

City of Garden Grove
WEEKLY CITY MANAGER'S MEMO
February 16, 2023

TO: Honorable Mayor and City Council FROM: Scott Stiles, City Manager
Members

I. DEPARTMENT ITEMS

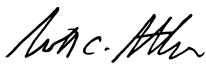
A. OFFICE OF ECONOMIC DEVELOPMENT UPDATES FOR SECOND QUARTER
FY2022-23

**II. ITEMS FROM OTHER GOVERNMENTAL AGENCIES, OUTSIDE AGENCIES,
BUSINESSES AND INDIVIDUALS**

- A. League of California Cities 2022 Annual Report
- B. Care Ambulance compliance data report for January 2023
- C. Orange County Council of Governments (OCCOG) Update February 2023

• **OTHER ITEMS**

- SOCIAL MEDIA HIGHLIGHTS AND NEWSPAPER ARTICLES
Copies of the week's social media posts and local newspaper articles are
attached for your information.
- MISCELLANEOUS ITEMS
Items of interest are included.


Scott Stiles
City Manager

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To: Scott C. Stiles
Dept: City Manager
Subject: OFFICE OF ECONOMIC DEVELOPMENT UPDATES FOR SECOND QUARTER FY2022-23

From: Lisa L. Kim
Dept: Community and Economic Development
Date: February 16, 2023

OBJECTIVE

The purpose of this memorandum is to provide a summary of the business development activities that the Office of Economic Development has implemented in Second Quarter FY2022-2023.

BACKGROUND

The City of Garden Grove's 2021 Economic Development Strategic Plan, or "2021 EDSP," serves as a comprehensive evaluation of the City's current economic conditions and outlines strategic recommendations to support investment and growth opportunities. The attached Office of Economic Development Strategic Plan provides a detailed overview of the initiatives being led by the Office of Economic Development (OED).

Through the implementation of the 2021 EDSP, the OED has achieved notable success in several key areas, including the expansion of retail and dining options, job creation initiatives, homelessness reduction efforts, and support for small businesses during the post COVID-19 pandemic. The OED continues to implement the Plan, as it serves as a roadmap for sustained efforts in the areas of economic development and policy, ensuring long-term growth and prosperity for Garden Grove.

DISCUSSION

The OED maintains a pro-active presence in its business development activities, which include business attraction, business retention, and marketing efforts. Provided is a brief summary of Second Quarter FY2022-2023 activities.

Garden Grove Tourism Improvement District (GGTID) Update

The Grove District hotels, which include the Hyatt, Great Wolf Lodge, Embassy Suites Marriott Suites, Residence Inn, Delta Hotel, Hilton, Hampton, Homewood Suites, and the Sheraton, have demonstrated a remarkable recovery after the Covid-19 pandemic. Overall there was a 7% increase in Transient Occupancy Tax (TOT) revenue in comparison to the second quarter of FY2019-2020. Regional leisure

customers continue to drive demand for local hotels and restaurants. The TOT revenue trend for the City is approaching pre-pandemic levels and project to be \$26-\$27 million for the year ending June 30, 2023. Below are some of the factors driving metrics for an increase in Revenue per Available Rooms (REVPAR) and Average Daily Rates (ADR). See Visit Anaheim update.

- There has been notable demand for Disneyland and California Adventure.
- The Anaheim Convention Center was a major contributor to the local economy last year, hosting 70 conventions and generating a staggering \$1.3 billion in economic impact.
- The Hyatt Regency Orange County, located in Garden Grove, also made a notable contribution, with two successful conferences in December that attracted over 500 attendees, and resulted in the sale of approximately 1,000 room nights. The Hyatt Regency was successful in renovating 400 rooms in the south tower at a cost of \$25 million during COVID-19.
- This year marks the 100th anniversary of The Walt Disney Company, with an array of exciting events planned at the Disneyland Resort, including the reopening of Mickey's Toontown with Mickey and Minnie's Runaway Railway along with the rebranding of the upcoming Pixar Place Hotel.

The OED will continue to monitor these GGTID hotel metrics as we start to formulate our 2023-2034 Garden Grove Tourism Improvement District budget.

Site C Resort Hotels

The Site C hotel development is progressing strongly and continuing to reach major milestones with the Twintree Avenue traffic signal installation. The hotel Master Plan is comprised of a 769 hotel rooms, 40,000 square feet of retail, and approximately 40,000 square feet of conference space. The Hotel franchisees are Marriott Le Meridien and the Kimpton Hotel. Here are Second Quarter FY2022-23 milestones for the project:

- October 2022
 - The last section of the CMU wall has been constructed.
 - The utility relocation work is completed.
 - OCFA has approved Marriott Le Meridien smoke control report.
 - Model Room plan check for both hotels have been approved.
- November 2022
 - KPFF has submitted the revised Final Tract Map to the County of Orange.
 - Traffic Signal work has begun at Harbor Boulevard and Twintree Avenue.
- December 2022
 - Sandbags for erosion control have been installed at perimeter.
 - Mock-up of the concrete approved by the City. SCG is coordinating with the subcontractors to repair current concrete.

The Developer is making substantial progress for readying the hotel for construction including; final plan-check, grading plan, and foundation plan. The estimation is to

have all plans complete by summer of 2023, and construction starting in fall of 2023, all pending the parcel map approval by Orange County.

Site B2 Nickelodeon Hotel Project

Nickelodeon Hotel Project is another priority project of the City and is located adjacent, and south, of the Sheraton Hotel on Harbor Boulevard. The site is approximately 4-acres and entitlements are in process. A recap of activities are summarized below:

- The Successor Agency obligations to clear 2 acres of the site and demolish the roadway are completed.
- The Street Vacation of Thackery Drive is complete.
- The License Agreement with Nickelodeon for the use of the intellectual property has been secured by the Developer.
- Comprehensive entitlements and a Mitigated Negative Declaration Environmental for a 500-room hotel project is complete.
- Negotiation of the Disposition and Development Agreement (DDA) is complete.
- The project is currently in litigation.

BN Group

The Home2 Suites by Hilton, located at 13650 Harbor Boulevard, is over 90% complete. The project features a 124-room extended-stay hotel that will feature a range of amenities, including 100 parking spaces, a saltwater pool, and a fully equipped fitness center. Home2 Suites' opening date is anticipated to be spring of 2023. The grand opening event will be organized by the OED in conjunction with the hotel ownership and City officials.

Brookhurst Place Phase II-A

Kam Sang Company has successfully closed escrow on the Phase II of the Brookhurst Place, for \$24 million. The project includes the development of an additional 500 residential apartment units, a 100-room hotel, and up to 80,000 square feet of new retail, dining, and entertainment space. The Developer submitted building plans for the Phase II-A project, which encompasses 1.2 acres of land, and calls for the construction of approximately 112 new apartment homes. The Developer will start construction in the third quarter of 2023 and has a projected completion time frame of 24 months. The OED team has established a schedule of bi-weekly meetings to monitor progress and ensure that the development stays on track.

Cottage Industries

The Cottage Industries project will be executed in two phases. The first phase, referred to as the "Farm Block," is currently under construction and encompasses the area bounded by 9th Street to 8th Street, between Acacia Parkway and Garden Grove Boulevard, in the Civic Center corridor. The "Farm Block" is expected to open in fall of 2023 and will feature the following proposed tenant mix:

- Boba Guys – tea and coffee shop
- EcoNow – retailer of environmentally friendly household products
- GameCraft – brewery

- White Elephant – Thai restaurant
- Spotless Ice Cream – vegan ice cream shop
- Spotless Burger – vegan burger restaurant
- Smoke Queens BBQ – barbecue restaurant

The second phase, known as the "Art Block," is located between 8th Street and Civic Center Drive, between Acacia Parkway and Garden Grove Boulevard. The Developer is working to finalize the tenant mix for the craftsman-style homes in this phase.

Choisser Residential Project

The Choisser Residential Project proposed by SCG America is currently undergoing final planning review and is set to be presented before the Planning Commission on Thursday, February 16, 2023. The project entails the construction of a 6-story building with 53 residential units, including amenities such as a fitness center, lounge, and roof garden, as well as an affordable housing component. A neighborhood meeting was held on Wednesday, April 20, 2022 at the Hyatt Regency Orange County, as well as outreach in many public forums and City study sessions as part of the Housing Element update.

Garden Grove Chamber of Commerce

Through an annual agreement, collaboration with the Garden Grove Chamber of Commerce (the "Chamber") provides for extensive business development outreach and support programs. Please see the attached Letter from Garden Grove Chamber of Commerce. The Chamber's efforts include a comprehensive Ambassador/Business Retention Bureau (ABRB) Agreement that works with the City to assist in implementing the 2022 Economic Development Strategic Plan. The Second Quarter FY2022-2023 ABRB activities included:

Ribbon Cutting Ceremonies

08/16/22 – Gente Market
 10/06/22 – Urban Punjab
 10/15/22 – OC Vision Center
 12/02/22 - Finish Line Transportation

Maintain Relationship with GGTPC

08/25/22 – Tour of Small Business Development Center/Met with SBDC staff 2022
 10/28/22 – Opportunities for Engagement - GGUSD
 11/18/22 – Adobe Express/Tour of Coastline Community College

Business & Mixers

07/20/22 – Jay's Catering Co.
 08/17/22 – Silk Road Asian Bistro
 09/21/22 – Meet & Greet with new CEO @ Chamber of Commerce
 11/16/22 – Garden Grove Elk's Lodge
 12/14/22 – Holiday Mixer @ Hyatt Regency

Vehicle Rebate Program (<https://ggcity.org/big/vrp>)

The Garden Grove Vehicle Rebate Program (VRP), launched in spring of 2019, remains successful in encouraging residents to purchase vehicles within the City. As part of the Buy-In-Garden Grove (BiGG) initiative, the VRP aims to support local business growth and foster job creation and retention. Below is a summary of the Second Quarter FY2022-2023 updates on the City's Vehicle Rebate Program.

Participating Dealerships	October 2022	November 2022	December 2022
Chevrolet	-	10 VRPs	4 VRPs
Kia	-	-	19 VRPs
Nissan	12 VRPs	2 VRPs	9 VRPs
Toyota	20 VRPs	23 VRPs	25 VRPs
Volkswagen	1 VRP	2 VRPs	-
Total VRPs	33 VRPs	37 VRPs	57 VRPs

Valley View Village Shopping Center (12500 – 12572 Valley View Street)

The West Garden Grove area has seen a continuous increase in retail leasing activities, including the Valley View Village Center located at 12500 Valley View Street, which was 60% unoccupied four years ago and is now 95% leased. Below are some recent activities for the center. Please refer to the leasing flyer for further information.

Valley View Village Center address	Project under construction details	Building completion date	Proposed tenant/time line
12518 Valley View Street	Lease with Marley's Pre- School 4,300 sf 20 employees	- 2/25/2023	- City Approvals are complete and coming soon
12566 Valley View Street	Lease with Titanium Health Care 5,800 sf	11/30/2022	Now open
12582 Valley View Street	Estrada's Grill 5,500 sf 50 employees	12/30/2023	Now open
12572 Valley View Street	Pro Athletics 9,000 sf 20 employees	12/30/2023	Now open

Some notable new tenants for Valley View Village Center include the new Estrada's Grill, which has re-tenanted the former vacant Coco's building located at the north east corner of Valley View Street and Cerulean Avenue and, the new Titanium Health Care, Pro Athletics, and Marley's Pre-School. This Valley View Center has only two spaces remaining available, including a 3,000 square foot space adjacent to Marley's Pre-School and a 1,000 square foot in-line space that is under lease negotiations. These new tenants have created over 170 new full-time jobs.

West Grove Center

The West Grove Center located at 12141 Valley View Street is in the final stage of construction of tenant improvements including the bowling alley expansion, which has started interior construction, as well as De Anda Mexican restaurant, both anticipating opening this summer. The center has only one space available for lease, a 1,000 square foot in-line space that is under final lease negotiations.

Pavilion Plaza West

Sterling properties is the owner of Pavilion Plaza West located at 9852-9858 Chapman Avenue. Sterling has attracted the national retail tenant, Sprout's Farmers Market. (See Sterling Marketing Flyer). The 7.03-acre site is now leased up and includes the following tenants with their estimated opening dates:

- Crimson Hot Chicken – Open
- **Hummus Republic – TBD**
- Jersey Mikes – Open
- Mattress Firm – Open
- **Mogee Tee – TBD**
- Sprouts – Open
- The Habit – Open
- ULTA – Open
- **Yoshiharu Ramen – TBD**

Sunbelt - Target Center Harbor Boulevard (Fast 5 Xpress)

Sunbelt, is the owner of the Harbor Boulevard Target center located at 12592 Chapman Avenue. Sunbelt has ground-leased a 20,000 square foot parcel to Fast 5 Xpress Car Wash. Fast 5 Xpress is a new, modern self-service car wash designed around the mantra "cheaper, faster, clean and shine". Fast 5 Xpress will be located near the Target store on Harbor Boulevard and is replacing the existing car wash tenant on the north edge of the property. The estimated opening is June of 2023.

Five-Story Mixed-Use Development

The Developer for 10201 and 10231 Garden Grove Boulevard has submitted plans for a project entitled "Five-Story Mixed-Use Development". The project will be constructed on a 1.86-acre site and will feature 9,786 square feet of retail space, 9,270 square feet of medical space, and 52 apartment units. Additionally, the project will provide housing for three (3) very low-income households.

12692 Garden Grove Boulevard

The site plan for 12692 Garden Grove Boulevard has been submitted to Planning Services. The project will include a new 6,694 square-foot single-story medical office building on a 1.09-acre lot. The existing single-story commercial building on the southwest corner of the property, which measures 4,600 square feet, will be replaced by the new office. The Planning Commission will consider the site plan on March 2nd, 2023.

GRACE E. LEE
Senior Economic Development Specialist

- Attachment 1: Office of Economic Development Strategic Plan
- Attachment 2: Letter from Garden Grove Chamber of Commerce
- Attachment 3: Valley View Village Center Leasing Flyer



ECONOMIC DEVELOPMENT

STRATEGIC PLAN

2021



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GARDEN GROVE CITY COUNCIL

The City of Garden Grove is grateful to the fine work of its employees and the input from its residents and businesses. The Economic Development Strategic Plan is a testament to their efforts.



Steven Jones
Mayor



Kim B. Nguyen
**Mayor Pro Tem
District 6**



George S.
Brietigam III
District 1



John R. O'Neil
District 2



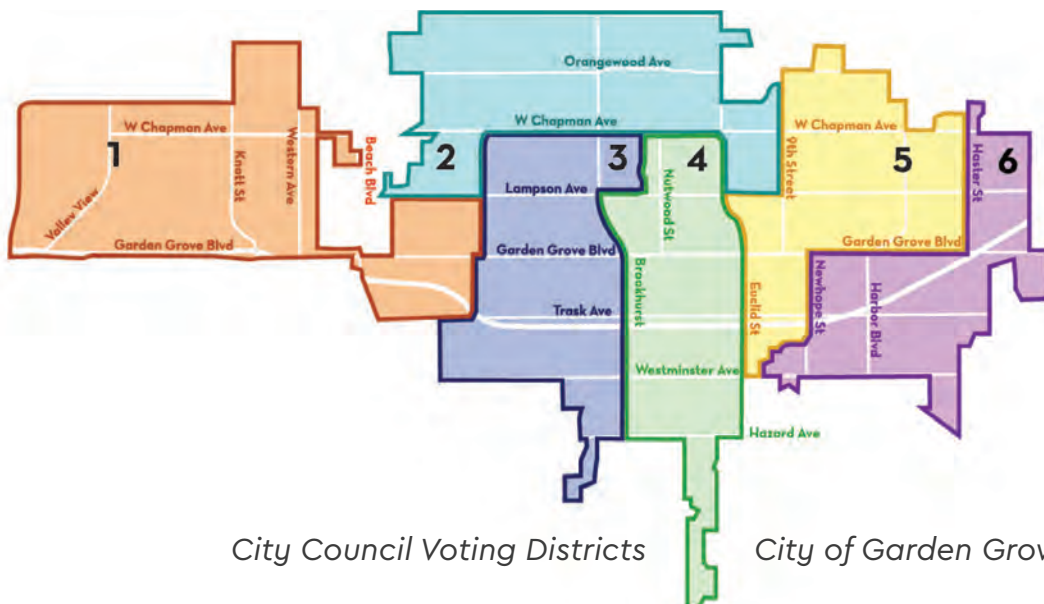
Diedre
Thu-Ha Nguyen
District 3



Patrick Phat Bui
District 4



Stephanie
Klopfenstein
District 5



City Council Voting Districts

City of Garden Grove

ORGANIZATIONAL CHART

COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT

DEPARTMENT DIRECTOR

Administration
Contacts/Grants
Budget/Finance

Real Property
Asset Management

Office of Economic
Development

Building
and Safety

Planning
Services

**Economic
Development**

**Neighborhood
Improvement**

Building

**Code
Enforcement**

**Current
Planning**

**Advanced
Planning**

Business
Development
Business
Attraction

Grove District
Tourism
Promotion
Initiatives

JOBS 1st
Program
Business Portal
Business
Outreach

Successor
Agency
IEDC

CDBG/ESG
Grants
CARES Act

Affordable
Housing
FTHB Program

Homeless
Resources
Be Well OC

Housing
Compliance
Fair Housing
Foundation

Building Plan
Check
Virtual
Submittals

Building
Permits
Building
Inspection
Virtual
Inspections

Building
Records
ADU Programs

Code
Compliance
Substandard
Housing

Short Term
Rentals
Tobacco
Enforcement

Zoning Code
Land Use
Entitlements

Business
License Review
FEMA
Administration

Planning
Commission
Zoning
Administrator

Specific Plans
Urban Forest
Management
Plan

General Plan
RHNA
Monitoring

Housing
Element
Env. Justice
Element
Safety Element

Active
Transportation

*source FY 2021-2023 Budget

GARDEN GROVE'S OFFICE OF ECONOMIC DEVELOPMENT

OUR MISSION | To improve the Physical, Social, and Economic health of Garden Grove by creating opportunities for Businesses, Residents, and Visitors.

OUR VISION | To enhance the quality of life in Garden Grove.

EXECUTIVE SUMMARY

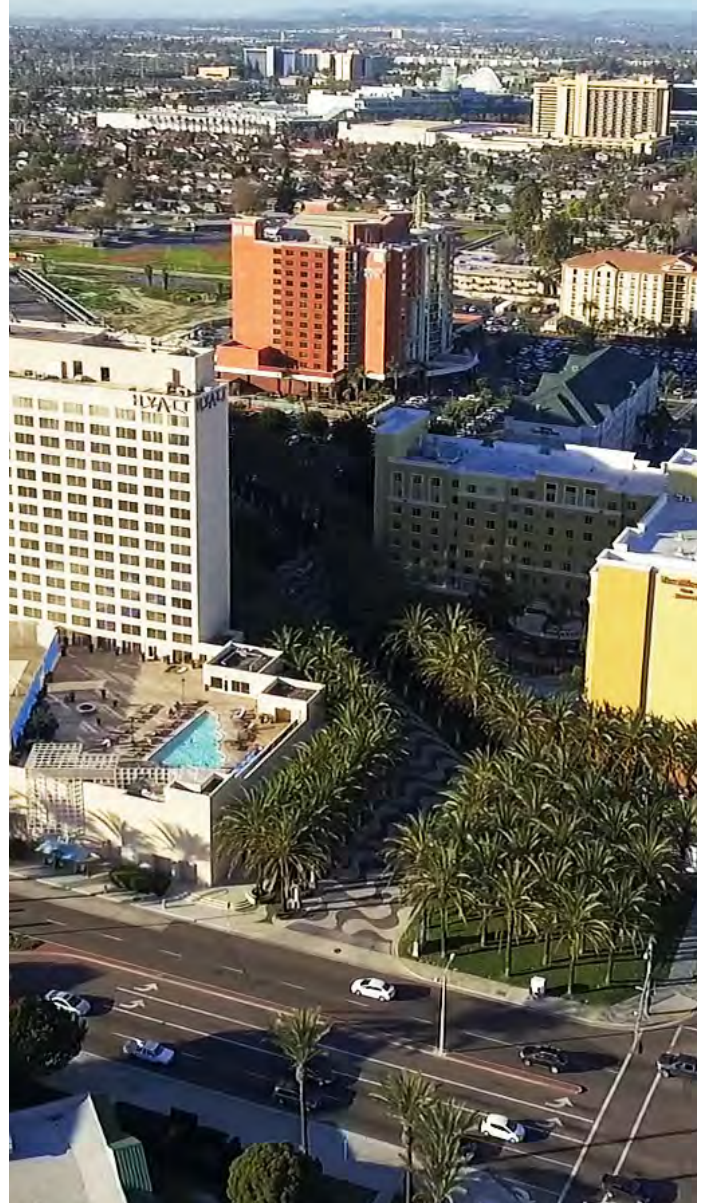
The City of Garden Grove's 2021 Economic Development Strategic Plan ("EDSP") is a baseline assessment of existing conditions and outlines strategic recommendations to address the economic investment and opportunities. Through implementation of the 2018 EDSP, the City of Garden Grove has achieved a tremendous track record of success in the areas of retail/dining development, job creation efforts, homelessness initiatives, and assisting small businesses during the COVID-19 pandemic. Going forward, the purpose of the 2021 EDSP is to serve as a guide to sustain ongoing efforts for economic development activities and policies.

The term "economic development" refers to activities undertaken by the public sector to promote job creation and retention, to ensure a strong, growing, and diversified economy, and to enhance the City's tax base. Local economic development is a process that strives to improve the economic well-being of the community. It helps to retain and increase local revenue that funds government services that both residents and businesses desire. The economic development process has long been a major part of how the City of Garden Grove promotes/supports business.

The EDSP will be updated periodically to accommodate the dynamic nature of the local economy. Consistent with the City's economic goals, the new 2021 EDSP continues to promote the retention of existing businesses, create opportunities for business expansion, with a focus to support and sustain economic recovery through the post Covid-19 months. The City's efforts to expand economic activity, with the goal of increasing the City's revenue, will enhance the quality of life for residents and businesses citywide.

In 2020, the Community and Economic Development Department merged the Neighborhood Improvement Division into the Office of Economic Development. The Office of Economic Development will continue to improve the community by developing programs with federal and state funds with the most impact to the City's community.

"Local economic development is a process that strives to improve the economic well-being of the community."



KEY ECONOMIC DEVELOPMENT GOALS

The EDSP identifies six (6) economic development goals to be addressed over the next three (3) years. The goals were developed through an assessment of Garden Grove's Strengths, Weaknesses, Opportunities, and Threats ("SWOT"), internal and external working sessions, review of the City's existing economic market, and reviewing economic trends and technology advancements.

GOAL #1	COMMUNITY-BASED DEVELOPMENT
GOAL #2	LEVERAGE CREATIVE FUNDING & FINANCING TOOLS
GOAL #3	EXPAND AND PRESERVE LOCALLY-GENERATED TAX REVENUE
GOAL #4	TOURISM INITIATIVES AND DEVELOPMENT OF THE RESORT
GOAL #5	PROMOTE AND EXPAND HOMELESS RESOURCES AND SERVICES
GOAL #6	INCREASE HOUSING OPPORTUNITIES AND INVESTMENT



COMMUNITY-BASED DEVELOPMENT

Community-Based Development is the groundwork for the development of Garden Grove. The city seeks to enhance and sustain the availability of long-term employment opportunities, ensure future economic growth, and provide continued support to residents.

1. Attract businesses that complement the culturally diverse character of Garden Grove

- a Attract national/international hospitality and commercial investment
- b Participate in trade shows such as International Council of Shopping Centers (ICSC) and the American Lodging Investment Summit (ALIS)
- c Continue to strategically utilize and expand social media presence in collaboration with the City's Office of Community Relations

2. Provide local support services for business recruitment

- a Promote local services for new and existing businesses through the Buy In Garden Grove Program and Garden Grove is your Market campaign
- b Explore technology opportunities to further expand self-service and web-based support services for local business such as online permitting and online plan-check services in the Building & Safety and Planning Services Division

3. Enhance the City's ability to brand the community

- a Continue to work with the community, local stakeholders, and partners to execute the City's marketing and outreach strategy led by the City's Office of Community Relations
- b Explore opportunities for digital and print marketing material(s) for external distribution
- c Maintain ongoing collaborative efforts in existing economic target areas, such as the Downtown/Civic Center areas, Grove District-Anaheim Resort, Industrial Corridors, Korean Business District, Little Saigon, and West Garden Grove



GOAL #1 CONTINUED

4. Address Public Facilities and Infrastructure Needs

- a Facilitate various Public Works infrastructure projects in low-income neighborhoods throughout the city

5. Incentivize low-income job creation and retention through Economic Development Programs

- a Promote the Jobs 1st Program
- b Promote the Jobs 1st To-Go Program
- c Workforce Activation & Readiness Program (WARP)

6. Assist and promote small business investments in the Downtown/Civic Center area

- a Continue to support property owners and local investments along Main Street
- b Facilitate implementation and completion of the Cottage Industries project
- c Continue to support advertising for SteelCraft Garden Grove
- d Encourage collaboration with existing businesses and tenants in the Downtown/Civic Center area
- e Encourage continued collaboration with the Downtown Business Association and Main Street Commission to provide additional support to local business entrepreneurs
- f Continue to implement the Downtown Parking Management Plan

7. Provide local business support for established businesses and new businesses

- a Conduct regular meetings with local neighborhood groups to discuss their needs, challenges and opportunities and establish community engagement programs to promote continued dialogue and communication on certain neighborhood topics, such as code enforcement and building abatement in conjunction with the Building and Safety Division



LEVERAGE CREATIVE FUNDING AND FINANCING TOOLS

GOAL #2

The City continues to leverage financial tools available through the Federal, State, and County levels and explore creative incentive financing as an alternative method for project financing to attract new quality investments.



1. Utilize State Assembly Bill 562 as an economic subsidy to entice Garden Grove businesses to expand, stay, and grow their business

- a Continue to monitor and support the Amended and Restated Operating Covenant Agreement executed in 2016 with AAA Oil Inc. dba California Fuels and Lubricants
- b Continue to monitor and support the Agreement Regarding Opening, Operating, and Other Covenants executed in 2017 with Garden Grove Automotive Inc. operating as Garden Grove Kia

2. Explore emerging funding opportunities and financing tools

- a Continue to promote local activities to attract new business creation in partnership with Federal, State and County resources such as the U.S. Small Business Administration and the State Department of Commerce and Trade
- b Continue to promote the Business Resource Toolkit and place current business support items from the Federal, State, and County levels
- c Explore enhanced infrastructure financing districts (EIFDs) as an alternative financing tool, where appropriate
- d Promote target areas that have the State designation of Opportunities Zones to enhance economic development investment locally
- e Continue to promote the new State Initiative including the City's participation in the Orange County Recycling Market Development Zone (RMDZ)
- f Continue monitoring Federal, State, and local grant opportunities in areas of focus such as:
 - i Explore utilization of Economic Development Administration (EDA) grants along the Grove District Harbor Resort area to connect Streetscape and Landscape plans from Garden Grove Boulevard to the 22 CA State Freeway
- g Establish a database of public and private grants, financing and in-kind services that support business development and expansion
- h Leverage job creation opportunities through utilization of Community Development Block Grants (CDBG) in the development of Small Business Assistance Program(s)
- i Continue to develop business assistance programs through the Cares Act and the American Rescue Act

GOAL #3

EXPAND AND PRESERVE LOCALLY-GENERATED TAX REVENUE

The City continues to develop methods and strategies to expand and enhance the City's tax revenue base that will ensure a high level of service to its residents and business owners.

1. Provide service and support to local businesses

- a Continue to enhance online services for local businesses including updates to the available commercial property database via LoopNet on the City's Business Portal
- b Prepare "how to guides" for typical business needs such as navigating through the City's Processes

2. Engage and work with various active groups in the City that enhances and improves the business and tourism community

- a Maintain collaboration efforts with local community organizations such as the Garden Grove Community Foundation and the Chambers including:
 - i Garden Grove Chamber of Commerce
 - ii Korean American Chamber of Commerce of Orange County (KACCOC)
 - iii Vietnamese American Chamber of Commerce
 - iv Orange County Hispanic Chamber of Commerce (OCHCC)
 - v U.S. Small Business Administration (SBA)
 - vi Orange County Small Business Development Center (SBDC)
 - vii Service Corps of Retired Executive (SCORE)
 - viii State Department of Commerce and Trade and their affiliates such as Trade Connect
 - ix Governor's Office of Business and Economic Development (Go-Biz)
 - x Garden Grove Tourism Promotion Corporation (GGTPC)
 - xi Visit Anaheim
 - xii City Bank and Chapman Brookhurst
- b Support the City's business spotlight program which recognizes and promotes local businesses in collaboration with the Office of Community Relations
- c Encourage sponsorship opportunities for local events by local businesses when conducting business visitations in partnership with the Garden Grove Chamber of Commerce

3. Proactively support major tax generating uses so the economy grows in a healthy and solid direction

- a Provide for staff support services to the hospitality industry
- b Expand services and outreach programs to local automobile dealerships in the area of new car sales
 - i Continue to implement the Vehicle Rebate Program
- c Promote business expansion in the Industrial areas by continuing business visits, being up to date on land transactions and attending trade shows

PROMOTE TOURISM DEVELOPMENT INITIATIVES AND PROVIDE DIRECT SUPPORT FOR THE DEVELOPMENT OF THE GARDEN GROVE RESORT

The Grove District-Anaheim Resort is one of the major economic development engines for the City of Garden Grove. The hotel developments in the Grove District area collectively represent a source of significant revenue and employment generator for the city. Completion and expansion of the development opportunities will continue to support the long-term economic sustainability citywide.

1. Attract businesses that complement the culturally diverse character of Garden Grove

- a Implement the continuation of Grove District Landscape and Streetscape to adjoin the north district to the SR 22 Freeway on Harbor Boulevard
- b Continue to expand the Grove District
- c Partner with the Garden Grove Tourism Promotion Corporation (GGTPC) to continue to market and maintain the Grove District
- d Facilitate and expedite entitlement processing and monitoring of existing and future entitlements in the Grove District
 - i Site C Resort Audela – Le Meridien and Kimpton Hotel Development
 - ii Site B2 Resort Nickelodian Resort Hotel
 - iii Homes 2 Suites by Hilton
 - iv Explore redevelopment of the Longsdon Pit

2. Marketing and branding of the Grove District

- a Expand digital and print collateral for use in external marketing
- b Continue to update marketing materials to market available properties
- c Attend trade shows in the tourism, lodging, and theme park industries



GOAL #5

PROMOTE AND EXPAND HOMELESS RESOURCES AND SERVICES

Addressing homelessness prevention and providing services to low-income residents remain a priority in the City. Homelessness impacts communities of all sizes and Garden Grove is no exception. The OED will continue to develop programs with the federal, state, and local monies it receives to inoculate homelessness in Garden Grove and provide low-income housing and services to residents in need.



1. Implement the Comprehensive Strategic Plan to Address Homelessness (CSPAH)

- a Develop Community Engagement Efforts around Homelessness and raise awareness about available resources and best practices
- b Expand homelessness prevention efforts
- c Enhance Data Tracking & Homeless Outreach activities
- d Explore Emergency Housing Options
- e Increase Access to Affordable and Supportive Housing

2. Implement and improve upon Community Programs and activities that provide assistance to the homeless or those at-risk of homelessness

- a Senior Citizen Services
 - i H. Louis Lake Senior Center
 - ii Meals on Wheels OC
- b Food Distribution for low-income residents
- c Fair Housing education and mediation
 - i Fair Housing Foundation
- d Street Outreach and referrals to services
 - i GGPD Special Resource Team (SRT)
 - ii City Net
- e Mental Health Services
 - i The Priority Center's Outreach and Engagement
 - ii Mobile Mental Health Unit
 - iii Crisis Stabilization Unit
- f Rental Assistance and Emergency Housing



3. Increase public outreach and education to raise awareness around homelessness and the City's efforts to address it

- a Promote the Garden Grove Coalition to End Homelessness and facilitate quarterly meetings
- b Partner with local non-profits to provide educational workshops and trainings
- c Produce videos to increase awareness and educate the public about the issues surrounding homelessness
- d Host webinars and community forums to promote City programs and educate the public regarding homelessness



GOAL #6

INCREASE HOUSING OPPORTUNITIES AND INVESTMENT

State legislature states that a primary housing goal for the state is to ensure that every resident has a decent home and suitable living environment. It is a goal of the City to provide housing opportunities to residents and future residents of Garden Grove and increase the investment into the community to offer a higher quality of life in the City.

1. Provide Decent and Affordable Housing

- a Create new affordable housing units
- b Develop affordable housing through property acquisition and rehabilitation
- c Assist the Planning Division with Density Bonus housing projects
- d Assist low-income Garden Grove homeowners with home repairs

2. Encourage a variety of housing products to serve the needs of the community

- a Explore mixed use development in key areas of the City
- b Encourage higher density housing in appropriate areas of the City that do not negatively impact existing established neighborhoods
- c Promote connectivity to "active transportation"

3. Promote and Develop Affordable Housing

- a Promote development of affordable housing projects in the community
 - i Garden Brook Senior Village
 - ii Brookhurst Place (Phase II)
- b Provide Home Improvement Loans and Grants in partnership with the SBA and CDBG Funds

4. Continue annual monitoring of existing Affordable Housing Developments

- a Conduct Annual Monitoring and Reporting of existing units

5. Collaboration with Code Enforcement

- a Work with the community through education and outreach to share resources regarding property maintenance

6. Collaboration with the Planning Services Division

- a Assist Planning with the Housing Element's Goals and Policies that will help the City meet its RHNA numbers and incentivize the creation of affordable Accessory Dwelling Units.



COMPONENTS OF THE OFFICE OF ECONOMIC DEVELOPMENT STRATEGIC PLAN

STRATEGIC ACTION	1
RESPONSIBLE DIVISIONS/PARTY	OFFICE OF ECONOMIC DEVELOPMENT/GRACE LEE
ACTION ITEM DESCRIPTION	CREATION OF THE 2021 OFFICE OF ECONOMIC DEVELOPMENT STRATEGIC PLAN
IMPLEMENTATION	JULY/AUGUST 2021
PRIORITY	1
% COMPLETE	100%

PROJECT BENEFITS

EST. NEW JOBS	N/A
EST. ANNUAL REVENUE	N/A



THE OFFICE OF ECONOMIC DEVELOPMENT MARKETING AND COMMUNICATIONS PLAN

The Marketing and Communications Plan includes an overview of marketing research, goals, strategic priorities, and the necessary action steps that will help meet the goals and the strategic initiatives of the 2021 Economic Development Strategic Plan.

This plan will follow best practices in economic development marketing by shifting the focus to all-digital strategies and away from more traditional methods such as the use of television commercials and print advertisements. This new strategy would incorporate websites, digital ads, and social media, and target audiences in a cost-effective manner with the use of the latest marketing strategies.

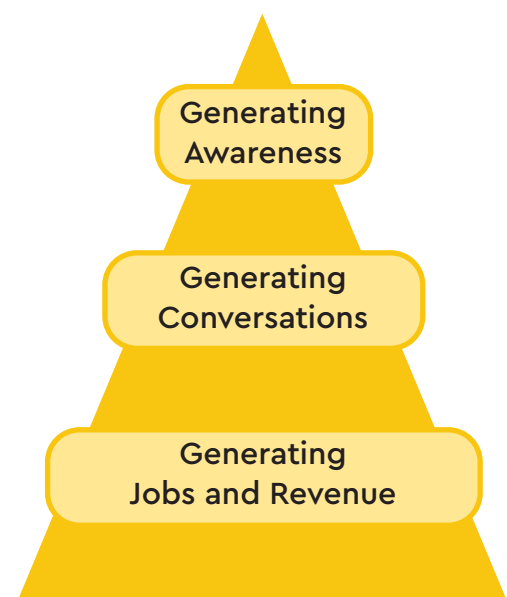
The Office of Economic Development (OED) received input from stakeholders internally including the City's EDIC (Economic Development Improvement Committee), while externally, OED partnered with the Garden Grove Tourism Promotion Corporation (GGTPC) and the Garden Grove Chamber of Commerce.

FRAMEWORK OF THE PLAN

The Office of Economic Development Marketing and Communications Plan will integrate with the 2021 Economic Development Strategic Plan (ODSP) and include the following goals:

- Generate awareness by creating and delivering a positive and relevant story to potential developers, stakeholders, influencers, and media, by projecting a positive image of the City and improving local, regional, and national awareness, and promoting tourism for visitors to Garden Grove.
- Generate conversation with stakeholders such as existing businesses, new expanding businesses, partners, and resources that include the Chambers of Commerce, convention bureaus, other governmental agencies, non-profits, port authorities, Small Business Administrations, real estate developers, and financial institutions.
- Drive new development opportunities to the City of Garden Grove resulting in the creation of new jobs.

GARDEN GROVE MARKETING FRAMEWORK



MARKETING AND COMMUNICATIONS PLAN GOAL #1

The City seeks to enhance and sustain the availability of long-term employment opportunities, ensure future economic growth, and provide continued support to residents.


MARKETING ACTIVITY		
A WEBSITE	Garden Grove OED Website (https://ggcity.org/econdev) <ul style="list-style-type: none"> • Updates on news/information, flyers 	
B SOCIAL MEDIA	Social Media Elements <ul style="list-style-type: none"> • The Media Campaign will include the City's Facebook page, Instagram, Snapchat, TikTok, Twitter, and YouTube 	
C DIRECT MARKETING	Direct Marketing Components <ul style="list-style-type: none"> • City Connections Quarterly – 40,000 distribution • CityWorks Publication – mail and online monthly • Email Blasts, purchasing leads, coordination • Local Chambers of Commerce and Nonprofits, TV Talk Shows, and GGTV3 	
Community-Based Development is the groundwork for the development of Garden Grove	STRATEGIC PLAN ACTION ITEM	ACTIONS AND BUDGET
	Attract national/international hospitality and commercial investment	<ul style="list-style-type: none"> • Participate in National Hotel Conferences and Real Estate Conferences marketing items A and C • Budget up to \$5,000
	Promotion of Buy in Garden Grove – BiGG program	<ul style="list-style-type: none"> • Produce marketing campaign items for Go BiGG including marketing items A-C • Budget up to \$10,000



MARKETING AND COMMUNICATIONS PLAN GOAL #2

The City continues to leverage financial tools available through the Federal, State, and County levels and explore creative incentive financing as an alternative method for project financing to attract new quality investments.

MARKETING ACTIVITY		
A WEBSITE	Garden Grove OED Website (https://ggcity.org/econdev) <ul style="list-style-type: none"> • Updates on news/information, flyers, surveys 	
B SOCIAL MEDIA	Social Media Elements <ul style="list-style-type: none"> • The Media Campaign will include the City's Facebook page, Instagram, Snapchat, TikTok, Twitter, and YouTube 	
C DIRECT MARKETING	Direct Marketing Components <ul style="list-style-type: none"> • City Connections Quarterly – 40,000 distribution • CityWorks Publication – mail and online monthly – 32,000 distribution • Email Blasts, purchasing leads, coordination • Local Chambers of Commerce and Nonprofits, TV Talk Shows, and GGTV3 	

The City seeks to enhance and sustain the availability of long-term employment opportunities, ensure future economic growth, and provide continued support to residents by effective marketing strategies	STRATEGIC PLAN ACTION ITEM	ACTIONS AND BUDGET
	Continue to promote local activities to attract new business creation in partnership with Federal, State, and County resources such as the U.S. Small Business Administration, and the State Department of Commerce and Trade	<ul style="list-style-type: none"> • Participate and/or host a local Trade Event with trade officials from the Federal, State, and Local governments • Budget up to \$5,000
	Promotion of Buy in Garden Grove – BiGG program 	<ul style="list-style-type: none"> • Produce marketing campaign items for Go BiGG including marketing items A-C • Budget up to \$10,000

MARKETING AND COMMUNICATIONS PLAN GOAL #3

The City continues to develop methods and strategies to expand and enhance the City's tax revenue base that will ensure a high level of service to its residents and business owners.

MARKETING ACTIVITY	
A WEBSITE	Garden Grove OED Website (https://ggcity.org/econdev) <ul style="list-style-type: none"> • Updates on news/information, flyers, surveys, ways to connect
B SOCIAL MEDIA	Social Media Elements <ul style="list-style-type: none"> • The Media Campaign will include the City's Facebook page, Instagram, Snapchat, TikTok, Twitter, and YouTube
C DIRECT MARKETING	Direct Marketing Components <ul style="list-style-type: none"> • LoopNet and Costar • Email Blasts, purchasing leads, coordination • Email Blasts, purchasing leads, coordination • Local Chambers of Commerce and Nonprofits, TV Talk shows, and GGTV3

Engage and work with various active groups in the City that enhance and improve the business and tourism community	STRATEGIC PLAN ACTION ITEM	ACTIONS AND BUDGET
	Provide support for local businesses	<ul style="list-style-type: none"> • Prepare How-To guides for businesses • Marketing item A • Budget up to \$500
	Maintain collaboration efforts with local community organizations such as the Garden Grove Community Foundation and the Chambers	<ul style="list-style-type: none"> • Prepare Monthly update on City marketing activities • Marketing items A and B include a budget of up to \$10,000
	Maintain collaboration efforts with local community organizations such as the Garden Grove Community Foundation and the Chambers	<ul style="list-style-type: none"> • Prepare Monthly update on City marketing activities • Marketing items A and B include a budget of up to \$5,000
	Expand services and outreach programs to local automobile dealerships	<ul style="list-style-type: none"> • Local Chamber of Commerce and local Small Businesses • Budget of up to \$5,000

MARKETING AND COMMUNICATIONS PLAN GOAL #4

The Grove District-Anaheim Resort is one of the major economic development engines for the City of Garden Grove. The hotel developments in the Grove District area collectively represent a source of significant revenue and are an employment generator for the City. Completion and expansion of the development opportunities will continue to support the long-term economic sustainability Citywide.

MARKETING ACTIVITY		
A WEBSITE	Garden Grove OED Website (https://ggcity.org/econdev) <ul style="list-style-type: none"> • Updates on news/information, flyers, surveys 	
B SOCIAL MEDIA	Social Media Elements <ul style="list-style-type: none"> • The Media Campaign will include the City's Facebook page, Instagram, Snapchat, TikTok, Twitter, and YouTube 	
C DIRECT MARKETING	Direct Marketing Components <ul style="list-style-type: none"> • LoopNet and Costar • Email Blasts, purchasing leads, coordination • Local Chambers of Commerce and Nonprofits, TV Talk shows, and GGTV3 	
Attract businesses that complement the culturally diverse character of Garden Grove	STRATEGIC PLAN ACTION ITEM Partner with the Garden Grove Tourism Promotion Corporation (GGTPC) to continue to market and maintain the resort	ACTIONS AND BUDGET <ul style="list-style-type: none"> • Monthly meeting and updates from GGTID board • Implementation of marketing strategy • Budget items A-C \$500-\$5,000
	Marketing and branding of the Grove District	<ul style="list-style-type: none"> • Expand digital and print collateral for use in external marketing, continue to update marketing materials to market available properties, attend trade shows in the tourism industry, lodging. Marketing campaign includes creation of a new Website, Direct Marketing Emails, Direct Marketing, Social Media Campaigns, Advertisement, Show Marketing • Annual Budget \$300k-900K
	GGTID support of Visit Anaheim	<ul style="list-style-type: none"> • Monthly meeting and updates from GGTID board • Implementation of marketing strategy • Budget items A-C \$500-\$5,000

MARKETING AND COMMUNICATIONS PLAN GOAL #5

The City continues to develop methods and strategies to expand and enhance the City's tax revenue base that will ensure a high level of service to its residents and business owners.

MARKETING ACTIVITY		
A WEBSITE	Garden Grove OED Website (https://ggcity.org/econdev) <ul style="list-style-type: none"> • Updates on news/information, flyers, surveys, ways to connect 	
B SOCIAL MEDIA	Social Media Elements <ul style="list-style-type: none"> • The Media Campaign will include the City's Facebook page, Instagram, Snapchat, TikTok, Twitter, and YouTube 	
C DIRECT MARKETING	Direct Marketing Components <ul style="list-style-type: none"> • LoopNet and Costar • Email Blasts, purchasing leads, coordination • Local Chambers of Commerce and Nonprofits, TV Talk shows, and GGTV3 	
Engage and work with various active groups in the City that enhance and improve the business and tourism community	STRATEGIC PLAN ACTION ITEM	ACTIONS AND BUDGET
	Provide support for local businesses	<ul style="list-style-type: none"> • Prepare How-To guides for businesses • Marketing item A • Budget up to \$500
	Maintain collaboration efforts with local community organizations such as the Garden Grove Community Foundation and the Chambers	<ul style="list-style-type: none"> • Prepare Monthly update on City marketing activities • Marketing items A and B include a budget of up to \$10,000
	Maintain collaboration efforts with local community organizations such as the Garden Grove Community Foundation and the Chambers	<ul style="list-style-type: none"> • Prepare Monthly update on City marketing activities • Marketing items A and B include a budget of up to \$5,000
Expand services and outreach programs to local automobile dealerships	<ul style="list-style-type: none"> • Local Chamber of Commerce and local Small Businesses • Budget of up to \$5,000 	

MARKETING AND COMMUNICATIONS PLAN GOAL #6

It is a goal of the City to provide housing opportunities to residents, and future residents, of Garden Grove and to increase the investment into the community to offer a higher quality of living in the City.

MARKETING ACTIVITY		
A WEBSITE	<p>Garden Grove OED Website (https://ggcity.org/econdev)</p> <ul style="list-style-type: none"> • Updates on news/information, flyers, surveys, workshops, quarterly data and statistics, and projects • Headlines w/ the Mayor • Announce new housing projects that are being worked on in the City and highlight the completion of housing developments and projects 	
B SOCIAL MEDIA	<p>Social Media Elements</p> <ul style="list-style-type: none"> • The City's social media campaign includes promoting our brand, by engaging with stakeholders and driving traffic to websites • The Media Campaign will include the City's Facebook page, Instagram, Snapchat, TikTok, Twitter, and YouTube 	
C DIRECT MARKETING	<p>Direct Marketing Components</p> <ul style="list-style-type: none"> • Utilize the Information Technology Department's databases • Utilize Survey Monkey database of prior applicants to announce additional funding opportunities and resources when they are available • Communicate and maintain a positive relationship with affordable housing developers 	
D VIDEO	<p>Headlines w/ the Mayor</p> <ul style="list-style-type: none"> • Continue the Headlines w/the Mayor series and post the video on the website (https://ggcity.org/ggtv3) 	
<p>The City seeks to enhance and sustain the availability of long-term employment opportunities, ensure future economic growth, and provide continued support to residents by effective marketing</p>	<p>STRATEGIC PLAN ACTION ITEM</p> <p>Provide decent and affordable Housing</p>	<p>ACTIONS AND BUDGET</p> <ul style="list-style-type: none"> • Promote new construction projects of affordable units • Market acquisition and rehabilitation projects of affordable housing units • Market the Home Repair and Re-Roof Loan Programs • Budget up to \$3,000
	<p>Collaborate with City Departments to promote resources and to educate the public</p>	<ul style="list-style-type: none"> • Code Enforcement to distribute marketing materials • Work closely with the Building Department to update staff on new programs and opportunities for homeowners • Work with Community Relations to establish the appropriate marketing • Inform the City Manager and City Council on new programs and resources available to constituents • No budget

2018 EDSP ACCOMPLISHMENTS

In October 2018, the City Council received the 2018 Economic Development Strategic Plan (EDSP) and significant achievements have been made.



- In Summer 2018, the Office of Economic Development partnered with the ULI Advisory Services program to create a Technical Assistance Panel (TAPs) for the West Grove retail corridor. The examination and TAP study included physical and demographic analysis to inform retail market visibility. The presentation and recommendations were made to the City and local community members.



- Following the completion of Phase I of Brookhurst Place in July 2018, Kam Sang Company continued to advance Phase II: 462 apartment homes, of which up to 120 will be affordable housing units and 58 for-sale condominiums; up to 200,000 square feet of commercial and retail space; and a 100-key hotel. Upon completion, the 14-acre community project will include 700 new residential units and a one-acre park. Once concurrence from the State Department of Finance (DOF) is received, conveyance of the Phase II properties will begin.

- The City of Garden Grove, as Successor Agency, approved an Agreement between Investel Harbor Resorts, LLC and the City for the sale of a property at 12361 Chapman Avenue at a fair market value of \$1.1 million. The property consists of a vacant 10,883 square foot restaurant/banquet hall on a 0.48-acre site adjacent to the Hyatt Regency Orange County. NOVA opened its doors in Summer 2019.



- On July 25, 2019 the Economic Development Division partnered with the Korean American Chamber of Commerce of Orange County to host a panel discussion about public safety with Police Chiefs from Buena Park, Fullerton, Irvine, and Garden Grove.



- SteelCraft Garden Grove opened Fall 2019. The new 20,000 square foot urban eatery, is comprised of 22 repurposed shipping containers. Artisans in a shared space serve thoughtful and creative food, beer, coffee and dessert. This exciting new urban eatery has added fresh new faces to the Civic Center and is helping to energize the City's downtown and bridge the gap between Main Street and the upcoming Cottage Industries project.

2018 EDSP ACCOMPLISHMENTS

- Construction of Garden Brook Senior Village by AMG & Associates, a mixed-use project with 394 new affordable senior units and up to 12,938 square feet of commercial space, continued in FY 2019–20. The development is a collaboration between the City of Garden Grove, AMG & Associates, the Hoag Foundation, and the Boys and Girls Club of Garden Grove to progress an Intergenerational Program to bring youth and seniors together. Completion is anticipated in fall 2021.
- The City approved the sale of the City-owned real property consisting of approximately 1.45 acres located at 13650 Harbor Boulevard. The developer, BN Group, has secured a franchise agreement for the development of a Home 2 Suites hotel by Hilton. BN Group has completed entitlements and construction drawings for this new 124 room establishment. The ground breaking ceremony was held on June 27, 2019. The hotel started construction 1st quarter 2019. This project is the first new hotel to be built south of the Garden Grove Freeway. The hotel completion date is estimated to be early 2022.
- In November 2018, City Council approved an extension of term of negotiation period to the Amended and Restated Exclusive Negotiation Agreement (ENA) between the City and New Age Garden Grove, LLC for the development of 10 acres of real property. The developer has proposed a Nickelodeon Resort comprising of a 560-room resort hotel and amenities. In addition, the developer and City are working on the draft version of the Disposition and Development Agreement.
- The Garden Grove Planning Commission approved a Site Plan and Tentative Tract Map at the November 2017 meeting to implement a resort hotel development project known as the Site C Project. The Developer has approvals for a proposed program with up to 769 rooms and ancillary hotel uses such as pools, spas, and fitness centers within three resort hotels, one full-service and one limited-service, with up to 104,000 aggregate square feet of conference/meeting banquet space, hotel restaurant space, freestanding pad restaurant, and a multi-level parking garage with 1,297 parking spaces on approximately 4.3 acres of the PUD-128-12. Upon completion, it is anticipated the project will generate approximately \$3.8 to \$4.9 million in additional annual tax revenue to the City. The project is anticipated to start construction in the fourth quarter of 2021.



124 KEYS HOME 2 SUITES BY HILTON
13650 HARBOR BLVD, GARDEN GROVE, CA 92840



TRI-CITY TOWN HALL
SMALL BUSINESS RESOURCES ZOOM WEBINAR
 PRESENTED IN KOREAN

WEDNESDAY
MARCH 31, 2021
4:00 - 6:00 P.M.

Zoom Webinar Registration:
bit.ly/business-resources-k

Logos: Garden Grove, SBDC, Orange County

ORANGE COUNTY SMALL BUSINESS SUMMIT

ACCELERATING SMALL BUSINESS

GREAT WOLF LODGE | GARDEN GROVE

Tuesday, November 19, 2019

Logos: Wells Fargo, SBDC, Orange County

BRING ANY OF YOUR QUESTIONS AND COME LEARN MORE ABOUT STATE POLICIES THAT AFFECT YOUR SMALL BUSINESS.

A ONE-STOP SHOP SEMINAR WITH PRESENTATIONS ON:

- Sales and Use Tax Basics
- State Tax Credits, Exemptions, and Financing Instruments
- Forms of Ownership
- Employee or Independent Contractor?
- Better Business through Better Records

FRIDAY, MAY 3, 2019

9:00AM - 12:30PM

CHECK-IN BEGINS AT 8:30 AM

GARDEN GROVE COMMUNITY MEETING CENTER
 11200 STANFORD AVENUE, GARDEN GROVE, CA 92640
 FREE PARKING

Must RSVP at ASMRC.org/GG/SmallBusiness or call 714.843.4966.

THINK BIGG
 Buy In Garden Grove

GARDEN GROVE VEHICLE REBATE PROGRAM

\$500 Rebate WHEN YOU PURCHASE A NEW CAR OR TRUCK

Garden Grove residents and businesses purchasing a new car or truck from one of the six franchised local auto dealers are eligible to receive a \$500 rebate.

Image: A woman looking out of a car window.

ACCOMPLISHMENTS & AWARDS

- In partnership with SBDC Orange County, the division planned a series of seven (7) workshops to provide small business entrepreneurs with resources and tools to enhance their businesses.
- The Office of Economic Development has continued to partner with SCORE to sponsor quarterly workshops dedicated to assisting small businesses in planning a new business, marketing & sales and finance. SCORE is a nonprofit association dedicated to helping small businesses get off the ground and grow and achieve their goals through education and mentorship.
- In partnership with the Orange County/Inland Empire Small Business Development Center Network and Wells Fargo Corporate Philanthropy and Community Relations Group, the City participated in the Orange County Small Business Summit on November 19, 2019. The conference featured regional, state, and federal economic development leaders discussing opportunities to grow the regional small business economy of Orange County, with a specific focus on advancing access to capital, small business development, and innovative public-private partnerships.
- In partnership with Assembly member Tyler Diep and Orange County Supervisor Andrew Do, the City hosted a Small Business Tax Seminar & Resource Expo on May 3, 2019. The event provided an opportunity to perform outreach to all local business owners through collaboration with various agencies.
- The City continues to partner with the Governor's Office of Business and Economic Development to promote GO-Biz, a program designed to help businesses apply for the California Competes Tax Credit, which offers tax credits to businesses adding jobs in California.
- The Vehicle Rebate Program (VRP) offers Garden Grove residents and businesses a \$500 rebate when purchasing a new vehicle from one of the six franchised local auto dealers: Volkswagen Garden Grove, Simpson Chevrolet of Garden Grove, Russell Westbrook Hyundai of Garden Grove, Toyota Place, Garden Grove Nissan, and Garden Grove Kia. The VRP program commenced on July 1, 2019.

ACCOMPLISHMENTS & AWARDS

- In March 2020, the Office of Economic Development revamped its website to include new resources to help businesses affected by the COVID-19 pandemic. These new resources included: a new business resource kit linking to the City's partners for business reopening, the City JOBS 1st Program, the City's Micro Grant Program, and the Accessible Businesses Program.
- The JOBS 1st Program was modified in response to COVID-19 and the subsequent allocation of Community Development Block Grant – Coronavirus (CDBG-CV) funding. This program offers job creation loans of up to \$50,000 and job retention grants of up to \$25,000 to assist Garden Grove business owners affected by the pandemic. The JOBS 1st Program will utilize \$830,000 in CDBG-CV funds to create and/or retain over 137 low-income jobs.
- Through the County of Orange and the First District Supervisor, Andrew Do, the City received Coronavirus Relief Funds for economic support in the amount of \$617,600 to assist small businesses impacted by COVID-19. In June 2020, the Micro Biz Program was established in conjunction with an online application portal (ggcity.org/businesses) to streamline the application submittal process for eligible small businesses and non-profit organizations. The program provided economic support to 125 Garden Grove small businesses with grants up to \$5,000 to be used for rent relief payments and business innovation activities. The City exhausted the balance of this portion in December 2020.
- The Office of Economic Development strives to deliver innovative business development programs and initiatives to assist local business owners in navigating their business operations through reopening in Stage 2 of the Resiliency Roadmap. The creation of the Accessible Businesses Program provided a process for local businesses to apply for a 60-day Temporary Outdoor Businesses Permit to expand outdoor dining and/or retail uses onto adjacent sidewalks within a shopping center or in privately owned parking lots.



CITY OF GARDEN GROVE
SMALL BUSINESS RESOURCES AND GRANTS PROGRAM

Fund of **\$4.6 Million**
 for Grants of **\$5,000 up to \$25,000**

The City of Garden Grove's Small Business Grants are available to assist local businesses impacted by COVID-19.

The grant programs include the new Micro-Business Relief Program for \$5,000 grants and the JOBS 1st Program to apply for \$25,000 grants.

Qualifying Expenses:

- for Micro-Business Relief Grant (rent and business innovation activities)
- for JOBS 1st Grant (payroll and other operating expenses)

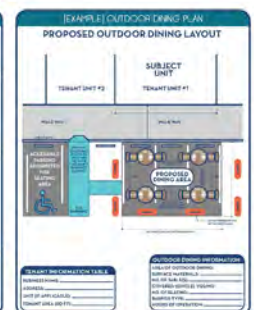
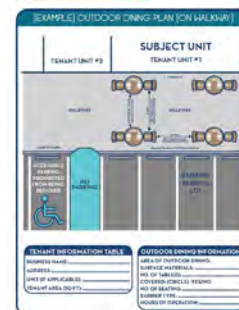
Region: City of Garden Grove

Apply for Micro and JOBS1st grants online at: apply.ggcity.org

For more information visit: ggcity.org/businesses
 Contact the Office of Economic Development at microbizgrant@ggcity.org or jobsfirst@ggcity.org



For more information:
ggcity.org/businesses





SWOT ANALYSIS

The City of Garden Grove's Office of Economic Development Division's SWOT Analysis is a compilation of the division's strengths, weaknesses, opportunities, and threats. The SWOT Analysis assisted the division to discover recommendations and strategies with a focus of leveraging strengths and opportunities to overcome weaknesses and threats.

The Office of Economic Development (OED) assessed its division internally and externally with various stakeholder groups in the City. Internally, the City utilized department directors and EDIC (Economic Development Improvement Committee) and externally, the OED partnered with the Garden Grove Tourism Promotion Corporation (GGTPC) and the Garden Grove Chamber of Commerce to provide vital feedback to continuously improve the services that the OED provides.

The strengths highlighted the overall team and support of executive management and the City Council. The division's knowledge and experience with public-private partnerships, relationships with existing stakeholders, and an active business climate made for positive feedback. The City's low vacancy rates, good infrastructure, and continuous funding from federal and local governments were all positive points made by the community of the OED. The "Weaknesses" the OED can improve upon are to continue to assist the homeless/at risk homeless population, diversify housing projects with a mix of new housing and affordable housing, and find available funding to acquire and entitle project sites to grow the City's tax base.

The threats of the SWOT analysis presented a variety of challenges that offered great opportunities. The City of Garden Grove is fortunate to be a City that retailers and developers wish to be in. The City has a successful auto center and hotel district, a large Vietnamese population that is home to Little Saigon, as well as a striving Korean Business District. The Brookhurst Triangle is another example of the growth of the City's downtown region. The threat of the pandemic and the lasting affects it has on the economy, housing, homelessness, small businesses, and the general community were the driving force in developing this update to the strategic plan. The City will continue to engage the community and utilize monies that flow from the federal government such as the Cares Act and the American Rescue Plan Act to counteract the threats that have been presented in the analysis. Ongoing threats that continue to present a challenge is the City's budget deficit, crimes rising, regional competition from cities, and pressure to speed projects to completion have all presented a challenge in economic development.

The EDSP strategic plan will assist the OED to prioritize projects to tackle the tasks that are assigned to the division by the federal government, state, City Council and Executive Management. The efforts of the division will be handled in an ethical manner.





Garden Grove
— Chamber of Commerce —
Founded 1907

February 10, 2023

Greg Blodgett, Sr. Project Manager
City of Garden Grove
11222 Acacia Parkway
Garden Grove, CA 92840

Re: ABRB Contract

Dear Greg,

Per your request, here is the information regarding the Garden Grove Chamber of Commerce's activities according to the ABRB Contract through 06/30/23. I have included activities starting from July. Please note that because of the CEO transition, events and meetings were lighter that month. The Chamber had a staff on one managing the office and State of the City at that time. I came on board August 15, 2023. Anything italicized are upcoming events.

Welcome new businesses to the Chamber and into the City with Ribbon Cutting Ceremonies

- 08/16/22 – Gente Market
- 10/06/22 – Urban Punjab
- 10/15/22 – OC Vision Center
- 12/02/22 – Finish Line Towing & Transportation
- 01/24/23 – Crescent Landing at Garden Grove
- *03/07/23 – Ace Handyman Services*

Maintain Relationship and work with GGTPC who are corporate sponsors of the Chamber

- State of the City- Hyatt Regency 07/13/22
- Monthly Business Breakfast Presentations at Anaheim Marriott Suites
- Silver Spoons Awards- Embassy Suites 9/18/22
- Met with Greg Nomura & Greg Blodgett at Hyatt Regency 11/22/23
- Met Hyatt Regency Orange County/SCG 12/14/22
- Met Embassy Suites GM, Dieter Hissin and Staff 1/18/22

Contact and set up business meetings with City Project Manager and Chamber of Commerce

- 10/10/22 Met with GGTV3 and Office of Community Relations
- 10/26/22 Lunch meeting with Lisa Kim
- 11/8/22 – Met with Greg Blodgett and Econ Development Department re ABRB contract
- 11/10/22 Met with Community Relations regarding BiGG
- 12/6/22 – Tour of Garden Brook Senior Village

Sponsor or partner with the City on forty community business events annually:

Business & Education Presentations:

- 08/25/22 – Tour of Small Business Development Center/Met with SBDC staff
- 09/29/22 – Social Media for Business - Instagram Reels – How to get more exposure.

- 10/28/22 – Opportunities for Engagement - GGUSD
- 11/18/22 – Adobe Express/Tour of Coastline Community College
- 01/26/23 – Learn About 2023's new laws that may Affect Your Business
- 2/23/22 – *Business Tax Preparation*

Business Mixers:

- 07/20/22 – Jay's Catering Co.
- 08/17/22 – Silk Road Asian Bistro
- 09/21/22 – Meet & Greet with new CEO @ Chamber of Commerce
- 11/16/22 – Garden Grove Elk's Lodge
- 12/14/22 – Holiday Mixer @ Hyatt Regency
- 01/18/23 – Embassy Suites Anaheim South
- 02/15/23 – *Karaki Business Services @ SteelCraft Garden Grove*
- 03/15/23 – *Multi Chamber Mixer @ Southland Industries*

Multi-Chamber Mixers:

- 03/15/23 – *Multi Chamber Mixer @ Southland Industries*
 - *Orange Chamber, Santa Ana Chamber, Anaheim Chamber, Westminster Chamber, Fountain Valley Chamber, Cypress Chamber*

Government Affairs Committee Meetings:

- 07/08/22 – Westminster Mayor Tri Ta
- 08/12/22 – Santa Ana Mayor Vicente Sarmiento
- 09/09/22 – Santa Ana Mayor Vicente Sarmiento
- 10/14/22 – Mayor Pro Tem – District 3 Diedre Thu-Ha Nguyen
- 11/11/22 – Congressman Alan Lowenthal
- 12/10/22 – Councilmember Cindy Tran
- 01/13/23 – Marshall Toplansky – Economic Outlook for 2023
- 02/10/23 – *City Council Member Joe DoVinh*
- 03/10/23 – *Chief of Police Amir El-Farra*

Women's Division Luncheons:

- 08/18/22- Red Robin
- 09/15/22- Oggi's
- 10/20/22- Steelcraft

Business Expo: *Planning for Summer or Fall*

Bowling Tournament:

- 11/17/22 – Linbrook Bowl

Golf Tournament:

- 09/28/22 – Willowick Golf Course

Silverspoons Luncheon:

- 09/24/22 – Embassy Suites

Other Events and Meetings:

- 09/01/22- U.S. Chamber Event with Michelle Steel @ Integrity Jewelers-GG Chamber helped plan.
- 9/07/22- Met with Garden Grove Hospital Medical Center CEO, Dan Brothman
- 09/25/22- GG Chamber Board Retreat at NOVA Kitchen
- 10/05/22- VNARP SoCal Chapter Reception- Vietnamese Nat'l Assn of Real Estate Professionals
- 10/19/22- Leadership Luncheon/Board Installation/Member Appreciation Luncheon at CMC
- 11/02/22- Welcome visit to Jersey Mike's and Crimson Coward
- 11/03/22- SCORE Webinar- Making Videos
- 11/25/22 to 12/15/23 – BiGG Program with City of Garden Grove
- 11/30/22- Met with Orange Chamber of Commerce Executive Director, Elizabeth Hollman
- 01/06/22- Met with Coastline Community College Dean, Shelly Blair
- 01/11/22- GGUSD- State of the District
- 02/01/23- Met with Stanton University, Chief Academic Officer, Dr. Louna Al Hallak
- 02/03/23 – Membership Orientation Meeting
- 2/08/22 – Met with Stephanie Hu, District Director, Congresswoman Michelle Steel's Office
- Downtown Business Association Meetings- 3rd Thursdays of each month

Other Services Provided by Chamber:

- Promote Featured Members each month on our website, in our front window, major events, and in social media
- Take calls from the public looking for information regarding Garden Grove, i.e. business addresses, City Department information, what is happening in Garden Grove
- Electronic Bi-Annual Magazine mailed out to members and community businesses updating them on events, Government Affairs legislation, membership, etc....
- E-blasts through Constant Contact of our events, members events, City events each month

Changes in 2023

- Government Affairs Meetings are back in person at Garden Grove Hospital Medical Center
- GG Chamber Board Meetings are now held at Kaiser Permanente
- New partnership with Coastline Community College

Please let me know if there is any further information you would like from me.

Regards,

Claudette J. Baldemor

Claudette J. Baldemor

President & CEO

ceo@gardengrovechamber.com

1,100 SQ. FT. RESTAURANT AVAILABLE

Last 3 Spaces Available

VALLEY VIEW VILLAGE

12500-12572 VALLEY VIEW ST., GARDEN GROVE, CA 92865



LOOKING FOR:
Tutoring, Children's
Entertainment, Sports
Equipment, After School
Activities Retailers

- 1. Marley's Preschool
- 2. Nail Salon
- 3. Available 1,000 SF
- 4. Cleaners
- 5. Mail Box
- 6. Bagel Bakery
- 7. Greek Food
- 8. Dentist

- 9. Roots & Mane Salon
- 10. Augustino's Restaurant
- 11. Titanium Healthcare
- 12. Physical Therapy
- 13. Pro Athletics
- 14. In Leases
- 15. Optical
- 16. Available 3,010 SF



NEWMARK

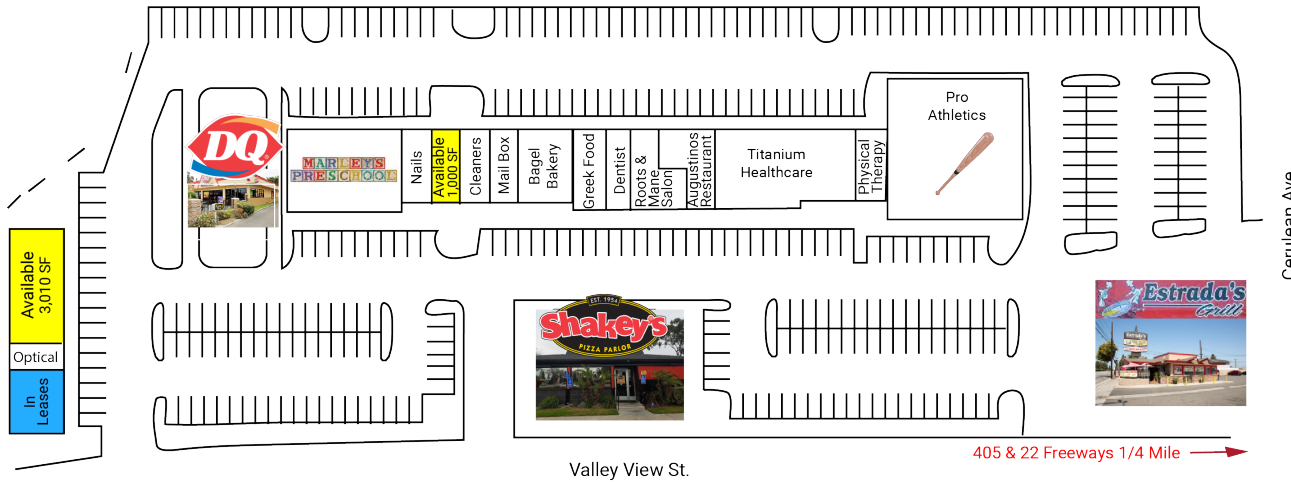
IAN BROWN
Managing Director
t 949-608-2050
ian.brown@nrmk.com
CA RE Lic. #00775650

VANESSA BROWN-POPE
Associate Director
t 949-608-2074
vanessa.brown@nrmk.com
CA RE Lic. #01311341

VALLEY VIEW VILLAGE

Features:

- Entire Center Repositioned
- Major West OC Arterial Linking I-5 & I-405 Freeways
- Traffic Counts: Valley View St.: 50,637 CPD
Lampson Ave.: 10,999 CPD
- Affluent Community
- Pad Restaurant(s), Shops and Sub-Anchor Opportunities
- Serves WestGrove and Surrounding Communities – Cypress, Westminster & Rossmore



DEMOGRAPHICS	1 MILE	2 MILES	3 MILES	5 MILES
Population	23,625	66,744	176,582	587,094
Median Household Income	\$112,012	\$93,484	\$94,386	\$88,873
Daytime Employment	3,536	34,855	82,176	185,605



IAN BROWN
 Managing Director
 t 949-608-2050
 ian.brown@nmrk.com
 CA RE Lic. #00775650

VANESSA BROWN-POPE
 Associate Director
 t 949-608-2074
 vanessa.brown@nmrk.com
 CA RE Lic. #01311341

18401 Von Karman Ave., Suite 150
 Irvine, California 92612
 t 949-608-2000
 Corporate License #01355491
 nmrk.com



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PAVILION PLAZA WEST

9852 Chapman Avenue, Garden Grove, CA 92841



PAVILION PLAZA WEST

9852 Chapman Avenue, Garden Grove, CA 92841

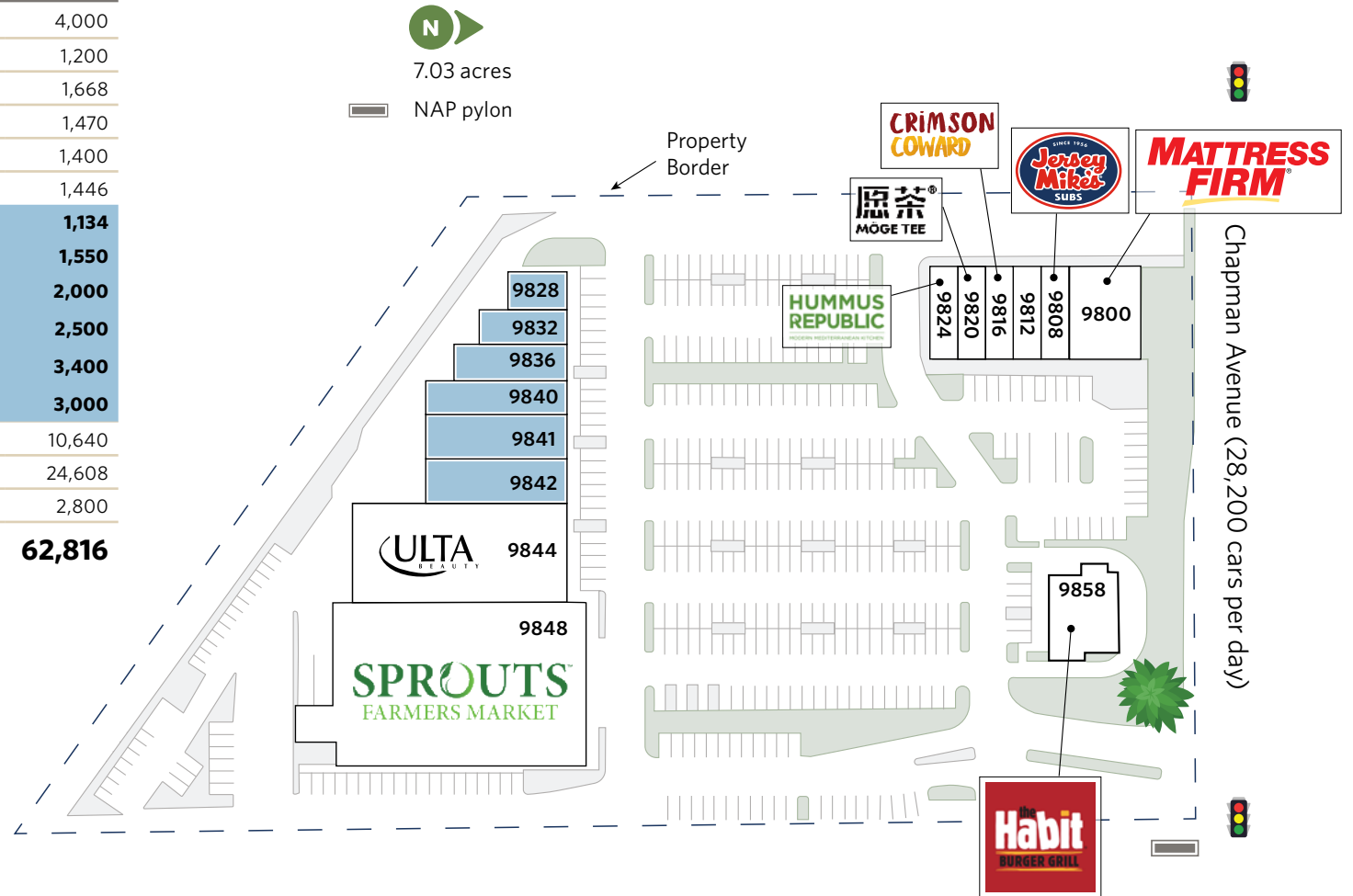


PAVILION PLAZA WEST

9852 Chapman Avenue, Garden Grove, CA 92841

UNIT	TENANT	SQ. FT.
9800	Mattress Firm	4,000
9808	Jersey Mike's Subs	1,200
9812	Yoshiharu Ramen (Coming Soon)	1,668
9816	Crimson Coward Nashville Hot Chicken	1,470
9820	MÖGE TEE	1,400
9824	Hummus Republic (Coming Soon)	1,446
9828	Available	1,134
9832	Available	1,550
9836	Available	2,000
9840	Available	2,500
9841	Available	3,400
9842	Available	3,000
9844	ULTA	10,640
9848	Sprouts Farmers Market	24,608
9858	The Habit Burger Grill	2,800

Total Square Feet: 62,816

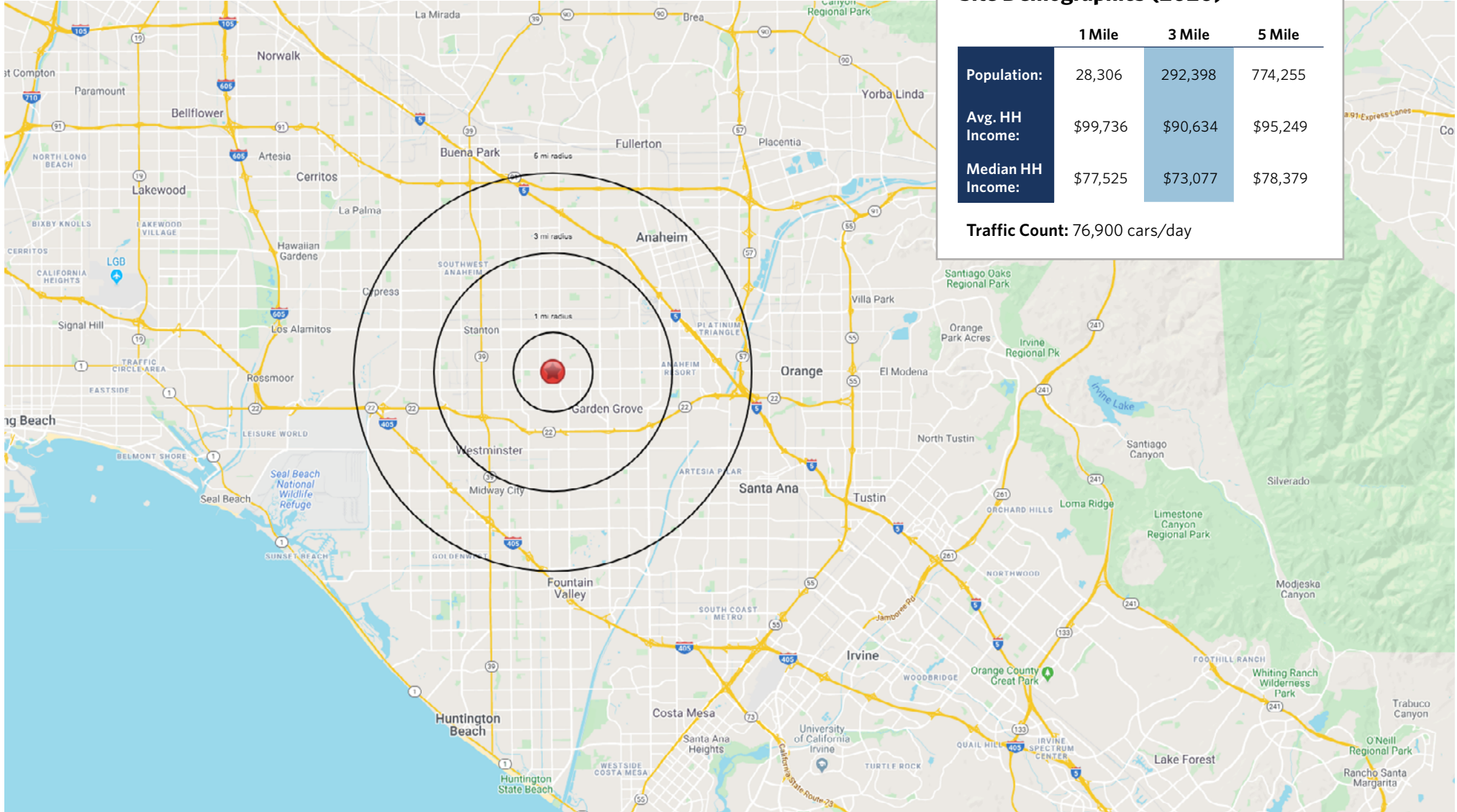


For information: Ivan Aguilera

E: iaguilera@sterlingorganization.com P: 855-647-0738

PAVILION PLAZA WEST

9852 Chapman Avenue, Garden Grove, CA 92841



Site Demographics (2020)

	1 Mile	3 Mile	5 Mile
Population:	28,306	292,398	774,255
Avg. HH Income:	\$99,736	\$90,634	\$95,249
Median HH Income:	\$77,525	\$73,077	\$78,379

Traffic Count: 76,900 cars/day

PAVILION PLAZA WEST

9852 Chapman Avenue, Garden Grove, CA 92841





League of California Cities
2022
Annual Report



Message from Executive Director and CEO

The key to progress is partnership, and for the League of California Cities, 2022 was a year full of collective action and success on behalf of California's cities and towns.

In 2022, Cal Cities delivered yet again for our members, advancing critical advocacy priorities in the Legislature and the courts, and offering exceptional education opportunities.

Working together with our local leaders and partners, we secured significant funding for cities that will help spur affordable housing, reduce homelessness, and implement organic waste regulations. We protected local transportation projects, safeguarded current funding streams that cities use for critical services, and fought back against regulations that add an extra layer of unnecessary bureaucracy.

We diversified and expanded on the success of our online educational programming and launched a new, in-person conference for city leaders to advocate at the Capitol and learn from peers and experts alike. We also strengthened Cal Cities' technology infrastructure to increase member engagement and better serve city officials.

Cal Cities is a strong, effective organization because we are member-informed and grounded in the voices and experiences of cities throughout the state. Together, we are strengthening local decision-making, driving state policy, and crafting solutions to everyday challenges.

I'd like to express my gratitude to the 2021-22 Cal Cities Officers and Board members for their leadership and guidance. I'd also like to acknowledge and thank the talented and dedicated Cal Cities staff. Together, we are making a difference in the lives of people who call our cities home.

I am proud to present the Cal Cities 2022 Annual Report, which captures our collective achievements in support of California cities over the past year. I look forward to all we will accomplish together in 2023.

Carolyn M. Coleman
Executive Director and CEO
League of California Cities

Mission

To expand and protect local control for cities through education and advocacy to enhance the quality of life for all Californians.

Vision

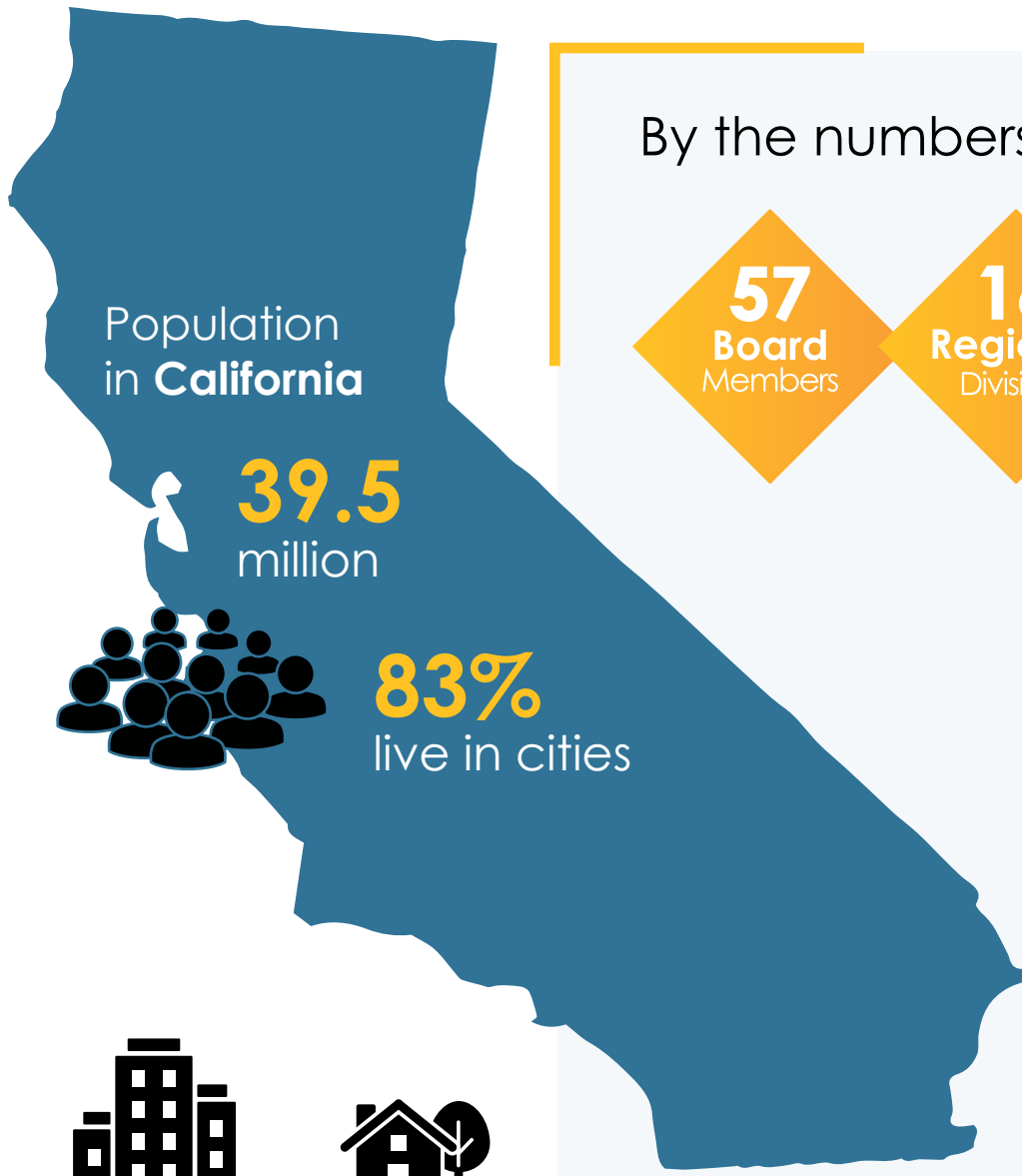
To be recognized and respected as the leading advocate for the common interests of California's cities.

“California is a state rich with diversity, but it is the commonality of our interests that bring us together and makes Cal Cities so powerful as an organization. I'm proud of our collective work over the last year to recognize the challenges cities face and advance solutions that improve the quality of life for all Californians.

*Cindy Silva
Mayor Pro Tem, Walnut Creek
2021-22 Cal Cities President*



2021-22 Cal Cities Board of Directors



By the numbers...



Cal Cities serves thousands of city officials and staff...

- Mayors and Council Members
- City Managers
- City Attorneys
- City Clerks
- Fire Chiefs
- Fiscal Officers
- Human Resources Directors
- Planning Commissioners
- Public Works Officers
- Public Safety Officers



Largest city
Los Angeles
3.8 million



Smallest city
Amador City
201

Legislative Advocacy

Cal Cities works directly with members of the Legislature, Governor's administration, and other organizations to advocate on behalf of California cities and towns. In 2022, Cal Cities and the powerful voices of city officials it represents advanced the member-driven and board-approved 2022 Action Agenda.



Homelessness and community wellness

Cal Cities supported and improved a landmark law that creates a first-of-its-kind civil court process known as the Community Assistance Recovery and Empowerment (CARE) Court program. This program connects individuals experiencing acute mental illnesses with a court-ordered care plan managed by a care team in the community. Cal Cities also proudly sponsored a new law that creates a peer-to-peer suicide prevention curriculum for firefighters and emergency medical services personnel.



Housing

Cal Cities secured \$1 billion in the state budget to support cities' efforts to tackle the housing supply and affordability crisis in their communities. Cal Cities also secured critical amendments to housing bills that are now law to prevent the further erosion of local zoning and land use authority.



Infrastructure

Cal Cities led a broad coalition against a large, unfunded transportation measure that would have required cities to adopt significant and costly changes to their general plans. Cal Cities secured amendments that removed the worst parts of the bill, and it now respects local decision-making and flexibility. Cal Cities also stopped transportation bills that would have restricted local decision-making and the use of funding sources for local transportation initiatives.



Climate resiliency

Cal Cities' advocacy yielded results to help cities implement the state's new organic waste recycling programs and advance shared state and local goals to reduce greenhouse gas emissions. Cal Cities secured an additional \$180 million for cities this year, as well as greater local flexibility for achieving compliance with state regulation procurement requirements. Cal Cities also played a critical role in the passage of a landmark single-use plastics and packaging recycling law, ensuring that new costs will not be borne by cities or their residents.

Other Legislative Achievements

Cal Cities' advocacy efforts spurred state action on a wide range of top concerns for cities and pushed back on state regulations that add an unnecessary layer of bureaucracy.



Crime



Catalytic converter theft is rising throughout the state and driving up insurance costs for residents. Cal Cities supported two new laws designed to disincentivize black market operations and dissuade further theft.

Protecting local revenues



Cal Cities successfully pushed back against legislation that threatened local revenues that cities need to fund essential services. One proposed measure, which was defeated, would have provided manufacturing companies a full sales tax break for the next five years – with an estimated revenue loss to local governments over \$2.5 billion.

Cal Cities also stopped two measures that would have required state and local pension systems to withdraw high-performing investments, leading to a negative impact on the pension fund system and employer costs.

By the numbers...

This year Cal Cities tracked and engaged on

1,430 bills,
two-thirds

of all bills introduced.



Cal Cities staff held
100+ meetings
with state lawmakers
and legislative staff.



More than
400 local leaders
engaged in Cal Cities
committees to shape policy
positions central to our advocacy.

Protected more than
\$3 billion
in local revenues

By the numbers...

35

Friend-of-the-court
briefs filed.



3 Updates to legal publications



“

We are one small city, and when we join together with all the other cities in the state of California, our collective voice is so strong. We can't do it alone. Joining the League of California Cities has been very important for us to strengthen our voice, especially in advocacy.

Teresa Acosta,
Council Member, Carlsbad,
Cal Cities Board Member

Legal Advocacy

One of the unique services available to Cal Cities members is the robust legal advocacy program that protects the interests of cities in matters before the courts. State and federal appellate courts issued favorable decisions for cities in several cases in which Cal Cities filed an amicus, or “friend-of-the-court,” brief. A few highlights include:



In **Old East Davis Neighborhood Association v. City of Davis**, a California Court of Appeal confirmed a longstanding legal presumption in favor of cities' determinations of general plan consistency. Upon request by Cal Cities, the court published the case so that it can now be cited as favorable precedent by cities in other cases.



In **California River Watch v. City of Vacaville**, Cal Cities successfully urged the Ninth Circuit Court of Appeals to withdraw an earlier, unfavorable opinion finding that a city could be held liable for coincidental contamination of water moving through its water system, even when the city did not directly cause the contamination. The withdrawn opinion decreases the liability for cities that operate public water systems.



A California Court of Appeal answered Cal Cities' request to publish a favorable opinion for cities regarding **Hobbs v. City of Pacific Grove**, a case concerning cities' short-term rental ordinances. The published case can now be used by other cities as precedent to oppose legal challenges to short-term rental ordinances.

Education and Events

Cal Cities offers unmatched learning opportunities for city leaders. Its conferences and events provide local officials with a chance to hear from experts and explore new solutions to the everyday challenges cities face.

Cal Cities launched the inaugural City Leaders Summit in 2022, a new event for city officials to advocate on state policy decisions that impact cities and gain top-notch leadership skills. During the event, more than 200 city leaders met with legislators to discuss the most pertinent issues affecting their cities and attended in-depth educational sessions to explore local solutions to statewide problems.

In 2022, eight of Cal Cities' flagship conferences returned to in-person offerings, and the Cal Cities Annual Conference and Expo welcomed the largest number of attendees since 2014. Cal Cities built on the success of the previous year's online programming and offered several highly engaging virtual educational opportunities, including the Speaker Series and webinars.



By the numbers...

17 Webinars and Speaker Series with **5,476** attendees



10 Conferences with **4,037** attendees

42 Department roundtables with **3,224** attendees



133 Division events with **4,370** attendees

“Cal Cities, especially at the division level, provides a lot of great training for staff members and newly elected council members. When I was first elected in 2018, I had the benefit of attending a series of orientations where Cal Cities really laid the groundwork for how to be an effective council member. That was an incredibly helpful resource to me.

Andrew Chou,
Mayor, Diamond Bar,
Los Angeles County Division President



Our strength is our membership

In 2022, thousands of city officials attended virtual and in-person events through Cal Cities' divisions, departments, and caucuses to share best practices and advocate for top city priorities. Cal Cities' advocacy efforts help strengthen the entire organization and create a stronger, unified voice when representing local interests in the state Capitol.



Cal Cities' strength is in its diversity, and the power of the organization is demonstrated in the work we do together. As several educational opportunities returned to in-person events, Cal Cities held on to the success of virtual convenings as a forum for city officials to collaborate and share new ideas for serving their residents. Thousands of city officials participated in member-driven department and issue-based roundtables.



In 2022, Cal Cities also launched the online Advancing Equity Community, where city leaders can connect, share information, and discover resources on diversity, equity, and inclusion matters for cities.

Visibility

Cities and towns in California are deeply committed to making their communities healthy and vibrant places to live, work, and play. Cal Cities shares best practices employed by cities for creatively tackling some of California's biggest challenges because we believe that cities learning from each other is part of what makes us all stronger.

Bringing greater visibility to the work of cities and amplifying the voices of city leadership is integral to what Cal Cities does every day. This work is key to advancing the collective power of cities, ensuring that our members can share the experiences of cities in the state Legislature and Congress, and shape important conversations in the media on issues of critical importance to our cities.

This past year, the voices of Cal Cities members were in highly respected state and national media, advocating for the needs of cities. They were featured in Cal Cities' *Western City* magazine, #LocalWorks video stories and through our social media storytelling, and in our weekly *Cal Cities Advocate* newsletter that goes directly to the inboxes of more than 12,000 readers. The 12 winning cities of the esteemed Helen Putnam Award for Excellence, chosen for their outstanding efforts to improve the quality of life and delivery of services in their communities, were also featured in *Western City* magazine and social media channels throughout the year.



By the numbers...

Cal Cities was mentioned in **1,800** news stories



132 million estimated reach



26 #LocalWorks stories of local actions that are making a difference to California communities.

Follow us on social media!

12 Helen Putnam Award for Excellence winners featured in *Western City* magazine

- City of Eureka
- City of Buellton
- City of Lakewood
- City of Montebello
- City of Redondo Beach
- 19 Cities and Towns in Contra Costa County
- City of Modesto
- City of Placentia
- Town of Paradise
- City of Laguna Niguel
- City of Pismo Beach
- City of Gonzales



50 Cal Cities Advocate newsletters with **12,583** subscribers

“ I think at the end of the day, we are all advocates for our cities. We're all champions. And the League of California Cities helps us be more effective champions...

*Marilyn Ezzy Ashcraft,
Mayor, Alameda,
Cal Cities Board Member*



@calcities



City Solutions

Cal Cities is committed to connecting cities to services and solutions, and that commitment was stronger than ever in 2022.

In addition to the California Statewide Communities Development Authority, a joint powers authority which enables local governments to access low-cost, tax-exempt financing for community-based public benefit projects, Cal Cities expanded its financial solutions for cities in 2022. Cal Cities launched California CLASS, a local government investment pool that provides public agencies with an additional diversification option for their daily liquidity and strategic reserve investments.



CAL CITIES PARTNER Through the Cal Cities Partner Program, business partners supported the work of city officials by connecting them with services to help support their residents. Cal Cities Partners also engaged in educational activities, policy development, conferences, regional meetings, and networking events throughout the year.

By the numbers... **81** Cal Cities Partners

The Cal Cities Team

Supported by a staff of about 70, Cal Cities is the leading advocate and premier educational resource for California cities and their leaders.



The Cal Cities 2021-22 Board of Directors

The Cal Cities Board of Directors provides leadership and guidance, shaping state policy and the actions of the organization.

Officers

Cindy Silva, Mayor Pro Tem, Walnut Creek, President
Ali Sajjad Taj, Council Member, Artesia, First Vice President
Dan Parra, Council Member, Fowler, Second Vice President
Cheryl Viegas Walker, Council Member, El Centro, Immediate Past President
Carolyn M. Coleman, Executive Director and CEO

Directors

Walt Allen, Mayor Pro Tem, Covina, African American Caucus
Jan Arbuckle, Vice Mayor, Grass Valley, At-large
Dan Arriola, Council Member, Tracy, LGBTQ Caucus
Denise Athas, Council Member, Novato, At-large
Al Austin, Council Member, Long Beach, Large City Representative
Emily Beach, Council Member, Burlingame, Peninsula Division
LaTanya Bellow, Deputy City Manager, Berkeley, Personnel and Employee Relations Department
John Binaski, Fire Chief, Clovis, Fire Chiefs Department
London Breed, Mayor, San Francisco, Large City
Joe Buscaino, Council Member, President Pro Tem, Los Angeles, Large City Representative
Ken Carlson, Council Member, Pleasant Hill, East Bay Division
David Cohen, Council Member, San Jose, Large City Representative
Michael Colantuono, City Attorney, Grass Valley, City Attorneys Department
Pippin Dew, Council Member, Vallejo, North Bay Division
Phill Dupper, Mayor, Loma Linda, Inland Empire Division
Jerry Dyer, Mayor, Fresno, Large City
Edgard Garcia, Council Member, El Centro, Imperial County Division
Todd Gloria, Mayor, San Diego, Large City
Karen Goh, Mayor, Bakersfield, Large City
Eric Guerra, Council Member, Sacramento, Large City Representative
Rene Guerrero, Director of Public Works, Pomona, Public Works Department
Gene Hernandez, Mayor Pro Tem, Yorba Linda, Orange County Division
Steve Hofbauer, Mayor, Palmdale, Desert Mountain Division
Lindsey Horvath, Council Member, West Hollywood, NLC Board of Directors

Britt Huff, Mayor Pro Tem, Rolling Hills Estates, At-large
Randi Johl, Legislative Director/City Clerk, Temecula City, Clerks Department
Dan Kalb, Council Member, Oakland, Large City Representative
Ellen Kamei, Council Member, Mountain View, Women's Caucus
Lynne Kennedy, Mayor Pro Tem, Rancho Cucamonga, At-large
Jim Lewis, City Manager, Pismo Beach, City Managers Department
Corina Lopez, Council Member, San Leandro, NLC Board of Directors
Gloria Ma'ae, Council Member, Anaheim, Large City Representative
Tony Madrigal, Council Member, Modesto, Central Valley Division
Juslyn Manalo, Council Member, Daly City, API Caucus
Ray Marquez, Mayor, Chino Hills, At-large
Lisa Middleton, Mayor, Palm Springs, At-large
Porsche Middleton, Mayor, Citrus Heights, At-large
John Minto, Mayor, Santee, San Diego County Division
Richard Montgomery, Mayor Pro Tem, Manhattan Beach, At-large
Eric Nelson, Planning Commissioner, Dana Point, Planning and Community Development Department
Lori Ogorchock, Council Member, Antioch, Mayors and Council Members Department
Blanca Pacheco, Mayor, Downey, At-large
David Pollock, Council Member, Moorpark, Channel Counties Division
Dave Potter, Mayor, Carmel, Monterey Bay Division
Ana Maria Quintana, Vice Mayor, Bell, Los Angeles County Division
Gabe Quinto, Mayor, El Cerrito At-large
Roberta Raper, Dir. of Finance & Technology, West Sacramento, Fiscal Officers Department
Dana Reed, Mayor, Indian Wells, Riverside County Division
David Sander, Council Member, Rancho Cordova, At-large
Jeff Smith, Police Chief, Pismo Beach, Police Chiefs Department
Joan Smith Freeman, Mayor, Yreka, Sacramento Valley Division
Esmeralda Soria, Council Member, Fresno, Latino Caucus
Kuldip Thusu, Council Member, Dinuba, South San Joaquin Valley Division
Mireya Turner, Mayor Pro Tem, Lakeport, Redwood Empire Division
Nancy Young, Mayor, Tracy, At-large



Strengthening cities through **advocacy** and **education**

1400 K Street, Suite 400, Sacramento, CA 95814 • 916.658.8200 • calcities.org

CITY OF GARDEN GROVE MONTHLY COMPLIANCE DATA REPORT - JAN. 2023

RESPONSE / TRANSPORT DATA

Total number of Responses : 1,245
 Total number of Transports : 904
 Transport vs. Response Ratio: 72.6%

Total Code 2 Response % : 59%
 Total Code 3 Response % : 41%

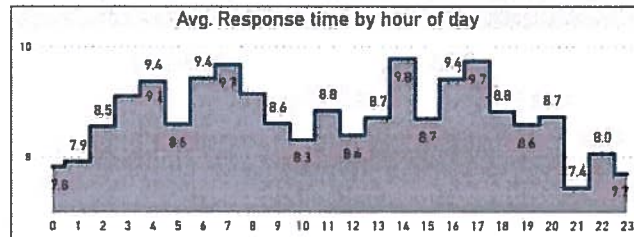
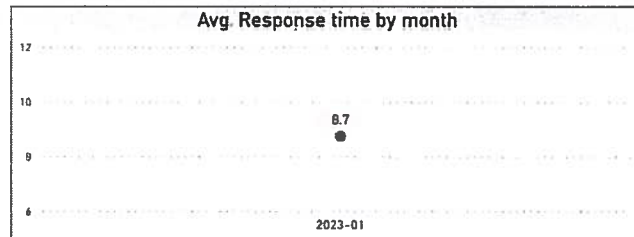
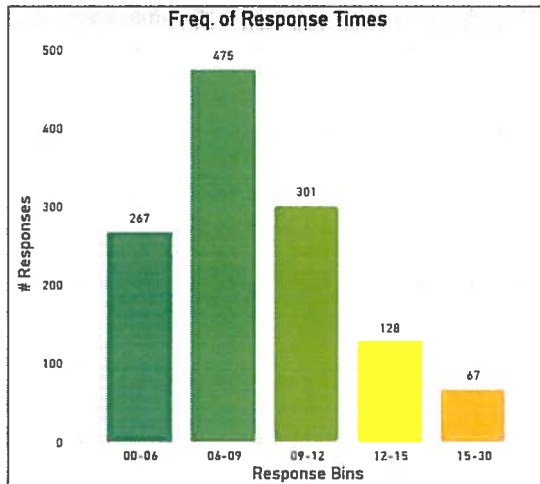
DESTINATION TIME BY DROP OFF FACILITY

Drop off	Dest. time (min)
LOS ALAMITOS MEDICAL CENTER	61.57
FOUNTAIN VALLEY REGIONAL H...	48.78
GARDEN GROVE MEDICAL CENT...	46.90
UCI MEDICAL CENTER (NEW HO...	44.81
ORANGE COUNTY GLOBAL MEDI...	40.57
ST JOSEPH'S HOSPITAL	39.40
Total	46.63

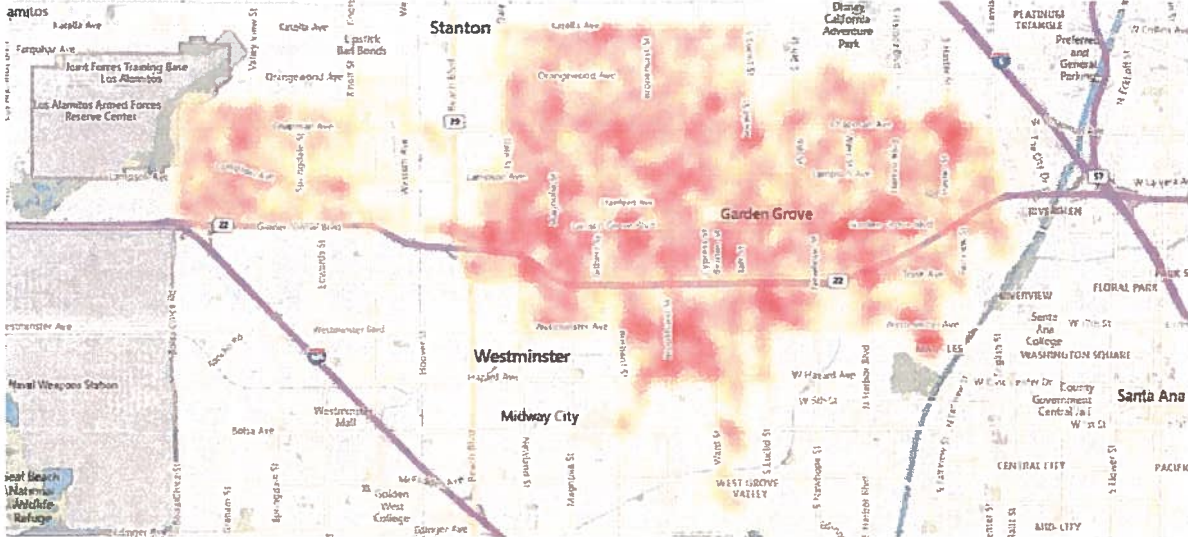
Total Avg. Response Time:
 8 Minutes & 43 Seconds

OTC by area

Area by Call	Calls	Late	Late (Chute)	OTC
GG	1,245	122	16	90.20%
Total	1,245	122	16	90.20%



CITY RESPONSE HEAT MAP



[View this email in your browser](#)



Dear Stakeholders,



At the January Board Meeting three of six new Board Members were sworn in: City of Newport Beach Councilmember, Lauren Kleiman representing SCAG District 15, Santa Ana Councilmember, Benjamin Vazquez representing SCAG District 16 and Wendy Bucknum will continue to represent SCAG District 13. Three new Board Members will be sworn in at future meetings. They include Laguna Niguel Mayor, Sandy Rains (SCAG District 12), Anaheim Mayor, Ashley Aitken (SCAG District 19), and Huntington Beach Councilmember, Casey McKeon (SCAG District 64).

The Board also approved the 2023/2024 [Legislative Guidelines](#) which reflect anticipated issues for the next two-year session in Sacramento and upon my recommendation, the Board approved the formation of a legislative ad hoc committee to develop proposals for potential OCCOG sponsored bills.

OCCOG's 2023 General Assembly: Cultivating Collaboration is coming up in less than two months. We invite you all to join us for jam-packed half-day event at The Richard Nixon Library and Museum in Yorba Linda on Thursday, March 23. [Registration is now open](#) and session speakers are being finalized. Watch your email for announcements about the sessions and speakers over the next few weeks.

For the past few months, I have proudly served as Chair of the OCCOG Board of Directors. With my recent election as Chair of the [Orange County Board of Supervisors](#), I have asked that an election be held at the February OCCOG Board Meeting to select a new Chair. I look forward to continuing my participation on the OCCOG Board.

Orange County is strongest when we speak with one voice on critical infrastructure issues. 2023 is off to a great start.

Sincerely,

Donald Wagner
OCCOG Chair



BOARD MEMBER SNAPSHOTS

Six Questions with Ex-Officio Director Jennifer Bullard

The OCCOG Governing Board includes 19 Orange County elected officials and ten ex-officio non-voting members who work together to represent Orange County's interests in regional planning policy. Let's meet Ex-Officio Director Jennifer Bullard:



Q1: Who do you represent on the OCCOG Board?

A1: I represent the Orange County Business Council ([OCBC](#)), to provide the voice of business on the OCCOG Board.

Q2: What is OCBC's mission?

A2: Orange County Business Council represents and promotes the business community, working with government and academia, to enhance Orange County's economic development and prosperity in order to preserve a high quality of life.

Q3: What are OCBC's initiatives in the area of affordable housing?

A3: Housing is one of OCBC's four core initiatives, because for businesses to thrive and Orange County's economy to grow we need homes that our current and future workforce can afford locally. OCBC works with our investors, jurisdictions, community partners and financial institutions to provide resources that highlight our supply backlog and emphasize the need for more housing at all income levels. In 2022, OCBC testified before multiple cities to support the development of nearly 8,500 new units. OCBC also plans to release an updated [Housing Scorecard](#) this year to provide valuable data and research on housing trends.

Q4: Why is partnering with OCCOG important for OCBC?

A4: OCCOG and its members are leaders on the issues that OCBC prioritizes—economic development, workforce, infrastructure, and housing—so our partnership makes perfect sense! Local government officials know their communities best and by working together with the businesses that are deeply rooted in their communities, we can keep Orange County as the best place to live, work, invest and play.

Q5: What is something people might not know about OCBC?

A5: Even though we are a business council, OCBC has a lot of local government and nonprofit organizations as part of our investor base (our members). The beauty of OCBC is that we have all sectors of the economy together at the table and that sends a much stronger message when we advocate for Orange County's priorities at the regional, state and federal levels.

Q6: What is one of your favorite things to do in Orange County?

A6: My name is Jennifer and I'm a shopaholic. South Coast Plaza and Fashion Island are definitely go-tos, but one of my favorite things to do in Orange County is explore all of the unique, communal shopping and dining experiences like The CAMP, The LAB, SOCO, Lido Marina Village, Old Towne Orange, the Anaheim Packing House...there are too many to choose from!

2023
OCCOG
GENERAL ASSEMBLY

CULTIVATING
COLLABORATION

The Richard Nixon Presidential Library and Museum
18001 Yorba Linda Blvd, Yorba Linda, CA 92886

THURSDAY MARCH 23 2023 9 A.M. - 1:30 P.M.

Keynote Luncheon Speaker

Author and Transportation Consultant, **Stan Oftelie**
"Collaboration: With a Little Help From Our Friends"

REGISTER NOW

BECOME A SPONSOR

Two Orange County Elected Officials Appointed to SCAG Policy Committees

SCAG has three policy committees, and Orange County is entitled to 12 representatives. The OCCOG Board is the appointing body for the representatives to SCAG policy committees. The Board unanimously voted to appoint Laguna Hills Councilmember Don Caskey and Fullerton Mayor, Fred Jung to fill two open seats for Orange County representatives at their January Board Meeting.

In addition to Councilmember Caskey and Mayor Jung, the following Orange County elected officials represent Orange County on the committees: Councilmember Ross Chun (Aliso Viejo), Councilmember Rose Espinoza (La Habra), Councilmember Shari Horne (Laguna Woods), Councilmember Cecilia Hupp (Brea), Councilmember Don Kalmick (Huntington Beach), Councilmember Carol Moore (Laguna Woods), Mayor Ward Smith (Placentia), Councilmember Connor Traut (Buena Park Council), Councilmember Scott Voigts (Lake Forest).

With the appointment of Mission Viejo's Trish Kelley to the Regional Council as the TCA representative, an additional policy committee seat recently became available. An Orange County elected official will be appointed to that position at the February OCCOG Board Meeting. Nominations are now being accepted. Email letter of interest to Marnie Primmer at marnie@occog.com.



Laguna Hills Councilman
Don Caskey



Fullerton Mayor
Fred Jung



ANNOUNCEMENT

**One SCAG
Policy Committee
position is open for
Orange County elected officials.
The OCCOG Board of Directors
will make the appointment
on February 23, 2023.**

**Deadline to submit
letter of interest:**

5 P.M. FEBRUARY 16, 2023



2023 General Assembly Cultivator Level Sponsors Recognized

OCCOG's General Assemblies are successful because of the generosity of sponsors who support OCCOG's mission to convene jurisdictions throughout the County to address housing/land use, energy, mobility, air quality and water issues and ensure that Orange County is represented in regional decision making. The OCCOG 2023 General Assembly: Cultivating Collaboration, will bring together Orange County's elected leaders, OCCOG member jurisdictions and partners, and the consultant community for an information

packed half-day event to support collaboration on issues that cross jurisdictional borders.

We would like to introduce and thank the 2023 General Assembly's four Cultivator Level sponsors:

Curt Pringle & Associates

Curt Pringle & Associates (CP&A) is a full-service public affairs firm. Founded in 1999, by former Speaker of the California Assembly Curt Pringle; CP&A offers government affairs, public outreach, regulatory policy, grant writing, and entitlement services. Serving public and private clients; CP&A strives to exceed expectations and drive results. www.curtpringle.com

SoCalGas

SoCalGas is the nation's largest natural gas distribution utility delivering increasingly clean, safe and reliable energy to 21.8 million customers in more than 500 communities. SoCalGas is leading the industry with investments in technologies that make core operations cleaner and more sustainable with the goal of achieving 40 percent reduction in GHG emissions by 2030. www.socalgas.com

Southern California Edison

SCE is one of the nation's largest electric-only utilities with a service area of 50,000 square miles across Central Coastal and Southern California. Forty-three percent of the electricity SCE delivers comes from carbon-free resources, including solar and wind. One of SCE's key priorities is to accelerate clean power and electrification, including clean energy initiatives to achieve California's climate change and air quality goals: www.sce.com

University of California, Irvine

Founded in 1965, UCI is ranked among the nation's top 10 public universities by U.S. News & World Report. Led by Chancellor Howard Gillman, UCI has more than 36,000 students and offers 224 degree programs. It is Orange County's second-largest employer, contributing \$7 billion annually to the local economy and \$8 billion statewide. For more on UCI, visit www.uci.edu.

See listing of all General Assembly sponsors at the end of this newsletter. We invite you to join them.



Elected Officials, Community Leaders, Deans and Faculty Address Coastal Problems and Solutions

In a meeting convened by California Assemblywoman Cottie Petrie-Norris, elected officials, community leaders, deans and faculty met in late December at the University of California, Irvine to discuss solutions to the climate change-driven threats to Orange County's Coastline. New satellite remote sensing technologies provide a high-resolution data resource of shoreline conditions. But technology is only part of the solution. Equally important is using the tools to help inform practical policy solutions. "Our beaches are highly visible environmental climate indicators, but they are also economic engines to this part of the world, and they're part of our cultural heritage," says Magnus Egerstedt, dean of The Henry Samueli School of Engineering. "Taking care of our beaches is a win-win for California; it's extraordinarily important that we get this right."



Dignitaries in attendance at a coastal solutions meeting held at UCI on Dec. 21 included, from left to right, John Gould, dean of UCI's School of Social Ecology; Senator Josh Newman of California's 29th Senate District; Assemblywoman Cottie Petrie-Norris of the 73rd Assembly District; Assemblywoman Diane Dixon of the 72nd Assembly District; UCI Dean of Engineering Magnus Egerstedt; and Brett Sanders, UCI professor of civil and environmental engineering. Brian Bell / UCI

[Read More](#)



The Southern California Association of Governments (SCAG) Scholarship Program is designed to offer local government and planning experience that students can use to develop long-term career goals. The Scholarship will provide a \$4,000 scholarship award for seven high school or community college students from the SCAG region (and potentially an additional eighth scholarship award that is not tied to a specific county, but could be awarded at the Committee's discretion). Recipients may also have an opportunity to meet with their local government representatives and practicing planners to discuss the importance of urban planning and a future career in public service.

SCHOLARSHIP PROGRAM 2023

SCAG's scholarship program is designed to offer local government and planning experience that students can use to develop long-term career goals. The program will provide a \$4,000 scholarship award for seven high school or community college students from the SCAG region. Recipients may also have an opportunity to meet with their local government representatives and practicing planners to discuss the importance of urban planning and future career in public service. The application submittal deadline is March 26, 2023.

[Read More](#)

SCAQMD Carl Moyer Grant Program

The application period for SCAQMD's Carl Moyer Program is now open. The program focuses on cleaning the air by replacing older heavy-duty diesels with electric, alternative-fuel, or cleaner diesel technologies. The application period closes on May 9, 2023.

[READ MORE](#)

Congratulations!



ROB THOMPSON

**New Orange County
Sanitation District
General Manager.**

[READ MORE](#)

THANK YOU TO OUR 2023 GENERAL ASSEMBLY SPONSORS

CULTIVATOR



HARVEST



GARDENER



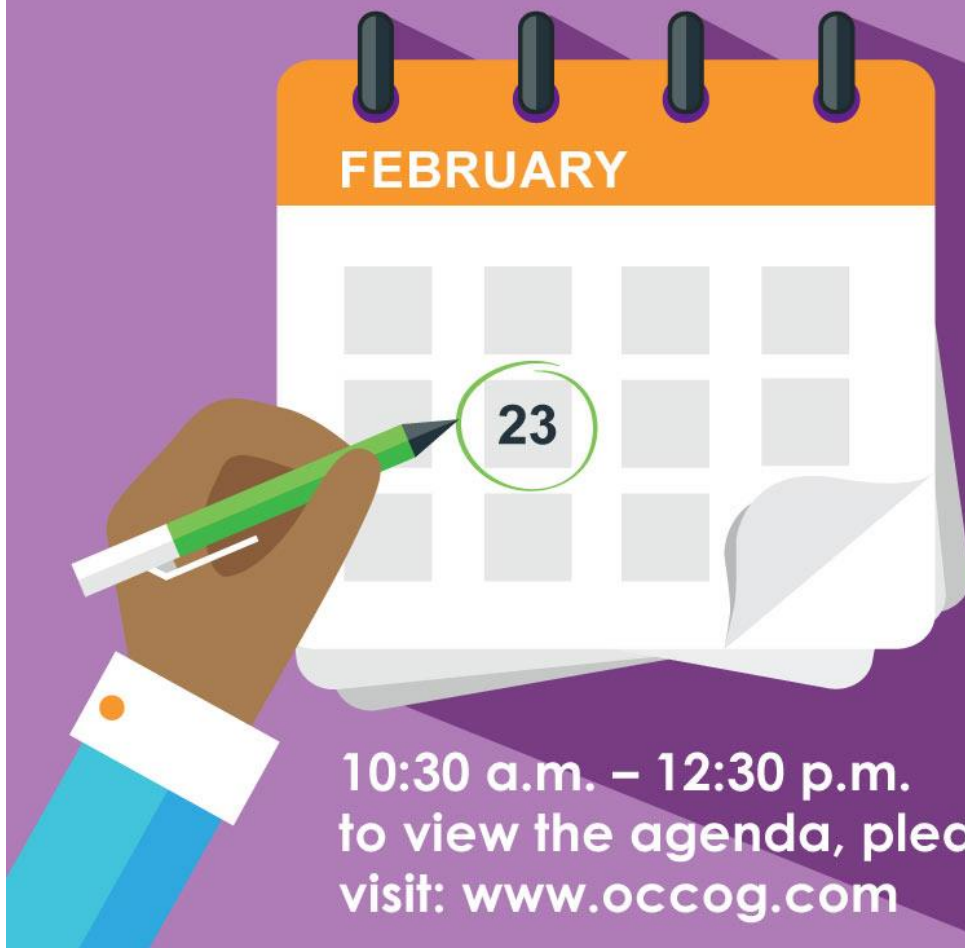
SEEDLING



SIGN UP TO SPONSOR TODAY!

OCOCOG BOARD MEETING

Thursday, February 23, 2023



10:30 a.m. – 12:30 p.m.
to view the agenda, please
visit: www.occog.com

f

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WEEKLY MEMO 2-16-2023

SOCIAL MEDIA HIGHLIGHTS



Post Performance

February 9, 2023 - February 15, 2023

Review the lifetime performance of the posts you published during the publishing period.

Included in this Report

 @CityGardenGrove

 Garden Grove City Hall

 gardengrovecityhall



@CityGardenGrove

Wed 2/15/2023 3:18 pm PST

📸 We're teaming up w/ @GGUSD to host the Foods of Garden Grove Social Media Challenge! Local HS students, 10-12...



Impressions	—
Potential Reach	4,634
Engagements	—
Engagement Rate (per Impression)	—



gardengrovecityhall

Wed 2/15/2023 3:14 pm PST



Impressions	288
Reach	280
Comments	0
Story Taps Back	5



gardengrovecityhall

Wed 2/15/2023 3:10 pm PST

📸 Is your high school student a foodie or food blogger?! 🍴 We're teaming up with the Garden Grove Unified School District...



Impressions	890
Reach	656
Engagements	29
Engagement Rate (per Impression)	3.3%



Garden Grove City Hall

Wed 2/15/2023 3:07 pm PST

📸 Is your high school student a foodie or food blogger?! 🍴 We're teaming up with the Garden Grove Unified School District...

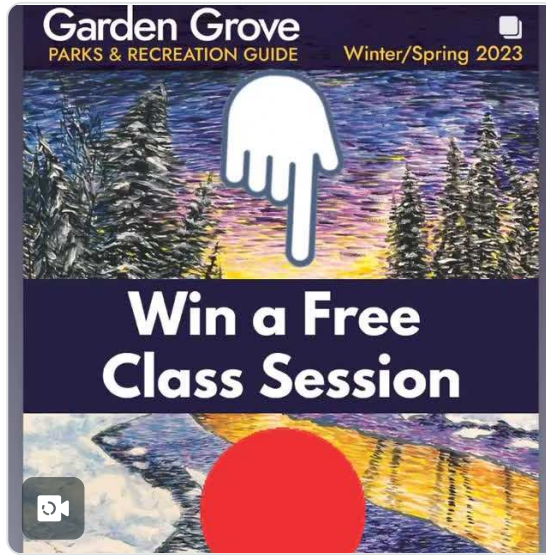


Impressions	433
Reach	422
Engagements	18
Engagement Rate (per Impression)	4.2%



gardengrovecityhall

Wed 2/15/2023 12:58 pm PST



Impressions	317
Reach	313
Comments	0
Story Taps Back	8



@CityGardenGrove

Wed 2/15/2023 8:48 am PST

Help us recognize the value of an educated workforce. Become a sponsor of the 2023 College Graduates' Reception!...



Impressions	73
Potential Reach	4,634
Engagements	0
Engagement Rate (per Impression)	0%



gardengrovecityhall

Wed 2/15/2023 8:40 am PST

Help us recognize the value of an educated workforce. Become a sponsor of the 2023 Garden Grove College Graduat...



Impressions	882
Reach	741
Engagements	42
Engagement Rate (per Impression)	4.8%



Garden Grove City Hall

Wed 2/15/2023 8:35 am PST

Help us recognize the value of an educated workforce. Become a sponsor of the 2023 Garden Grove College Graduat...



Impressions	1,670
Reach	1,670
Engagements	99
Engagement Rate (per Impression)	5.9%



Garden Grove City Hall

Wed 2/15/2023 8:35 am PST



Impressions	—
Reach	—
Engagements	—
Engagement Rate (per Impression)	—



gardengrovecityhall

Tue 2/14/2023 4:28 pm PST

A capacity crowd looked on as re-elected Garden Grove Mayor Steve Jones, Mayor Pro Tem George S. Brietigam III from...



Video Views	349
Impressions	950
Reach	840
Engagements	26
Engagement Rate (per Impression)	2.7%



@CityGardenGrove

Tue 2/14/2023 4:17 pm PST

[▶youtube.com/watch?v=le85SL...](https://www.youtube.com/watch?v=le85SL...) A capacity crowd looked on as Mayor Steve Jones, Mayor Pro Tem D1 George S. Brietigam III & D3 Councilmember Cindy Tran & D4 Councilmember Joe DoVinh, were sworn in! Also a Community Spotlight honoring retiring Garden Grove Police Chief Tom DaRé. **#gg1956**

Post Link Clicks	1
Impressions	190
Potential Reach	4,634
Engagements	3
Engagement Rate (per Impression)	1.6%



Garden Grove City Hall

Tue 2/14/2023 4:15 pm PST

A capacity crowd looked on as re-elected Garden Grove Mayor Steve Jones, Mayor Pro Tem George S. Brietigam III from...

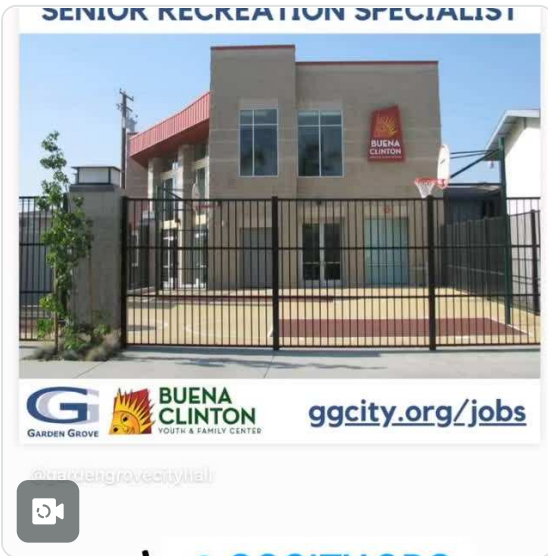


Video Views	60
Impressions	135
Reach	134
Engagements	12
Engagement Rate (per Impression)	8.9%



gardengrovecityhall

Tue 2/14/2023 9:50 am PST



Impressions	528
Reach	520
Comments	0
Story Taps Back	13



gardengrovecityhall

Tue 2/14/2023 9:48 am PST

!!Apply Now: Senior Recreation Specialist at the Buena Clinton Youth and Family Center (\$18.44 - \$27.25 Hourly) The Bue...



Impressions	2,905
Reach	2,730
Engagements	87
Engagement Rate (per Impression)	3%



@CityGardenGrove

Tue 2/14/2023 9:46 am PST

Apply Now: Senior Recreation Specialist (\$18.44-\$27.25 Hourly)-Buena Clinton Youth & Family Center is seeking a...



Impressions	159
Potential Reach	4,634
Engagements	17
Engagement Rate (per Impression)	10.7%



Garden Grove City Hall

Tue 2/14/2023 9:43 am PST

!! Apply Now: Senior Recreation Specialist at the Buena Clinton Youth and Family Center (\$18.44 - \$27.25 Hourly) The Bue...

SENIOR RECREATION SPECIALIST

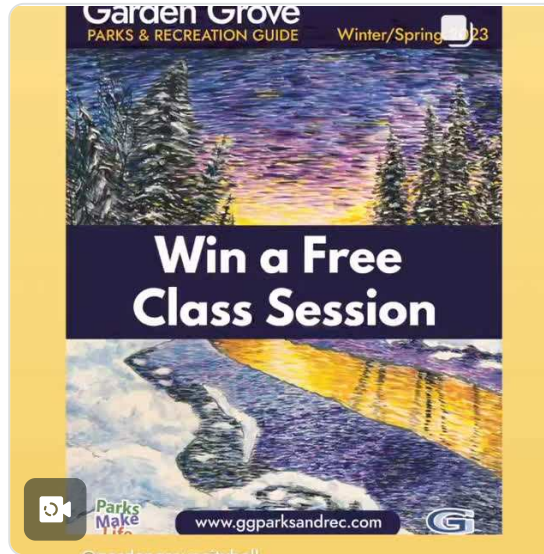


Impressions	3,855
Reach	3,815
Engagements	114
Engagement Rate (per Impression)	3%



gardengrovecityhall

Mon 2/13/2023 4:25 pm PST



Impressions	560
Reach	551
Comments	0
Story Taps Back	55




gardengrovecityhall


Mon 2/13/2023 4:21 pm PST

FREE CLASS SESSION GIVEAWAY 🎁 We want to help you achieve your health goal 🏃, learn a new skill 🏐, or meet new...




Impressions	1,767
Reach	1,220
Engagements	82
Engagement Rate (per Impression)	4.6%


 **Garden Grove City Hall**
 Mon 2/13/2023 1:49 pm PST




Impressions	757
Reach	757
Engagements	17
Engagement Rate (per Impression)	2.2%

 **@CityGardenGrove**
 Mon 2/13/2023 12:00 pm PST


The community is invited to attend the FREE Accessory Dwelling Unit (ADU) Workshop on Wednesday, 2/22, from 6 P...




Impressions	499
Potential Reach	4,634
Engagements	14
Engagement Rate (per Impression)	2.8%

 **gardengrovecityhall**
 Mon 2/13/2023 12:00 pm PST


The community is invited to attend the FREE Accessory Dwelling Unit (ADU) Workshop on Wednesday, February 22,...



Impressions	2,909
Reach	1,867
Engagements	84
Engagement Rate (per Impression)	2.9%

 **Garden Grove City Hall**
 Mon 2/13/2023 12:00 pm PST

The community is invited to attend the FREE Accessory Dwelling Unit (ADU) Workshop on Wednesday, February 22,...




Impressions	1,110
Reach	1,091
Engagements	36
Engagement Rate (per Impression)	3.2%


 **Garden Grove City Hall**
 Mon 2/13/2023 8:12 am PST




Impressions	1,075
Reach	1,075
Engagements	20
Engagement Rate (per Impression)	1.9%

 **@CityGardenGrove**
 Thu 2/9/2023 9:23 am PST


Take advantage of the free & convenient service to properly dispose of unused & unwanted items at this Saturday's...





Impressions	311
Potential Reach	4,633
Engagements	16
Engagement Rate (per Impression)	5.1%

G  **gardengrovecityhall**
Thu 2/9/2023 9:19 am PST


Take advantage of the free and convenient service to properly dispose of unused and unwanted items at this Saturday's...





Impressions	730
Reach	721
Comments	1
Story Taps Back	50

  **gardengrovecityhall**
Thu 2/9/2023 9:17 am PST


We're here to help you unclutter your home 🏠! Take advantage of the free and convenient service to properly dispose o...




Impressions	3,266
Reach	2,997
Engagements	163
Engagement Rate (per Impression)	5%


  **Garden Grove City Hall**
Thu 2/9/2023 9:15 am PST

We're here to help you unclutter your home 🏠! Take advantage of the free and convenient service to properly dispose o...





Impressions	1,266
Reach	1,220
Engagements	149
Engagement Rate (per Impression)	11.8%

G  **gardengrovecityhall**
Thu 2/9/2023 8:12 am PST





Impressions	784
Reach	756
Comments	0
Story Taps Back	18

  **@CityGardenGrove**
Thu 2/9/2023 7:33 am PST

@MexicanBobo Good morning. The graffiti is on private property. The City's Code Enforcement Division will reach out to the resident to ask for permission to remove the graffiti. Thank you so much for reporting the issue.

A

Impressions	11
Potential Reach	—
Engagements	3
Engagement Rate (per Impression)	27.3%

  **@CityGardenGrove**
Thu 2/9/2023 7:32 am PST

@MexicanBobo Good morning. The graffiti is on private property. The City's Code Enforcement Division will reach out to the resident to ask for permission to remove the graffiti. Thank you so much for reporting the issue.

A

Impressions	14
Potential Reach	—
Engagements	1
Engagement Rate (per Impression)	7.1%




Post Performance

February 9, 2023 - February 15, 2023


Review the lifetime performance of the posts you published during the publishing period.

Included in this Report


 Garden Grove Police Department

 **Garden Grove Police Depa...**
Wed 2/15/2023 6:03 pm PST


Today is National School Resource Officer (SRO) Day! Our SROs are liaisons between the schools and #GardenGrovePD. They...




Impressions	—
Reach	—
Engagements	—
Engagement Rate (per Impression)	—

 **Garden Grove Police Depa...**
Mon 2/13/2023 1:38 pm PST

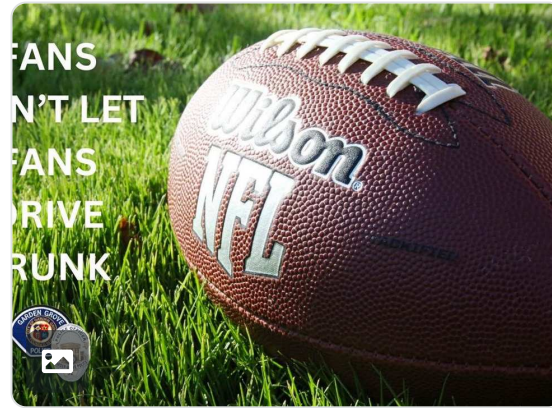
CRITICAL MISSING Missing Person (MP) In Hwan Cho, is a 73-year-old male suffering from dementia, with a 14-year...



Impressions	6,589
Reach	6,589
Engagements	270
Engagement Rate (per Impression)	4.1%

 **Garden Grove Police Depa...**
Sun 2/12/2023 12:00 pm PST

Stick to a “safety” plan this #SuperBowlSunday when you celebrate. #PlanAhead and have a designated sob...



Impressions	2,289
Reach	2,288
Engagements	42
Engagement Rate (per Impression)	1.8%



Garden Grove Police Depa...

Sat 2/11/2023 12:00 pm PST

Outreach & Cleanup Recap: this week, #GardenGrovePD's Special Resource Team (SRT) collaborated with Be Well OC and...



Impressions	3,053
Reach	2,757
Engagements	271
Engagement Rate (per Impression)	8.9%



Garden Grove Police Depa...

Sat 2/11/2023 8:26 am PST

#PhysicalAgilityTesting is in progress. Good luck to all our applicants going through the course today! If you missed...



Video Views	691
Impressions	1,344
Reach	1,316
Engagements	97
Engagement Rate (per Impression)	7.2%



Garden Grove Police Depa...

Fri 2/10/2023 3:00 pm PST

Last Sunday, February 5th, #GardenGrovePD Gang Suppression Unit (GSU) Officers were conducting directed...



Impressions	5,739
Reach	5,731
Engagements	1,127
Engagement Rate (per Impression)	19.6%

WEEKLY MEMO 2-16-2023

NEWS ARTICLES



CITY OF GARDEN GROVE NEWS

Contact: Lisa Kim (714) 741-5140
Assistant City Manager /
Community & Economic Development Director

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Thursday, February 9, 2023



COMMUNITY INVITED TO ACCESSORY DWELLING UNIT WORKSHOP

The City of Garden Grove is hosting a free in-person Accessory Dwelling Unit (ADU) Workshop to provide information on the City's upcoming ADU program. The workshop takes place on Wednesday, February 22, from 6:00 p.m. to 8:00 p.m. at the Garden Grove Community Meeting Center, located at 11300 Stanford Avenue.

ADUs are independent living units attached or detached to a single-family home. The workshop will be an introduction to ADUs. Topics to be discussed are: different types of ADUs, the benefits of building ADUs, the development process, and the City's pre-approved ADU plans.

For more information, visit ggcity.org/planning/adu or contact Shawn Park, Senior Administrative Analyst at (714) 741-5371 or shawnp@ggcity.org.



We invite you to an in-person workshop to learn about the City of Garden Grove's upcoming Accessory Dwelling Unit (ADU) Program.

**Wednesday, February 22, 2023
6 - 8 pm**

Location

Garden Grove Community Meeting Center
11300 Stanford Ave
Garden Grove, CA 92840

For more information visit
ggcity.org/planning/adu



Garden Grove Planning Services Division
(714) 741-5312





CONTACT: Dana Saucedo
Community Services Department
(714) 741-5242/danam@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media



Thursday, February 9, 2023

**WIN FREE CLASS SESSION DURING CITY'S
PARKS AND RECREATION GUIDE INSTAGRAM GIVEAWAY**

The City of Garden Grove is hosting an Instagram giveaway for a free contract class session offered through the City's Winter/Spring 2023 Parks and Recreation Guide. The giveaway takes place from Monday, February 13 through Friday, February 17, from followers of the City's Instagram page, [@gardengrovecityhall](https://www.instagram.com/gardengrovecityhall). Contract classes include soccer and basketball skills and drills; line dancing; martial arts; and volleyball.

The Parks and Recreation Guide offers a multitude of programs, classes, and activities for residents and visitors. The guide provides a listing of youth sports and creative arts; adult activities and fitness; special events and more. Explore the guide at ggparksandrec.com, and sign up for the winter/spring session by April 2023.

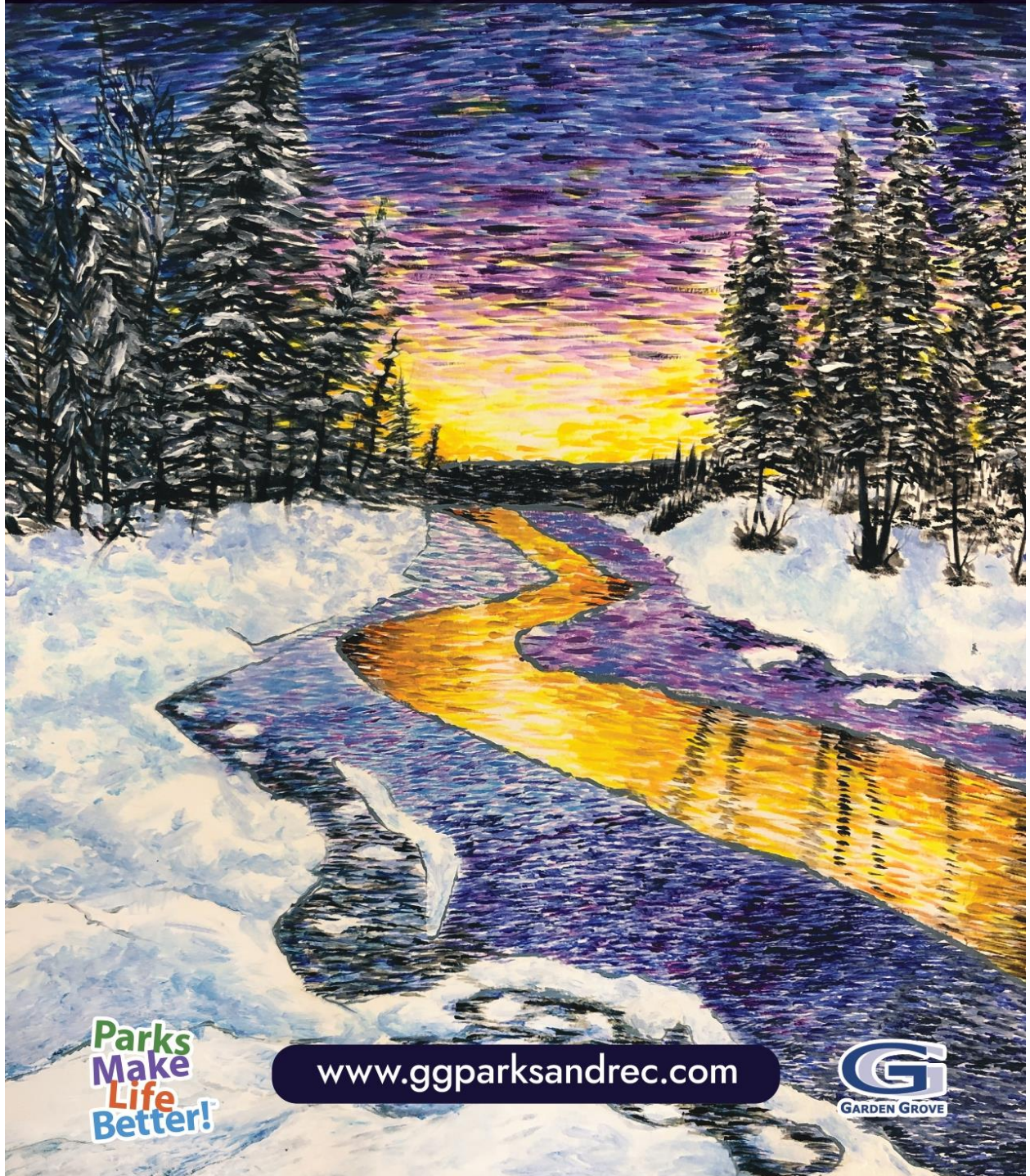
Users are invited to follow [@gardengrovecityhall](https://www.instagram.com/gardengrovecityhall) to participate in the giveaway. One participant will be chosen from the City's Instagram page. Instagram followers will have opportunities to win more prizes through other upcoming social media giveaways and more.

For more information, visit ggparksandrec.com or contact the Community Services Department at (714) 741-5200.

Garden Grove

PARKS & RECREATION GUIDE

Winter/Spring 2023



Parks
Make
Life
Better!

www.ggparksandrec.com





Contact: Ana Pulido (714) 741-5280
Public Information Officer
anap@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Monday, February 13, 2023



CITY SEEKING SPONSORS FOR 2023 GARDEN GROVE COLLEGE GRADUATES' RECEPTION

Local businesses and organizations that are interested in supporting higher education in the community are encouraged to become a sponsor for the annual Garden Grove College Graduates' Reception in May 2023. Sponsorships begin at \$300.

Last year, thanks to the support of generous sponsors, the City of Garden Grove recognized nearly 40 local graduates during the reception and awarded over \$5,000 in cash and prizes. This year's event invites sponsoring businesses and organizations to honor Garden Grove residents for their accomplishments in higher education and encourage them to build their professional careers here in Garden Grove.

Sponsorship benefits include an invitation to attend the 2023 Garden Grove College Graduates' Reception, mentions in various marketing outlets, including City publications, website, and social media.

Sponsorship levels include a Master's Sponsorship of \$1,000+; Bachelor's Sponsorship of \$500+; and an Associates' Sponsorship of \$300+. In-kind donations are also welcomed. Visit ggcity.org/grads to fill out a sponsorship form.

For more information, contact the Office of Community Relations at communityrelations@ggcity.org or (714) 741-5280.



Recognize the Value

— OF AN —

EDUCATED WORKFORCE

Join local businesses as a corporate sponsor of the

2023 Garden Grove College Graduates' Reception



Sponsorships begin at \$300.
ggcity.org/grads

College Graduates' Reception Sponsorship

MAY 2023

The City of Garden Grove is offering a unique opportunity for businesses and organizations to honor local college graduates while gaining valuable exposure. All sponsors are invited to the event.

Master's Sponsorship \$1,000+

- Logo on City website (linked)
- Name in City press releases and social media
- Recognition at event
- Logo on promotional flyer
- Logo on invitation

Bachelor's Sponsorship \$500+

- Logo on City website (linked)
- Name in City press releases
- Logo on promotional flyer

Associates Sponsorship \$300+

- Logo on City website
- Logo on promotional flyer

Company or Organization:

Representative:

Phone Number:

Email:

Address:

Social Media Handle(s):

Please complete and email form to communityrelations@ggcity.org or call (714) 741-5280. Sponsors must provide logo of at least 300 dpi quality. Electronic form is available at ggcity.org/grads.

Payment:

Make checks payable to the Garden Grove Community Foundation, a 501(c)(3) non-profit. Mail or deliver payment by Monday, March 20, 2023 to:

City of Garden Grove
Attn: Office of Community Relations
11222 Acacia Parkway, Garden Grove, CA 92840





CONTACT:
Lisa Kim, Assistant City Manager
Community & Economic Development
(714) 741-5121/lisak@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media



Tuesday, February 14, 2023

**LOCAL HIGH SCHOOL STUDENTS INVITED TO PARTICIPATE IN
FOODS OF GARDEN GROVE SOCIAL CHALLENGE**

The City of Garden Grove and the Garden Grove Unified School District invite local high school students, 10th-12th grades, to participate in the Foods of Garden Grove Social Media Challenge, aimed at supporting local small businesses. Students are invited to create a 30- to 60-second "foodie" video at a Foods of Garden Grove eatery or café of their choice, and submit their original work online, at ggcity.org/foodsofgardengrove, by Thursday, March 23, 2023.

Submissions will be showcased on the Foods of Garden Grove Instagram and TikTok, @foodsofgardengrove. All participants will be entered into an opportunity drawing to win a \$100 gift card. Three winners will be chosen at random.

Videos must be the original work of the student and feature one of the Foods of Garden Grove businesses. Videos must be uploaded without music or voice over. Choice of music and voice over can be indicated in the submission form.

The social challenge is part of the City's Foods of Garden Grove program showcasing the city's vibrant food culture through a prominent list of 150 select eateries. Through the Foods of Garden Grove Social Media Challenge, students can create a unique "foodie" experience featuring their favorite meals and beverages.

For more information, visit ggcity.org/foodsofgardengrove or email foodies@ggcity.org.



FOODS OF
GARDEN GROVE

SOCIAL MEDIA CHALLENGE

ARE YOU A FOODIE?

Create a 30- to 60-second foodie video at your favorite Foods of Garden Grove eatery or café for a chance to win a \$100 gift card.

Participants must be Garden Grove Unified School District high school students, 10th -12th grades.

Videos submitted may be used on the Foods of Garden Grove Instagram and TikTok platforms.

Learn more at ggcity.org/foodsofgardengrove.

SUBMISSION DEADLINE: MARCH 23, 2023

 @foodsofgardengrove

 @foodsofgardengrove



###

OC Register
February 15, 2023

Race for OC Board of Supervisors seat gets underway



Former Assemblymember Van Tran, left, and Westminster Councilmember Kimberly Ho both announced their candidacy for OC Board of Supervisors, 1st District seat. Supervisor Andrew Do currently serves the 1st District but will vacate the seat next year due to term limits. (Photos by Jeff Gritchen, Orange County Register/SCNG and courtesy of Kimberly Ho)

By **YUSRA FARZAN** | yfarzan@scng.com |

PUBLISHED: February 15, 2023 at 1:51 p.m. | UPDATED: February 16, 2023 at 10:03 a.m.

The race for the [Orange County Board of Supervisors](#) 1st District seat is already heating up. Former Assemblymember Van Tran and Westminster Councilmember Kimberly Ho both announced their campaigns on Wednesday morning, Feb. 15, for the seat currently held by Supervisor Andrew Do.

Do will not be able to seek reelection next year because of term limits; supervisors can serve a maximum of two four-year terms.

“The 1st District will need a strong voice that speaks for the interest of its residents on a wide range of issues, from maintaining affordable health care to dealing with the plight of the homeless,” said Tran.

Tran, who now works as Do’s chief of staff and as a director at the Orange County Water District, wants to prioritize public safety, transportation, public health and economic development.

Tran, who now works as Do's chief of staff and as a director at the Orange County Water District, wants to prioritize public safety, transportation, public health and economic development.

To move Orange County forward, Tran said he would seek to bring "transparency and accountability to county government."

His top priority is "being a strong voice for the working family."

Tran, a Republican, was first elected to the State Assembly in 2004, becoming the first Vietnamese-American in the U.S. [to be elected to any state legislature](#), and served on Garden Grove's council. The run for the supervisor's seat, he said, "is a very natural progression" of his public sector service, and he's gotten Do's support in the race.

Ho, who has served on Westminster's City Council since 2016, said she hopes to use her background as a pharmacist to address affordable health care needs in Orange County, particularly for low-income communities, the elderly and children.

"It really helps to have someone in the health care field who understands and empathizes ... with the people that we serve," she said.

Another key priority for Ho is to foster "an economy that encourages growth." She hopes to achieve this by "cutting red tape, creating a less cumbersome environment, encouraging businesses to invest into recovery and bringing our technological advantages in serving the residents."

"We need a conservative blueprint for our voice in the district," Ho said.

Ho said she has received an endorsement from former Fountain Valley Mayor Ben Nielsen.

In 2022, Ho was a Republican candidate for an Assembly seat but lost in the primary election. She also [lost her mayoral bid](#) last year.

The 1st District covers the cities of Cypress, Fountain Valley, Huntington Beach, Los Alamitos, La Palma, Seal Beach, Westminster, some portions of Garden Grove and the unincorporated communities of Midway City and Rossmoor.

Last week, OC Supervisor Don Wagner [announced a reelection campaign](#) for District 3. The elections for both Districts 1 and 3 will be held in 2024 while the seats for Districts 2, 4 and 5 will be on the ballot in 2026.

The Tribune
February 11, 2023

Some statistics are encouraging

BY OC TRIBUNE STAFF ON FEBRUARY 11, 2023 • ([LEAVE A COMMENT](#))



CORONAVIRUS numbers in Orange County in this week's report showed some encouraging numbers (Shutterstock).

The arc of new confirmed new cases of coronavirus – along with other key metrics – in Orange County seems to be leveling off.

According to the county health care agency, the latest weekly tally of cases – as of Wednesday – shows 1,443, a slight increase from last week's 1,440, but sharply down from Jan. 12's total of 2,246.

Deaths decreased to 45 from last week's 57. Hospitalizations declined to 164 from 170 and the use of intensive care units to treat COVID-19 patients fell to 19 from 28.

To date, Orange County has had 708,451 cases and 7,893 deaths.

Nationally, new cases are down by 14 percent over a two-week period, and deaths have declined by 14 percent as well, according to The New York Times.

In California, according to Los Angeles Times, new cases are down by 3 percent and deaths by 11 percent over two weeks.

The Tribune
February 10, 2023

6-story apts. before planners

BY OC TRIBUNE STAFF ON FEBRUARY 10, 2023 • ([LEAVE A COMMENT](#))



SIX-STORY, 53-UNIT apartment complex proposed near hotel district in Garden Grove.

A proposal to build a six-story, 53-unit apartment complex in the city’s hotel district goes before the Garden Grove Planning Commission when it meets on Thursday.

Investel wants to build on a two-thirds acre site on Choisser Road, located north of Twintree Lane and east of Harbor Boulevard.

The proposal development would be located across the street from the Sheraton Hotel and south of “Site C,” planned for a two-hotel development also proposed by Investel.

As planned, the 28,793 square foot project would include six affordable housing units, five devoted to “very low income” households and one to “low income” renters.

The commission meets at 7 p.m. in the Community Meeting Center, 11300 Stanford Ave.

MISCELLANEOUS ITEMS

February 16, 2023

1. Calendar of Events
2. Agenda for the February 13, 2023 Zoning Administrator Meeting.
3. League of California Cities articles from February 10, 2023 to February 16, 2023.



CALENDAR OF EVENTS

February 16, 2023 – April 7, 2023

Thursday	February 16	7:00 p.m.	Planning Commission Meeting, CMC
	February 16 – March 26		One More Productions presents "Oklahoma!" The Gem Theater
Monday	February 20		City Hall Closed – President's Day
Thursday	February 23		\$2 Casual Dress Day
Friday	February 24		City Hall Closed – Regular Friday Closure
Tuesday	February 28	5:30 p.m. 6:30 p.m.	Closed Session, CMC Housing Authority, CMC Sanitary District Board, CMC Successor Agency Meeting, CMC City Council Meeting, CMC
Thursday	March 2	7:00 p.m.	Planning Commission Meeting, CMC
Friday	March 10		City Hall Closed – Regular Friday Closure
Tuesday	March 14	5:30 p.m. 6:30 p.m.	Closed Session, CMC Successor Agency Meeting, CMC City Council Meeting, CM
Thursday	March 16	7:00 p.m.	Planning Commission Meeting, CMC
Saturday	March 18	11:00 a.m.- 2:00 p.m.	5 th Annual Art in the Park Village Green Park, 12732 Main Street
Thursday	March 23		\$2 Casual Dress Day
Friday	March 24		City Hall Closed – Regular Friday Closure
Tuesday	March 28	5:30 p.m. 6:30 p.m.	Closed Session, CMC Housing Authority, CMC Sanitary District Board, CMC Successor Agency Meeting, CMC City Council Meeting, CMC
Thursday	April 6	7:00 p.m.	Planning Commission Meeting, CMC
Friday	April 7		City Hall Closed – Regular Friday Closure



AGENDA

ZONING ADMINISTRATOR MEETING

Garden Grove Community Meeting Center
11300 Stanford Avenue

Thursday, February 23, 2023

9:00 a.m.

Members of the public who wish to comment on matters before the Zoning Administrator, in lieu of doing so in person, may submit comments by emailing public-comment@ggcity.org no later than 3:00 p.m. the day prior to the meeting. The comments will be provided to the Zoning Administrator as part of the meeting record.

COVID-19: Masks are not required, however, the public is encouraged to wear masks in City facilities. Please do not attend this meeting if you have had direct contact with someone who has tested positive for COVID-19, or if you are experiencing symptoms such as coughing, sneezing, fever, difficulty breathing or other flu-like symptoms.

Members of the public desiring to speak on any item of public interest, including any item on the agenda except public hearings, must do so during Comments by the Public. Each speaker shall be limited to three (3) minutes. Members of the public wishing to address public hearing items shall do so at the time of the public hearing.

Meeting Assistance: Any person requiring auxiliary aids and services, due to a disability, should contact the Department of Community & Economic Development at (714) 741-5312 or email planning@ggcity.org 72 hours prior to the meeting to arrange for special accommodations. (Government Code §5494.3.2).

All revised or additional documents and writings related to any items on the agenda, which are distributed to the Zoning Administrator within 72 hours of a meeting, shall be available for public inspection (1) at the Planning Services Division during normal business hours; and (2) at the Community Meeting Center at the time of the meeting.

Agenda item descriptions are intended to give a brief, general description of the item to advise the public of the item's general nature. The Zoning Administrator may take legislative action deemed appropriate with respect to the item and is not limited to the recommended action indicated in staff reports or the agenda.

1. CONTINUED PUBLIC HEARING ITEM:

a. [CONDITIONAL USE PERMIT NO. CUP-232-2023](#)

APPLICANT: Toby Nguyen

LOCATION: 8762 Garden Grove Boulevard #102

REQUEST: Conditional Use Permit approval to operate a new 3,748 square foot preschool/daycare, Dragonfly Academy, for 54 children, aged 2 to 5 years old, along with a 2,025 square foot outdoor playground. Upon approval of the subject request, the Conditional Use permit previously governing the tenant space, CUP-047-2015, which allowed an after-school program, shall be revoked and become null and void. The site is in the GGMU-2 (Garden Grove Boulevard Mixed Use 2) zone. In conjunction with the request, the Zoning Administrator will also consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 - Existing Facilities - of the State CEQA Guidelines.

2. PUBLIC HEARING ITEM:

a. [CONDITIONAL USE PERMIT NO. CUP-233-2023](#)

APPLICANT: Smartlink (c/o AT&T Mobility)

LOCATION: 12432 9th Street

REQUEST: Conditional Use Permit approval to allow the construction and operation of a 60'-0" tall, unmanned, wireless telecommunication facility disguised as a eucalyptus tree (mono-eucalyptus), along with a 375 square foot (25 feet x 15 feet) equipment enclosure, to be located on a site currently improved with a church, St. Olaf Church. The site is in the R-1 (Single-Family Residential) zone. In conjunction with the request, the Zoning Administrator will also consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15303(c) - New Construction or Conversion of Small Structures - of the State CEQA Guidelines.

3. COMMENTS BY THE PUBLIC

4. ADJOURNMENT



Lobby lawmakers and gain policy insights at the City Leaders Summit

Feb 15, 2023

The City Leaders Summit is open for registration through April 5. The Summit includes a full day of in-person advocacy with legislators on Wednesday.

The League of California Cities' biggest advocacy event — the City Leaders Summit — returns to the state Capitol, from April 12-14. The event is an opportunity for city officials to meet with state lawmakers and advocate for cities' top priorities, as well as participate in peer-to-peer discussions and in-depth educational sessions.

Prime advocacy and education opportunities for city leaders

The City Leaders Summit begins on April 12 with a full day of legislative lobbying. Cal Cities' legislative team will kick off the summit with updates on the most important actions to advocate when meeting with lawmakers. City leaders can also attend legislative-focused education sessions in between legislative meetings and an evening reception hosted by Cal Cities Partners.

Thursday and Friday's educational sessions will cover need-to-know information on topics such as the Surplus Land Act, the future of Project Homekey, inclusionary housing, short-term rentals, organized retail crime, emergency medical services, arts funding, and leadership. Each day also features an impressive keynote speaker.

Additional information is available in the "schedule at a glance" section of the [City Leaders Summit](#) webpage.

Registration and hotel information

Registration for all three days starts at \$625 for city officials from any Cal Cities member city. Summit registration includes admission to all educational sessions, the Wednesday reception, Thursday breakfast and lunch, Friday breakfast, and access to all program materials. The deadline to register is April 5, after which officials must register on-site.

The City Leaders Summit will be held at the SAFE Credit Union Convention Center, located in the heart of downtown Sacramento across from the Capitol. The SAFE Credit Union Convention Center is just 15 minutes away from Sacramento International Airport.

A limited number of hotel rooms are available at the Hyatt Regency Sacramento at a reduced rate for conference attendees that register before March 21. Discounted hotel rooms often sell out early, so advance registration is encouraged.

For more information, visit the [City Leaders Summit](#) webpage. For questions about registration, please contact Conference Registrar [Megan Dunn](#). For all other questions, please contact Associate Manager, Event Program, [Kayla Boutros](#).



How to engage with Cal Cities and advocate for your city

Feb 15, 2023

Feb. 17 is the last day for lawmakers to introduce any new bills. Thousands of bills have already been introduced, including those related to housing and homelessness, Brown Act reform, local transportation plans, and public safety.

As League of California Cities staff analyze the bills and their impacts to cities, now is a great time to ensure that you are receiving the advocacy and education updates you need. Cal Cities has a variety of channels to help keep you informed and engaged on the issues that matter most to cities.

Get weekly and daily updates on key legislation—and more

Cal Cities Advocate is the way to stay connected with Cal Cities. The weekly newsletter is filled with concise information about legislation relevant to cities, educational programs, grant opportunities, and more. For more frequent updates, follow Cal Cities on [Facebook](#), [Twitter](#), [Instagram](#), or [LinkedIn](#), and stay in touch with your [regional public affairs manager](#).

[Bolster advocacy efforts by showing how #LocalWorks](#)

The best solutions for some of the biggest issues in your community may have already been implemented in one of your fellow cities. Cal Cities' [#LocalWorks](#) initiative highlights the innovative ways cities are building more equitable, resilient, and sustainable communities. Sharing how local actions are making a difference also allows Cal Cities to advocate for cities more effectively at the state and national levels. [#LocalWorks](#) stories run regularly in the *Cal Cities Advocate* newsletter and *Western City* magazine. Do you have a noteworthy project or initiative with measurable outcomes? Send your pitch or press release to [Managing Editor Brian Hendershot](#).

[Join a Municipal Department, Regional Division, or Diversity Caucus](#)

City officials directly influence Cal Cities' advocacy and programs through their involvement in Regional Divisions, Municipal Departments, and Diversity Caucuses. Representatives from each subdivision serve on the [Board of Directors](#), which is responsible for the overall supervision and direction of Cal Cities.

[Regional Divisions](#) are at the core of Cal Cities' advocacy efforts. City officials — both elected and career — help develop region-specific programs and carry out grassroots activities that support chosen legislative, regulatory, and ballot measure goals.

Similarly, [Municipal Departments](#) connect city officials with like-minded professionals to share ideas and help shape Cal Cities' policy.

Cal Cities' five [Diversity Caucuses](#) provide city officials with common interests, issues, and identities another way to connect with each other.

City officials can also join the [Coastal Cities Group](#), which collaborates on issues of mutual interest, or the [Rural City Information Exchange](#), which examines issues from a rural perspective.

[Deep dives into policy ideas and trends](#)

Relied on by city officials for more than 100 years, *Western City* magazine provides a lively, interdisciplinary analysis of the most pressing issues affecting local governance. Each issue offers in-depth, engaging features and articles tailor-made for busy local leaders. [Subscribe](#) to the monthly *Western City* newsletter to get an issue preview delivered directly to your inbox.

Do you have a story or project with measurable outcomes and statewide relevance? Send your pitch to editor@westerncity.com. We are always interested in stories written by city officials that align with the Cal Cities [Action Agenda](#) or *Western City's* [editorial calendar](#).

[Exchange ideas and poll your peers](#)

One of the best resources that city officials have is each other. Join a Cal Cities [listserv](#) to post questions, provide resources to other cities, or poll colleagues on current issues in your field. Member city officials must subscribe to a listserv to send or receive inquiries.



Guide to Local Recovery Update: Feb. 15

Feb 15, 2023

Over 200 cities in California are eligible for a noncompetitive energy block grant if they submit an application. The federal Climate Program Office is accepting applications for an applied research program that helps improve climate adaptation plans in vulnerable communities. Also, the National League of Cities is holding a webinar on equitable economic mobility.

[Your city could be eligible for this key energy block grant](#)

The U.S. Department of Energy is accepting applications for its [Energy Efficiency and Conservation Block Grant \(EECBG\)](#). The formula grant program supports initiatives that reduce fossil fuel emissions, decrease total energy use, and improve energy efficiency. [Over 200 cities in California are eligible](#) for funding.

Although formula grants are noncompetitive, cities must apply to receive the funding.

The minimum pre-award amount is \$76,170, but most cities are set to receive more than \$150,000. All eligible entities must complete a [pre-award application sheet](#) by April 28 to receive funding. Matching funds are not required.

Cities that do not meet the criteria for the formula funds are eligible to apply for \$8.8 million in competitive EECBG grants. Cal Cities will share information about that process as it is released.

Unlike previous versions of the program, funding can now be used for renewable energy, zero-emission transportation, and energy efficiency projects. The National League of Cities released an overview of [potentially eligible projects](#), relevant resources, and other funding opportunities that can be leveraged alongside the program.

The program also has an optional voucher program for communities that receive less than \$250,000. Instead of receiving the formula grant, the value can be exchanged for technical assistance or as an equipment rebate.

The Energy Department has an [online portal](#) with extensive application information, administrative guidelines, energy use strategy templates, and upcoming webinars.

[\\$3.6 million to help improve local climate adaptation plans](#)

The U.S. Climate Program Office is accepting applications for its [Climate Adaptation Partnerships Program](#), formerly known as RISA. The program supports collaborative research and community engagement projects that improve climate adaptation planning and action in the communities most affected by climate change.

The program specifically funds projects that generate new, locally relevant knowledge and strategies to reduce risks from flooding and wildfire. It also tests the scalability and feasibility of various climate adaptation programs.

Funding is available for three subprograms: Each focuses on a different, climate change-driven risk. Applications are due March 29. Applicants are strongly encouraged to support the principles of “justice, equity, diversity, and inclusion” when writing their proposals.

[Equitable economic mobility webinar](#)

The National League of Cities is holding a Feb. 28 webinar on [equitable economic mobility](#). When cities help increase economic mobility, everyone benefits. Residents can achieve increased income, educational attainment, better access to physical and mental health care, and more. Cities benefit from increased revenue, greater public safety, and stronger local economies.

During the webinar, city officials will learn about the roles and levers that local municipalities can use to increase mobility and how Charleston, South Carolina, is working to advance the economic mobility of its residents.

City officials looking for additional information about the American Rescue Plan Act, Bipartisan Infrastructure Law, the Inflation Reduction Act, or additional recovery tools can visit the [Cal Cities Guide to Local Recovery portal](#).