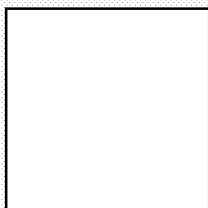
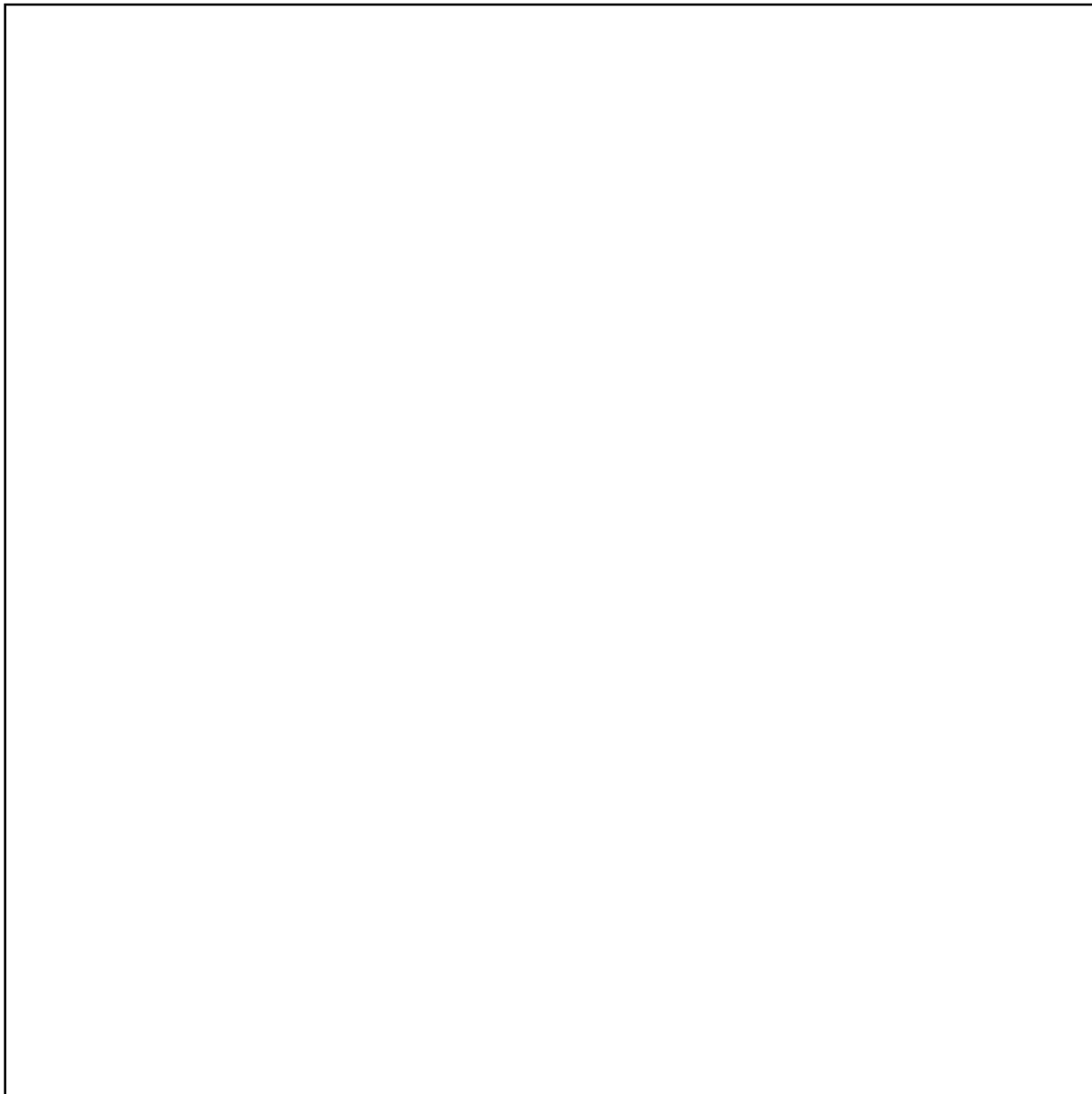

From: Nancy Cisneros [ncisneros@cacities.org]
Sent: Tuesday, December 06, 2011 9:43 AM
Subject: Strong Cities | Strong State December Newsletter

Strong Cities Update
Nancy

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*From the Executive Director of the League of California
Cities Chris McKenzie:*

Beaumont Creates Video Highlighting Successes in Local Government, Banning-Beaumont Patch, Nov. 26, 2011

Monrovia Profiled on "Strong Cities, Strong State" Website, My Monrovia Business Blog, Nov. 7, 2011

Bishop's Success Stories Going Online, The Inyo Register, Oct. 25, 2011

City Highlighted as part of "Strong Cities," Whittier Daily News, Oct. 18, 2011

Agoura Highlighted as Part of Strong Cities/Strong State Campaign, Agoura Hills Patch, Oct. 18, 2011

City of Cerritos Highlighted As Part of Strong Cities | Strong State Campaign, PublicCEO.com, Oct. 14, 2011

WLV Highlighted in Strong Cities | Strong State Campaign, West Lake Revelations, Oct. 13, 2011

Check out the cities that rolled out recently on Strong Cities | Strong State

**City of Huntington Beach
City of Bishop
City of Glendale
City of Fontana
Town of Danville
City of Covina
City of San Bernardino
City of Vista
City of Soledad
City of Big Bear Lake
City of Gilroy
City of Laguna Hills
City of Signal Hill
City of Redding
City of Fountain Valley**

Look forward to these cities

November has proven to be yet another busy month for "Strong Cities | Strong State." We now have over 50 cities profiled, and each city that launches continues to demonstrate how strong California's cities truly are.

I have been particularly impressed by the small cities that have been highlighted this month. Danville, Covina, Soledad, Gilroy, and Laguna Hills all have less than 50,000 residents, and Big Bear Lake and Bishop have only 5,000 or less. These cities are proof that all cities have strengths and contribute to the success of the State of California. No matter what size they are, every California city is a strong city with a story to tell.



I also recommend you review an encouraging set of success stories about cities helping local businesses. In this troubled economy, cities have been going above and beyond to help their downtowns and local shopping centers thrive. City Manager Fred Wilson in Huntington Beach outlined a **10-point strategy** for making it easier to do business in the city. Glendale is embarking on an **effort to revitalize** one of California's first business parks into a hub for the entertainment and creative industry. Soledad has developed a **Downtown Vision Program** that defines what the community will be in the future.

Stories like these serve as an examples and models for other cities looking to revive their local business communities, but without a campaign like Strong Cities | Strong State, these stories may otherwise never have been shared.

As we look to begin 2012, Strong Cities | Strong State will continue to be a prominent program, and I am excited to be working with the City Management Foundation and program partners to expand and improve the effort. Ultimately, this program is an important vehicle for communicating the critical role cities-and the people that run them-play in building a strong California. As the program grows and accumulates an even larger library of success stories, we at the League are excited by the potential for this exciting new communications tool.

We sincerely appreciate the contributions on the many managers and sponsors who have enabled Strong Cities | Strong State to launch this year, and the dedication to the program of city and League staff who are working so diligently to tell their cities' stories. I look forward to seeing

coming up soon!

City of San Jose
City of Los Banos
City of Concord
City of Patterson
City of Del Mar
City of Lynwood
City of Irvine
City of Santa Clarita
City of Calabasas

the next round of profiles and to working with all of you to build Strong Cities for a Strong State.

Sincerely,

Chris McKenzie
Executive Director
League of California Cities

Strong Cities | Strong State has been quite a successful program so far, but we wouldn't be here without help from individual supporters. A big thank you to the following contributors:

Wade McKinney, City of Atascadero
Brad Kilger, City of Benicia
Jeff Kolin, City of Beverly Hills
Lori Moss, City of Canyon Lake
Don Bradley, City of Cathedral City
Bill Garrett, California City Management Foundation
Dave Garcia, City of Coachella
Pat Martel, City of Daly City
Sean Quinn, City of Fairfield
Jim Starbird, City of Glendale
Mike Podegracz, City of Hesperia
Gerald Forde, City of Huron
Pam Easter, International City/County Management Association
Steve Falk, City of Lafayette
Bruce Channing, City of Laguna Hills
Cary Keaten, City of Lathrop
Chris McKenzie, League of California Cities
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Mike Parness, City of Napa
Michael Frank, City of Novato
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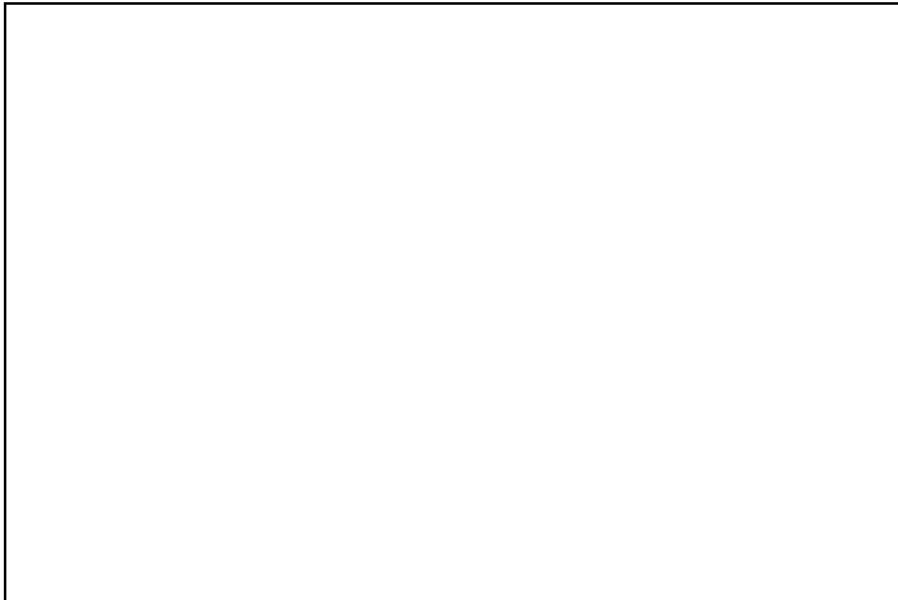
Want to contribute to the Strong Cities | Strong State campaign? Contact Maria Mejia, maria@grassrootslab.com, for more information.

Huntington Beach's 10-Point Plan for Business

City Manager Fred Wilson recently outlined the City's 10-point strategy for making it easier to do business in Huntington Beach. The 10-point plan is an ongoing strategic approach to supporting local business built on the concept of "economic gardening," designed to support and retain existing businesses and assist them in their growth and overall success.

Glendale's Creative Corridor

Glendale has recently developed a reputation as an emerging interest in the entertainment industry through the creation of the "Creative Corridor" within the San Fernando Road Corridor Redevelopment Project Area. The Creative Corridor has promoted the City as a center for creativity and innovation on a regional level, strengthening the City's image of support and encouragement for a progressive economy.



The DreamWorks Animation Studio is part of the Creative Corridor's success. Originally opened in 1997, the project was the first new studio development in the Los Angeles area in decades.

Soledad's Downtown Vision Program

This program defines the community's vision for the future character and function of the Downtown Specific Plan Area and provides recommendations for a series of coordinated actions by the City and private property owners, business owners and developers. City Staff and a student team from Cal Poly San Luis Obispo launched the project in 2010; some recommendations require years of sustained effort, while others will transform and improve Downtown Soledad immediately.



The Downtown Vision program gives the City of Soledad a direction for positive progress in its downtown area.

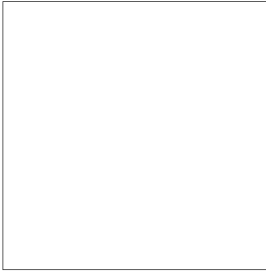
This campaign would be impossible without the help of others. The following sponsors have been integral to the success of "Strong Cities | Strong State":

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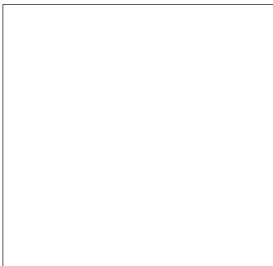
Redding

This rural Northern California city embodies what some might think is impossible. It is a modern, progressive city of 90,000 that boasts culture, commerce and an excellent quality of life, with a "small-town feel" in the heart of unsurpassed recreational paradise. Founded in 1887, Redding is rooted in the booming timber and mining trades of yesteryear. Although Redding's small-town feel is steeped in history, it is on the

cutting edge in the services it provides to its citizens.

Redding's success stories include the following:

- **A City of Bridges:** The latest bridge success was the complete reconstruction of the Cypress Avenue Bridge, which replaced a pair of two-lane bridges - one built in 1948 and the other in 1968 - with a modern six-lane crossing.
- **Airport Solar Power:** Redding boasts abundant sunshine, so it made sense for the City to take advantage of it in creating a three-acre photovoltaic "solar farm" at Redding Municipal Airport, significantly reducing the airport's operating costs.
- **Stillwater Business Park:** Recognizing a need for large, ready-to-go industrially zoned parcels, the City of Redding has created Stillwater Business Park, a City-created and owned 678-acre business park designed specifically for large-parcel manufacturing needs.



Signal Hill

Surrounded by the City of Long Beach, this city is rich with history and stories of its "oil town" past. In 1924, in order to avoid Long Beach's per-barrel tax on oil, Signal Hill's founding fathers voted for incorporation. Right from the beginning, Signal Hill proved to be a progressive city, electing Mrs. Jessie Nelson as the City's first mayor. Today, Signal Hill is a well-balanced, financially sound and economically diverse

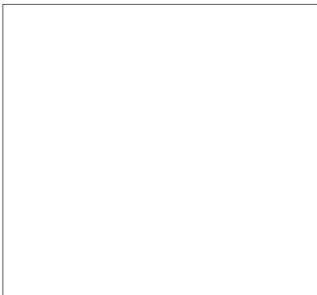
community of over 11,072 people.

Signal Hill's success stories include the following:

- **Parks & Trails:** Nestled on the hill, with the City of Long Beach surrounding it, the City of Signal Hill's 2.2 square miles is home to 9 parks and extensive walkways and trails.
- **Oil History in the City:** This city's history is deeply intertwined with tales of oil production, from discovery of oil in its boundaries in 1921 to today.

- **Kids' Activities & Community Events:** Many

- families and individuals are drawn to live in Signal Hill because it has a small town feel and the community events that the City of Signal Hill sponsors contribute to it. Activities abound for children, teenagers, families and older adults alike.



Laguna Hills

Orange County's Laguna Hills is today's newest city on "Strong Cities | Strong State." This city of only 6.6 square miles is home to 30,344 proud residents. Most of the areas in the City have a distinctive residential character, yet the City has a very strong commercial base as well. In September of 2000, the City grew by another 150 acres as a result of the successful annexation of residential neighborhoods identified as the Westside Area.

Laguna Hills's success stories include the following:

- **Public Art and Cultural History:** This is an innovative preservation project that also enhances the cultural identity and history of the City.
- **Community Center and Sports Complex:** A key motivation behind the City's incorporation effort was to build community parks and recreational facilities for local residents, which were lacking at the time.
- **Award Winning Circle of Friends Program:** The award-winning "Circle of Friends" program is designed for individuals with disabilities over the age of thirteen. The activities of the program help foster social skills, provide athletic events, increase leisure opportunities, and create lasting friendships while enhancing developmental needs for teens and adults of all abilities.

Does your City want to tell its story on Strong Cities | Strong State? To expedite your City's rollout and get its profile started, please contact your [League of California Cities Regional Manager](#) or use the website contact form [here](#).

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