



BUSINESS VIEW NEWSLETTER

JUNE, 2016



*Message from the
Desk of
Chamber Executive
Director/CEO
Leticia Martinez*

CHANGE AND SMALL BUSINESSES

Change can often prompt success in a business, community or in an individual.

In years past, change came in a moderate manner. This day of age, with the new era of internet access, social media and other networks, change comes at a much rapid pace than expected.

In day to day functions, one must keep adapting. For some it may be a determination of survival, for others an opportunity for success, and others who may feel left aside because they simply cannot adjust.

In a study conducted by Internet Retailer back in 2013, it was reported that 60% of U.S. Retail Sales will involve the web by the year 2017. The change for businesses is here!

Our small business community has been embracing the change of technology as our economy, at a slow but steady pace. In speaking to several merchants, there are some who have not created a business website or a free email account.

The businesses that do have a website, and email have reported their business increase in sales through the new era of technology.

As the Chamber of Commerce, we understand the need for our small business community to furthering their sales. We encourage them to take advantage of the free resources that are available to assist them.

Small businesses in the past century contributed to our local economy, and shall continue for the next.

H.P. Charity Golf Tournament – June 3

The 36th Annual Tournament will be held on **Friday, June 3** at the **Rio Hondo Golf Course** in the city of Downey with a shotgun start at **8 a.m.**

Golfers will be hosted to a day of golf, breakfast, beverages, and a luncheon awards banquet. Special contests will include a Putting Contest, Closest to the Pin, Longest Drive, Best Dressed Golfer, and other specialties.

Businesses are invited to participate and support **three worthy community organizations**. Proceeds in part will help benefit the **Huntington Park Kiwanis Youth Foundation**, an organization that provides scholarships to graduating high school seniors, mentoring and leadership trainings for Key Club Members. The other charity organization is our local **American Cancer Society's Southeast Cities Relay For Life**, an organization that provides funds to finding a cure against cancer. The annual tournament/ fundraiser event will also assist the **Chamber of Commerce** to continue presenting programs/ activities that unite the businesses, organizations and residents, and continue promoting the economic prosperity of the community.

Sponsors of the event are **United Pacific Waste, City of Vernon, Brabant Realty & Management, and Christiansen Amusements**. Serving as our Media Partner is **El Aviso Magazine**. We are also grateful to the various businesses that have pledged their support through their sponsorship of a golf team. Margarita Drinks and Tequila samplings stations hosted by **Don Chente's Bar and Grill** and **Leonardo's Restaurants**. For further details, please call the Chamber of Commerce

Business Power Walk – June 16

Chamber Board Members and Business Volunteers will once again visit the area businesses during the annual "**Business Power Walk**." The business to business visit will take place on **Thursday, June 16, 2016** from **11:00 a.m. to 12:00 p.m.** on **Pacific Blvd.**, between **Randolph St.** to **Florence Ave.**

The question asked to the businesses will be if there is a need for the Chamber to explore the return of a **Business Improvement District** or a **Property Owner Improvement District**? We encourage as many **businesses to participate** in the program.



Are You A Member of the Chamber? If You Are... Congratulations!

In a study conducted by the Schapiro Group in 2012, 49% of consumers are more likely to think favorably of your business! And 80% are more likely to purchase a product or service from you.

We welcome you to become a Member of our Chamber! Call our office (323) 585-1155, and we will get you Started! We will help you get connected and engaged in our community!

Business Youth Scholarship

Your Chamber of Commerce is pleased to once again present the Huntington Park Business Youth Scholarship. The Scholarship program has awarded thousands of dollars to graduating high school seniors for the past 16 years. The scholarship is presented in the official name of the Business/Donor, and awarded to the eligible student who will pursue a similar business-major.

The monetary-scholarships range from \$250.00 to \$500.00. We thank the following businesses for their support to the Youth Scholarship Fund: **Brabant Realty & Management, Care 1st Health Plan, Community Hospital, Crown Poly and Jung Mi Lee.**

Sidewalk Sales – June 3-5 and 17-19

The month of June's citywide sidewalk sale will be held on the weekends of **June 3, 4 and 5, 2016 and June 17, 18 and 19.**

The retail activity of the Sidewalk Sale is held twice a month throughout the year to assist the businesses in generating additional sales. Businesses with an approved Business License are permitted to display and sell their merchandise three-feet in front of their business.

Official rules and regulations for the Sidewalk Sales can be found in the Chamber's Website **www.HPChamber.org** under the **Events** Link.

New Offices for Chamber of Commerce

At the May 12, 2016 Regularly Scheduled Meeting, the Board of Directors voted unanimously to accept the proposal of moving the Chamber of Commerce offices to a new building location in the city.

The Chamber's new offices will be located at 6725 Seville Ave., (between Zoe Ave./Saturn Ave.). The office building will provide ample private parking, board room, several offices for future business projects, and other amenities that will serve as a benefit for the Chamber's operations.

Staff will resume regular office operations beginning July 1, 2016. The community will be invited to the official Grand Opening. Details will be forthcoming.

MONITORING BUSINESS PERMITS

The Chamber of Commerce is pleased to monitor progress in our community with City Government.

Official permit approvals for opening a business or expanding an establishment are handled by the City's Community Development Department.

The following are some of the items monitored under the Planning Commission of March 15:

- Request for Conditional Use Permit for a Metal Recycling Collection and Processing Facility on property located at 6301 Maywood Ave., HP. - *owner of business withdrew his application.*
- Adoption of Ordinance Amendment for Land Use Element of General Plan – Conditional use Permit to Establish a Self-Storage Facility – 6901 S. Alameda St. – *Approved.*
- Request for Conditional Use Permit for On-Site Sale of Beer and Wine in Conjunction with Restaurant – 2667 Florence Ave. – (Chamber attended and expressed support under Public Comments.) *Approved.*
- Zoning Ordinance Amendment – Land use Activity Table of Downtown HP Specific Plan Relating to Allowable Uses; A Conditional Use Permit to Establish a Dialysis Clinic – (Chamber expressed Support to Representative Agency.) *Denied.*

Upcoming Item of Consideration- May 18:

- Conditional Use Permit/Development Permit for Expansion of an Existing Restaurant with on-site sales of beer and wine and video arcade – 6135 Pacific Blvd. – *Chamber Supports*

Next Newsletter... we will provide updates on the Medical Marijuana Dispensary Business Permits.

THE GREATER HUNTINGTON PARK AREA CHAMBER OF COMMERCE

Future new Address:
6725 Seville Ave.
Huntington Park, CA 90255
323.585.1155 office • 323.585.2176 fax
www.HPChamber.org

Mission Statement: The Greater Huntington Park Area Chamber of Commerce is an organization dedicated to promoting the economic growth and prosperity in the community through partnership, advocacy and leadership.