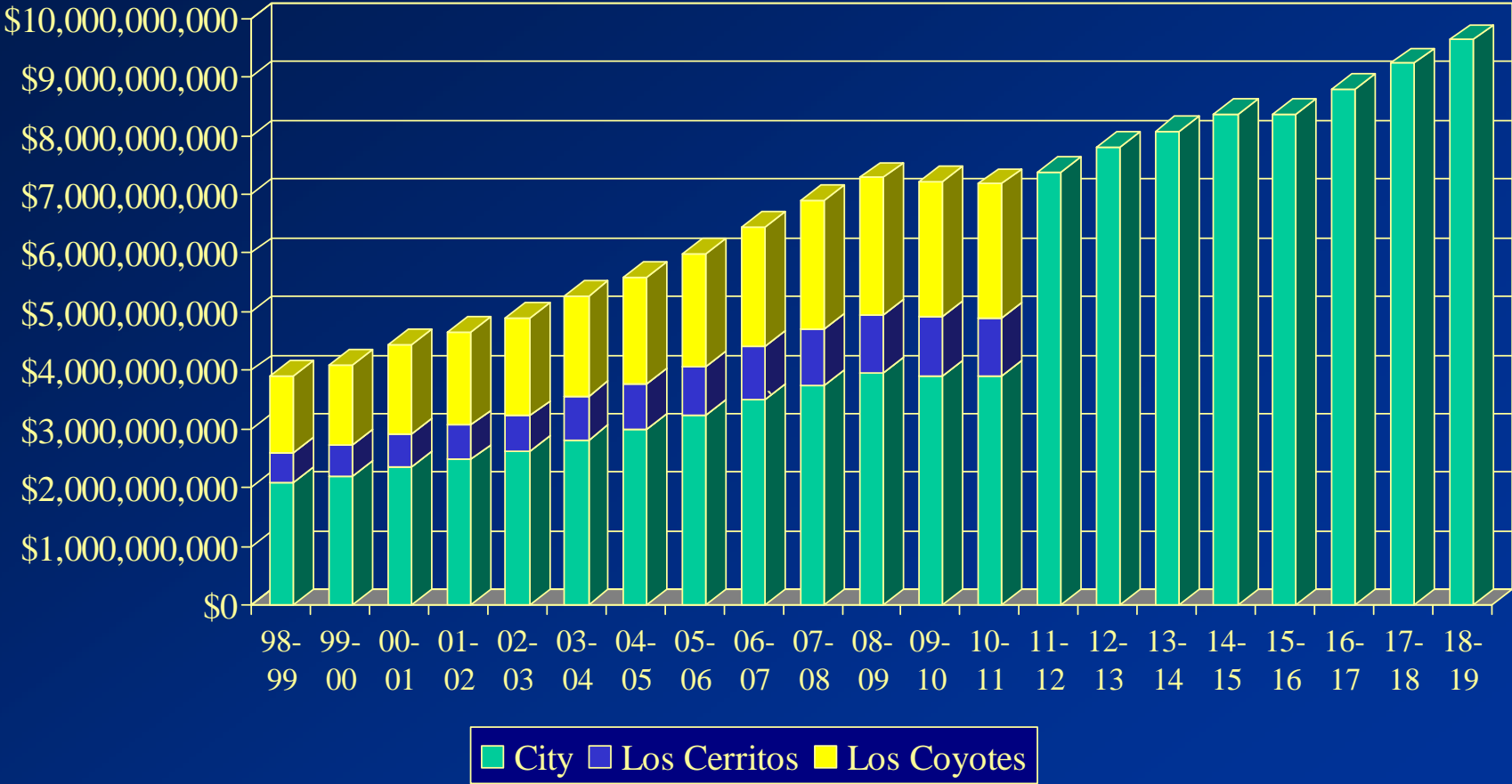
Cerritos Towne Center



City of Cerritos Budget

Cerritos Assessed Valuation

\$9,637,201,915



Homes & Neighborhoods

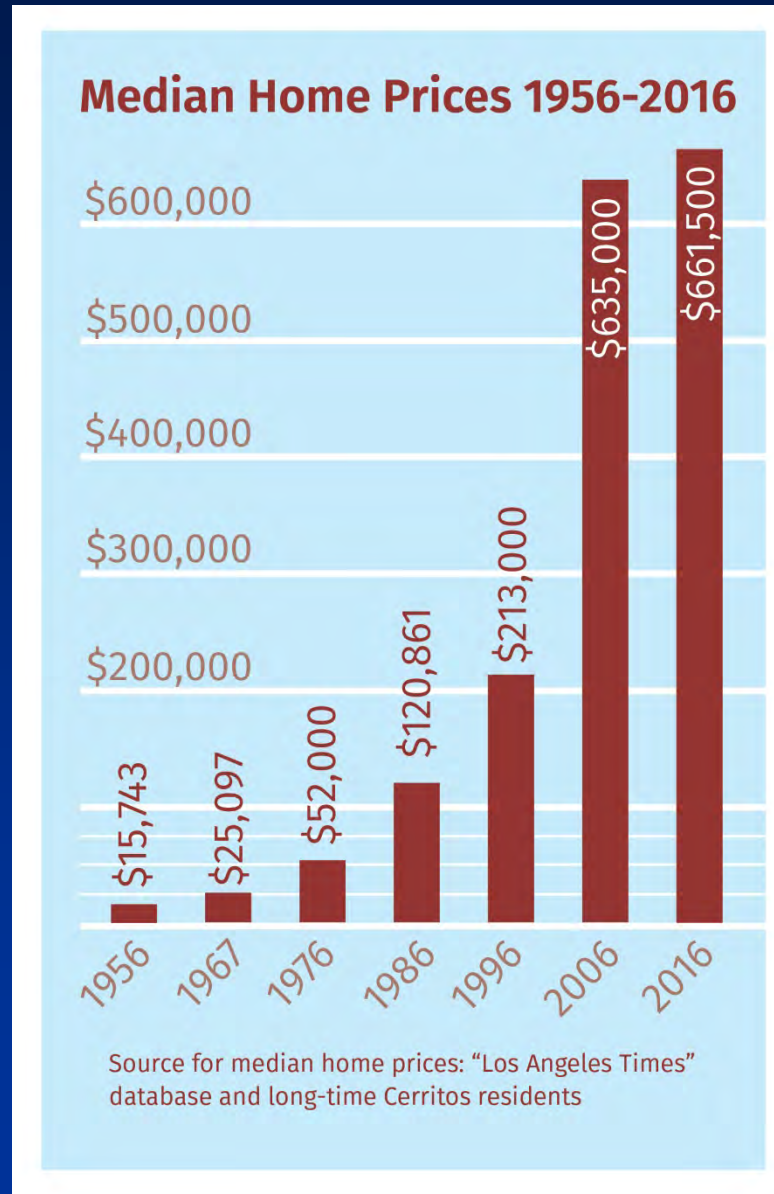


Homes & Neighborhoods

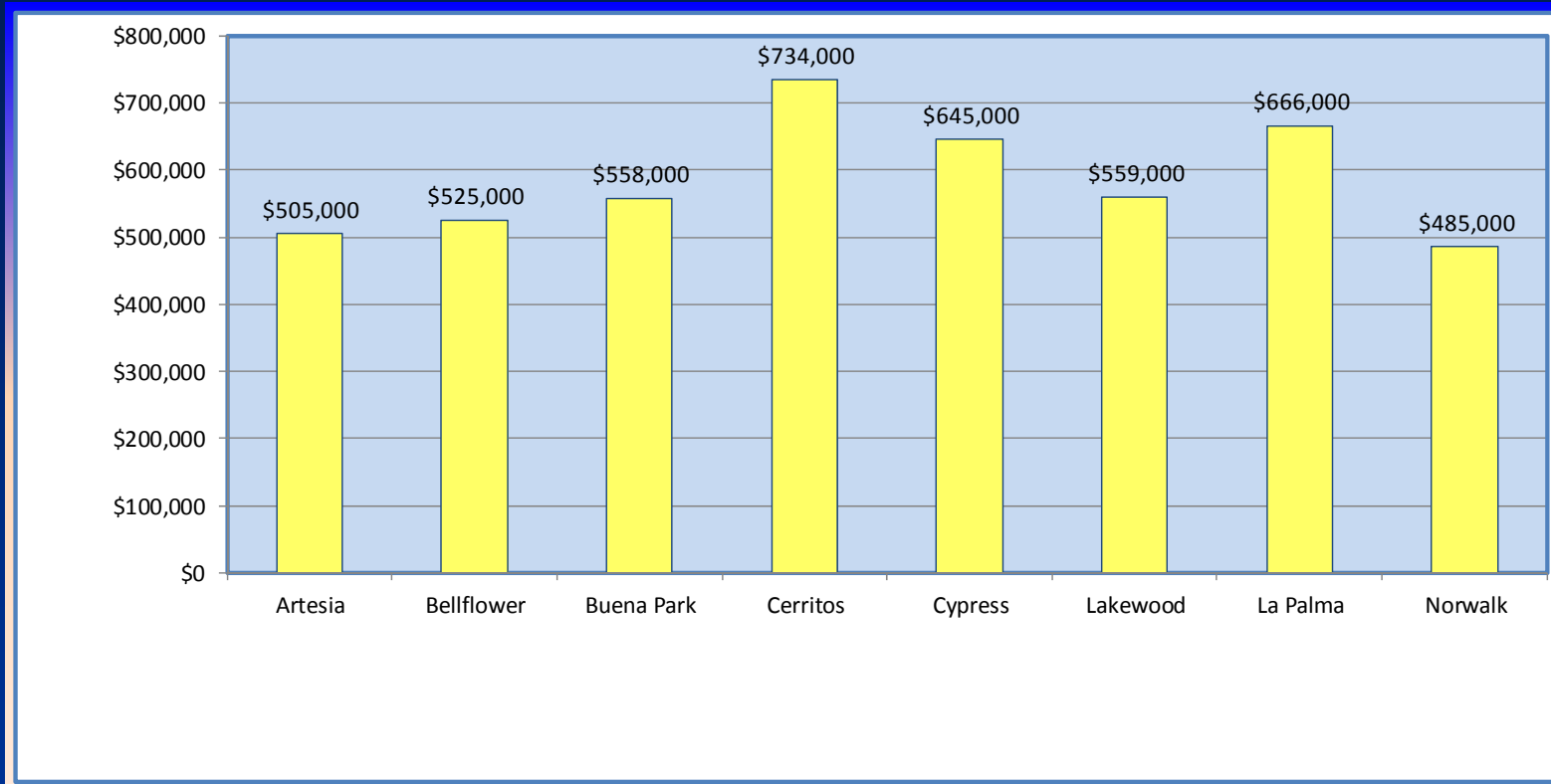


The Chenevert family moved into the very first tract home in Dairy Valley in 1966.

Homes & Neighborhoods



Single-Family Houses Median Resale Prices April 2019



Source: CoreLogic

Green Cerritos



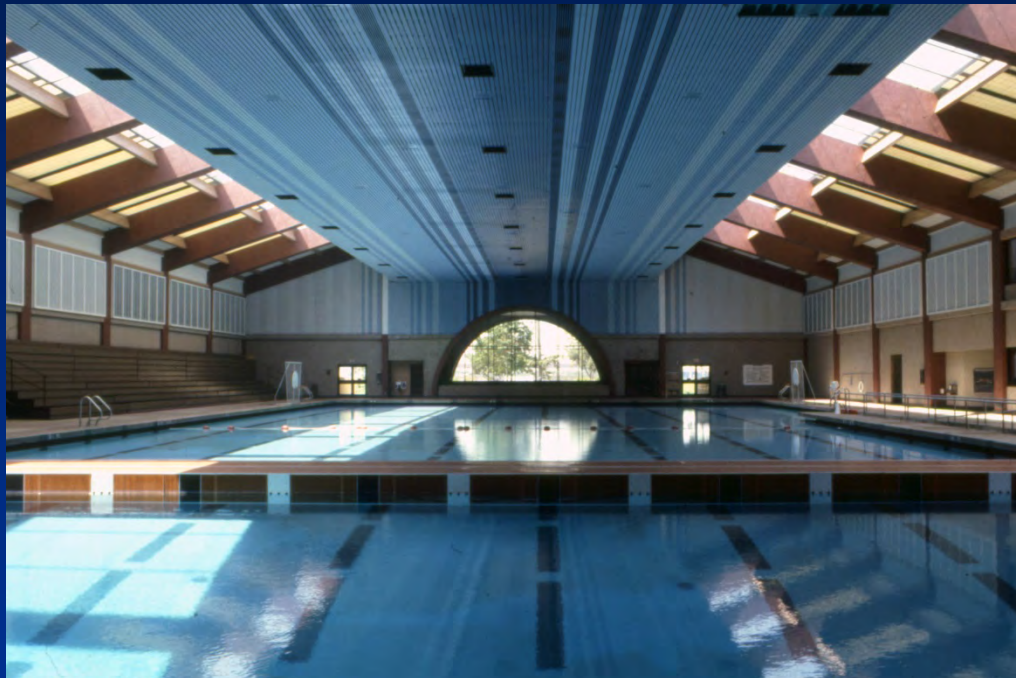
Cerritos City Hall was the nation's first solar-heated City Hall complex.

Green Cerritos



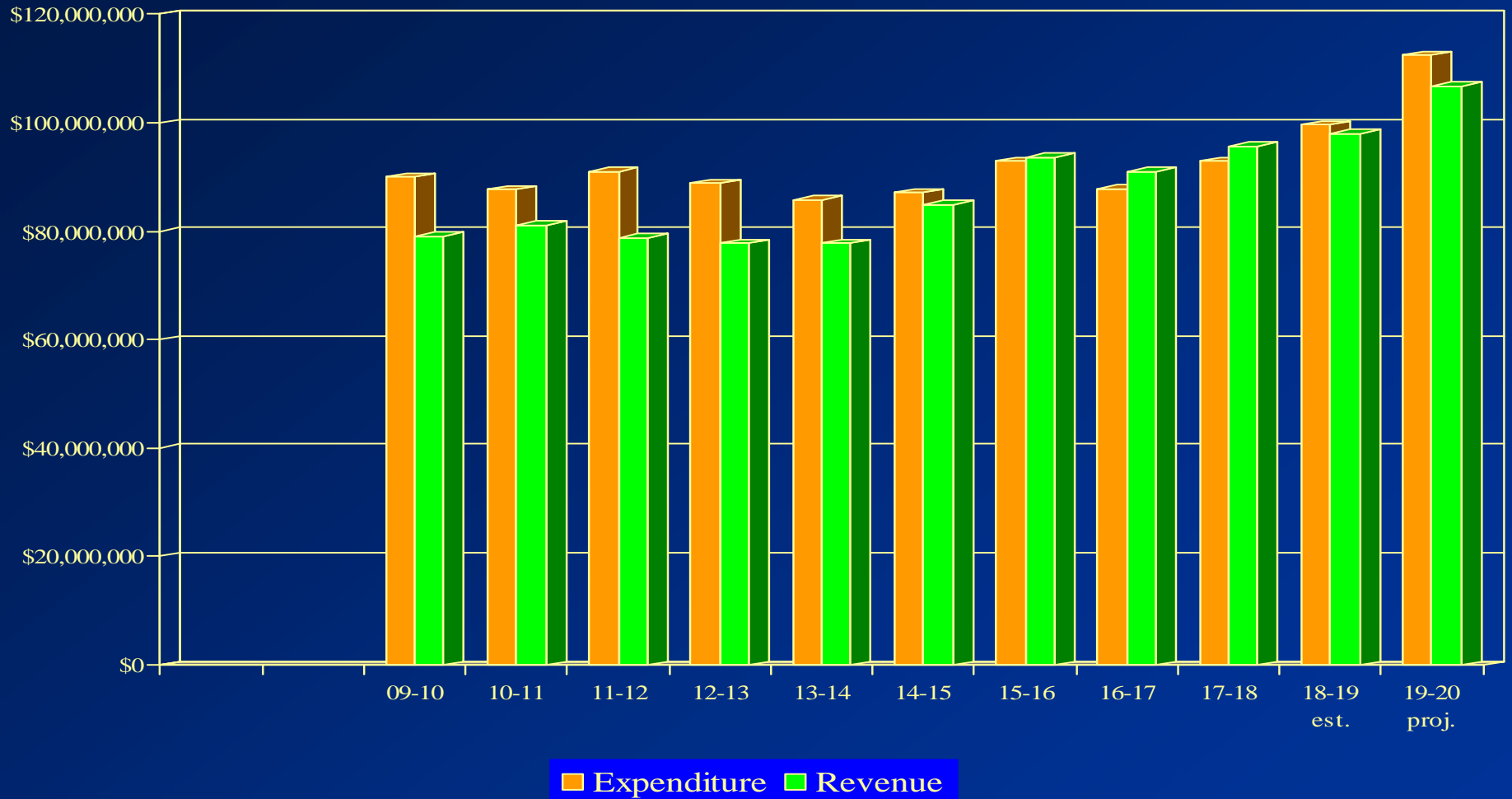
Cerritos Iron-Wood Nine Golf Course
was the first Cerritos facility to use recycled water.

Green Cerritos



Cerritos Olympic Swim Center uses solar heating and natural lighting to heat water.

Revenue v. Budgeted Expenditures All City Funds



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

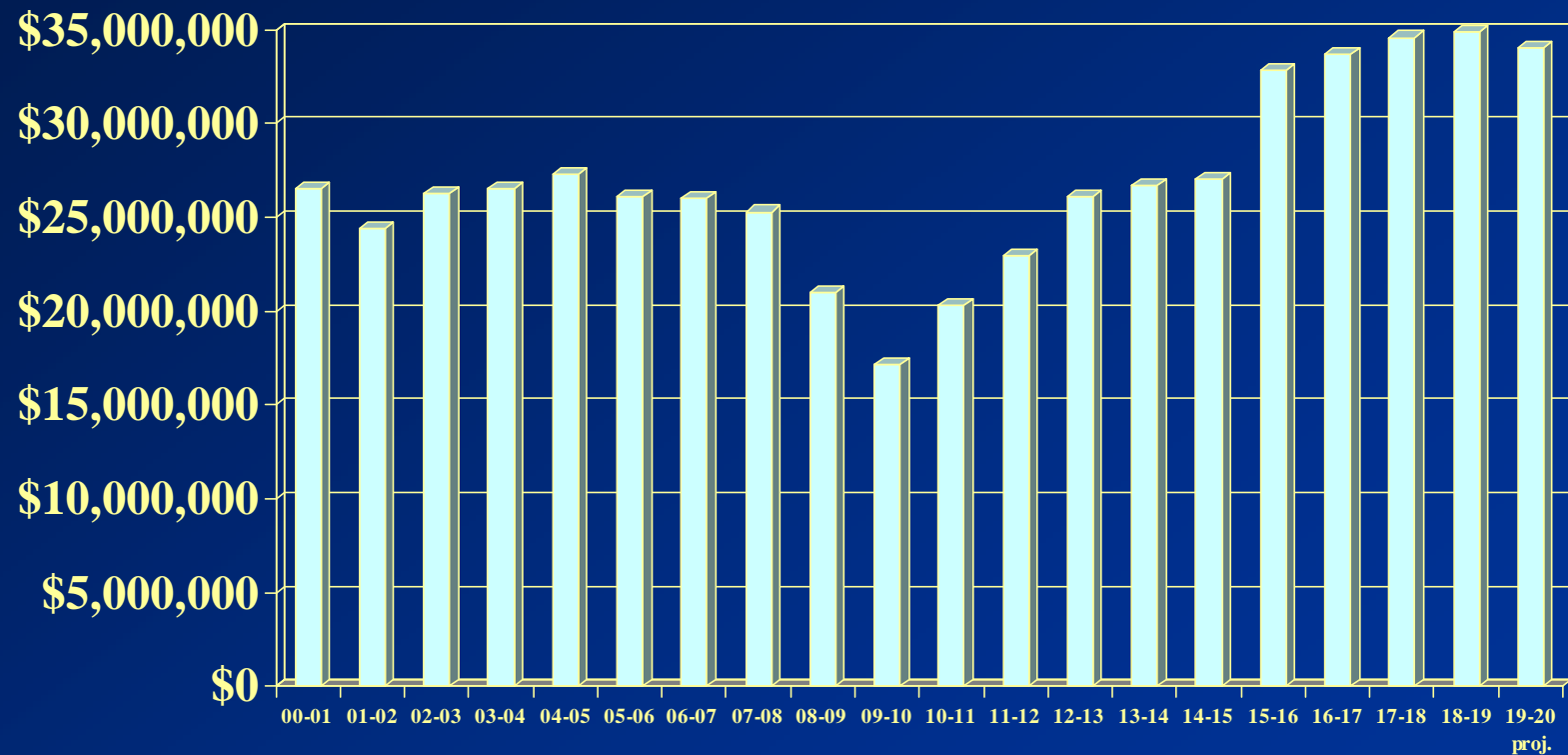
- \$1 million in Measure “W” (special tax for parcels located in the Los Angeles County Flood Control District)
- \$200,000 in Measure “A” (County tax on improved property for park improvements)
- \$420,000 lease of 12616 183rd Street office building (est.)
- \$403,000 lease of 12880 Moore Street warehouse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



Retail Sales in Cerritos

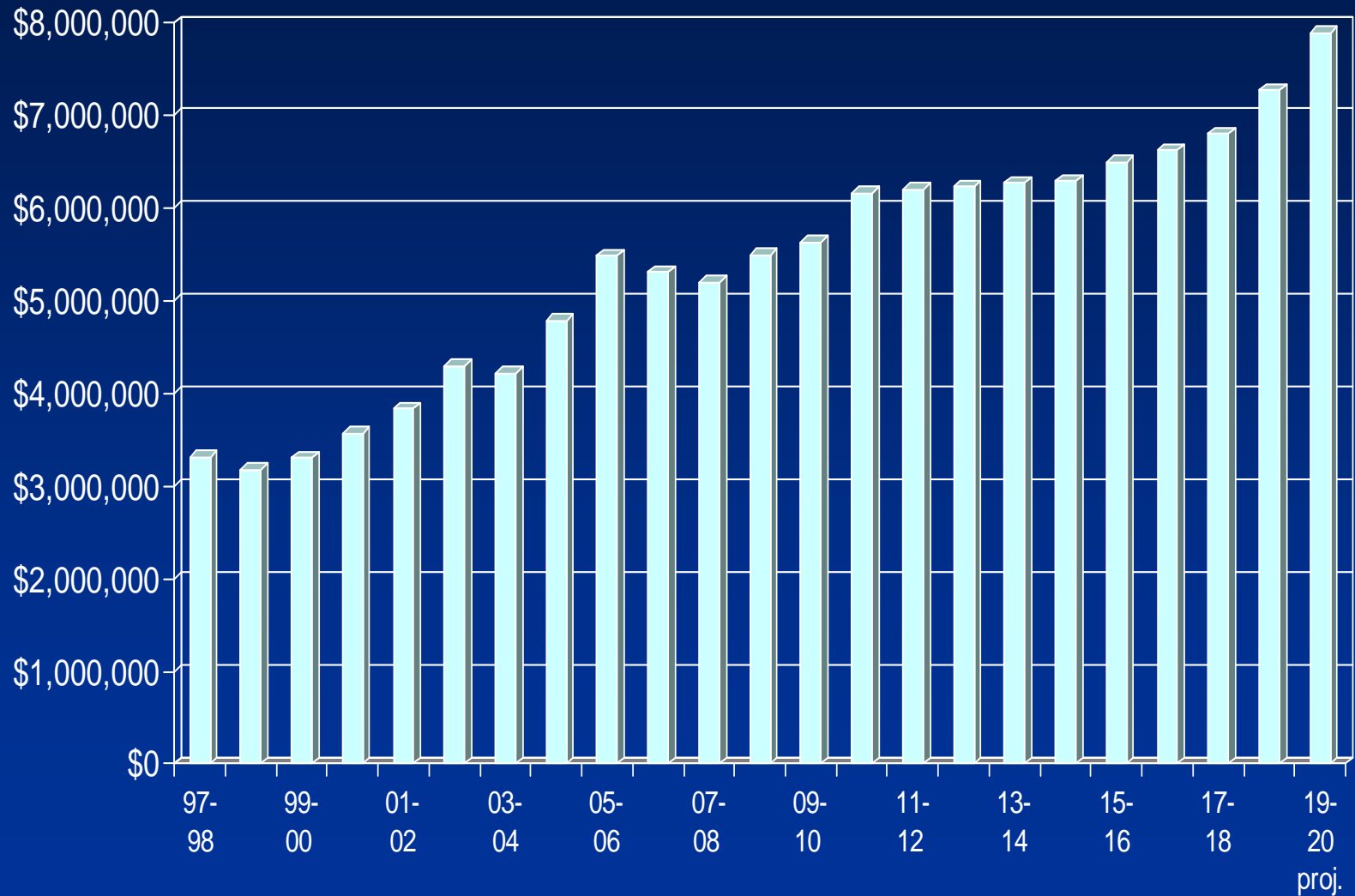
2019-2020 projection = \$3,405,300,000

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



STATE OF CALIFORNIA - ALL AGENCIES

SALES TAX REVENUE (POINT OF SALE (1%) & COUNTY/STATE POOLS)
CALENDAR YEAR 2018

Rank	Agency	Tax	Rank	Agency	Tax
1	Los Angeles	556,216,390	54	Rancho Cucamonga	31,385,139
2	San Diego	286,162,151	55	San Leandro	30,618,491
3	San Francisco	203,648,742	56	San Bernardino Unincorporated	30,500,374
4	San Jose	196,827,780	57	Salinas	29,900,552
5	Sacramento Unincorporated	94,049,577	58	Riverside Unincorporated	29,466,733
6	Fresno	93,994,166	59	Chino	28,809,922
7	Ontario	90,288,907	60	Elk Grove	27,614,385
8	Anaheim	82,484,125	61	Tracy	27,246,584
9	Sacramento	81,964,134	62	Walnut Creek	27,032,344
10	Bakersfield	72,532,749	63	El Cajon	26,792,865
11	Fremont	71,600,631	64	Santa Fe Springs	26,614,313
12	Los Angeles Unincorporated	66,230,178	65	Carson	26,431,501
13	Riverside	65,738,239	66	Milpitas	26,323,441
14	Long Beach	65,477,074	67	Ventura	26,215,783
15	Irvine	65,168,889	68	Tustin	25,306,184
16	Costa Mesa	59,657,943	69	Redding	24,622,935
17	Oakland	58,296,281	70	Buena Park	23,986,777
18	Santa Clara	57,129,560	71	Stanislaus Unincorporated	23,892,559
19	Roseville	53,679,064	72	Chico	23,801,236
20	Stockton	53,379,451	73	Redwood City	23,593,827
21	Santa Ana	49,831,512	74	Mountain View	23,428,132
22	Torrance	49,266,897	75	Fairfield	23,297,772
23	Glendale	48,529,076	76	Dublin	23,084,323
24	Orange	47,243,838	77	Santa Maria	22,888,571
25	Kern Unincorporated	45,147,421	78	Garden Grove	22,841,363
26	Corona	44,793,168	79	Lancaster	22,764,848
27	Santa Rosa	40,957,635	80	Pleasanton	22,731,409
28	Temecula	40,788,476	81	Santa Barbara	22,674,486
29	Fontana	40,468,243	82	Folsom	22,552,756
30	Huntington Beach	40,269,625	83	Victorville	22,196,457
31	Newport Beach	38,159,856	84	Commerce	22,166,005
32	Santa Monica	37,829,979	85	Fullerton	22,155,485
33	Concord	37,479,983	86	Clovis	21,956,975
34	Santa Clarita	37,450,051	87	San Rafael	21,793,321
35	San Bernardino	36,961,755	88	Brea	21,556,835
36	Escondido	36,675,959	89	Downey	21,441,876
37	Pasadena	36,228,707	90	Oceanside	21,247,303
38	Beverly Hills	35,509,449	91	Culver City	20,815,188
39	Burbank	35,400,438	92	Palmdale	20,729,856
40	Hayward	35,300,596	93	Vacaville	20,693,827
41	Carlsbad	35,225,864	94	San Joaquin Unincorporated	20,489,222
42	Industry	34,762,137	95	Moreno Valley	20,414,122
43	Chula Vista	34,351,430	96	Fresno Unincorporated	20,410,180
44	Modesto	34,033,035	97	Perris	20,297,293
45	Livermore	33,810,136	98	Palm Desert	19,964,551
46	Palo Alto	33,791,874	99	San Mateo	19,741,143
47	Cerritos	33,635,005	100	Sonoma Unincorporated	19,701,466
48	Visalia	32,940,845	101	West Sacramento	19,459,378
49	Sunnyvale	32,707,827	102	Rialto	19,433,210
50	Oxnard	32,612,932	103	Berkeley	19,216,404
51	Cupertino	32,339,386	104	South San Francisco	19,148,710
52	Thousand Oaks	31,994,727	105	Gilroy	19,099,916
53	San Diego Unincorporated	31,583,651	106	Richmond	18,895,129

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)

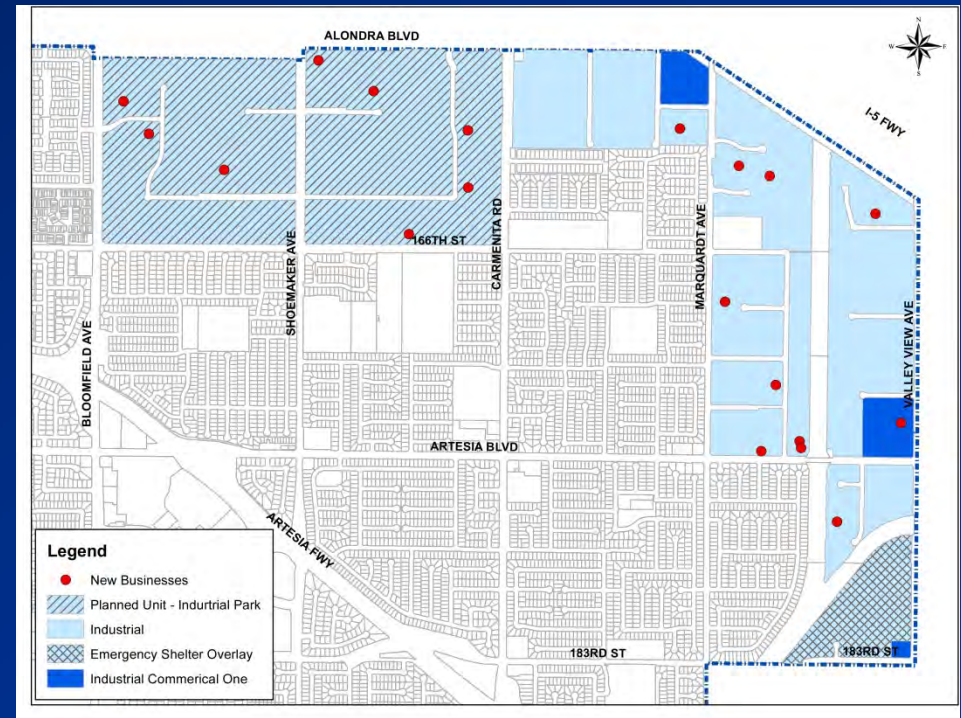
- Revolve Clothing.Com
- Royal Plywood Company
- Target
- Toyota Lease Trust
- Walmart Supercenter

20 new businesses opened in the Cerritos Industrial Park (January through May 2019)

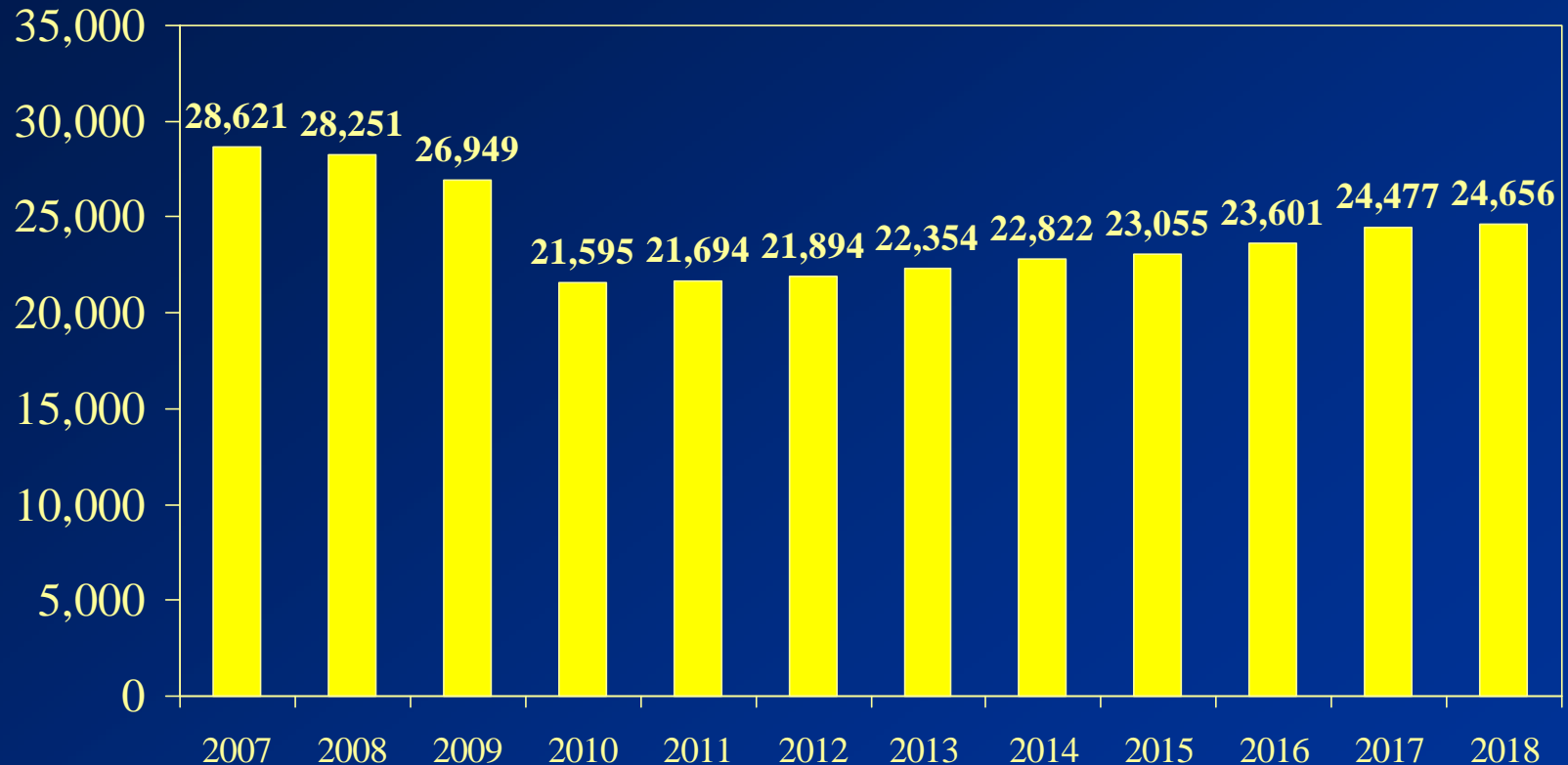
List of Businesses

Name	Address
Point 2 Point Global Security, Inc.	17316 Edwards Road Unit #180
Eminent Inc	12889 Moore Street
E D C Furnishings LLC	16202 Distribution Way
Dream & Space Construction Inc.	13903 Artesia Boulevard
St. Killian Importing Co Inc.	13211 166th Street
D P M Link	17326 Edwards Road Unit #A215
Porven, LTD	14141 Arbor Place
Wave-Worthington Armstrong Venture	12630 Hiddencreek Way
Haitai, Inc	13151 Midway Place
K P Global Inc	16210 Manning Way
D H M	17605 Fabrica Way Unit #1
Millwork Brothers, Inc.	16724 Marquardt Avenue
Faith Com, Inc	13850 Cerritos Corporate Drive Unit #D
So Cal Custom Sheet Metal, Inc	16724 Marquardt Avenue
HNY Ramen Inc	17109 Edwards Road
Rael, Inc	13915 Cerritos Corporate Drive Unit #D
EWI, Inc	13030 Alondra Road #102
People's Care Home Health Inc	12611 Hiddencreek Way #JK
Midway International	16430 Manning Way
Brentwood Home LLC	17211 Valley View Avenue

Locations



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%

Cerritos Center for the Performing Arts



Cerritos Center for the Performing Arts



Cerritos Center for the Performing Arts



Cerritos Center for the Performing Arts





Cerritos Center
for the Performing ArtsSM

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.