

City of Whittier Important Phone Numbers

- City Hall: (562) 945-8200
- Business License: (562) 464-3315
- Code Enforcement: (562) 464-3415
- Community Development: (562) 464-3380
- Community Services: (562) 464-3430
- Graffiti Hotlines - within Whittier: (562) 464-3540
Unincorporated: (800) 675-4357 or (562) 946-6468
- Library: (562) 464-3450
- Police: (562) 945-8250
- Public Works: (562) 464-3510

For additional information on Economic Development in the City of Whittier, please contact Angelica Frausto, Business Development Manager at (562) 464-3380.

www.cityofwhittier.org • www.insidewhittier.com

Spotlight on City Projects Greenway Trail



Recently, the City received some very exciting news regarding the construction of the Greenway Trail. First, Home Depot has donated lighting along the trail. This is a wonderful addition to the trail as we expect the lighting will help deter vandals and provide security for those who prefer an evening run. Additionally, the City received a \$100,000 grant from Supervisor Don Knabe that will be used to install landscaping and post directional and interpretive signs. Progress on the Greenway Trail continues as scheduled with completion expected by the end of this calendar year.



City of Whittier
13230 Penn Street
Whittier, CA 90602

City Council
Owen Newcomer, Mayor
Joe Vinatieri, Mayor Pro Tem
Bob Henderson, Council Member
Greg Nordbak, Council Member
Cathy Warner, Council Member

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Growing Whittier

Planning the Future, Preserving the Past

An Economic Development Newsletter Published by the City of Whittier

Economic Development 101

Economic development is a term generally applied to the expansion of a community's property and sales tax base or the expansion of the number of jobs through office, retail, and industrial development. In the City of Whittier, economic development is important to us because the funds generated by these activities pay for city services like public safety, recreation activities, and library services.

Economic development activities are influenced by the economy which changes based upon factors such as interest rates, home prices, and national and international events. The redevelopment of the Whittwood Town Center is a perfect example of successful economic development. The center was revitalized with new buildings, stores and housing. These additions to the center will increase the sales and property taxes generated for the City in the years to come.

Economic development successes help the City in a variety of ways. Through increased revenue, the City is able to better serve the residents who live here. The City has more resources to maintain city parks and modernize our aging sewer system. Also, the creation of new jobs allows residents to live and work here. New retail activity gives residents more places to shop and the ability to spend dollars locally. Economic development activities will continue to make Whittier an attractive place to live where our children and future residents of Whittier will call home.

Top 20 Producers for 2007 (In Alphabetical Order)

- | | |
|----------------------------------|------------------------------|
| Arco (Moten AM PM) | Board Ford |
| Arco (Vallejo AM PM) | Burlington Coat Factory |
| Associated Reproduction Services | Cadillac of Whittier |
| | Community Honda |
| | Eastman Kodak |
| | Harris Buick Pontiac GMC |
| | Home Depot |
| | JC Penney |
| | McDonalds (2 Locations) |
| | Mervyn's |
| | Ralphs (2 Locations) |
| | Sears |
| | Target |
| | Toyota of Whittier |
| | Valero (Dewitt Ultramar) |
| | Whittier Chrysler Jeep Dodge |
| | Whittier Mitsubishi |

In This Issue

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Moving Right Along



Whittier College

If you've recently driven on Painter Avenue past Whittier College, then you have likely seen that demolition and building construction are underway. The College is expanding and renovating the student bookstore and cafeteria buildings. The expansion will include a faculty center, student cultural center, and student recreation area.

Uptown Specific Plan

Sidewalk cafes, residential unit size, form based code, and hours of operation for restaurants and alcohol establishments were some of the issues discussed by the Planning Commission and Stefanos Polyzoides, Principal of Moule and Polyzoides, during three Study Sessions on the draft Uptown Specific Plan this summer. Project Manager Aseem Inam was also in attendance and assisted in answering questions and providing clarification to the Commissioners on components of the Plan. The next steps will include a recommendation by the Planning Commission to City Council and Study Sessions with the City Council, which are scheduled later in the fall.

We encourage the community to stay informed and to continue to participate in the process. Once adopted, it is expected the new Uptown Specific Plan will have a significant impact on the revitalization of Uptown. As a reminder, if you are interested in reviewing the draft Uptown Specific Plan, please visit www.insidewhittier.com or you can review the Plan in City Hall at the Community Development Department counter and the two City Libraries, Central and Whittwood Branch.



Quality of Life

City of Whittier Population

Annually, the California Department of Finance releases population figures for every city in the state the first week of May. The population figure for the City of Whittier is 87,190; up slightly from last year's figure of 86,955.

Neighborhoods & Recreation

Whittier offers beautiful tree-lined streets and varied housing choices such as historic Craftsman bungalows and California ranch style homes. The City's 20 parks offer more than 400 acres of playgrounds and recreation opportunities. Additionally, the over 1,750 acres of open space preserved in the Whittier Hills offer breathtaking views of downtown Los Angeles, Catalina Island and the Pacific Ocean.



- Almost 60% of the housing is owner-occupied.
- 65% of the housing is detached single-family homes.

Education & Employment

Whittier Schools Among the Best

The school districts in the City of Whittier are continually being recognized for excellence and high scores on the School Accountability Report Cards, State Academic Performance Index, and the high percentage of students passing the California High School Exit Exam. Furthermore, many elementary schools are California "Distinguished Schools" and recently, Newsweek magazine named La Serna and Santa Fe High Schools among the top 5% of high schools in the nation.

Whittier's Employment Rate Higher than Surrounding Cities

The City's employment rate is better than Santa Fe Springs, Pico Rivera, Los Angeles County and even the state. The following table illustrates Whittier's unemployment rate, which is considerably lower than the above-mentioned jurisdictions.

Unemployment Rate

Whittier	3.8%
Santa Fe Springs	4.5%
Pico Rivera	5.0%
Los Angeles County	5.4%
State of California	5.5%

California EDD Data for July 2007, released August 2007

Economic Profile

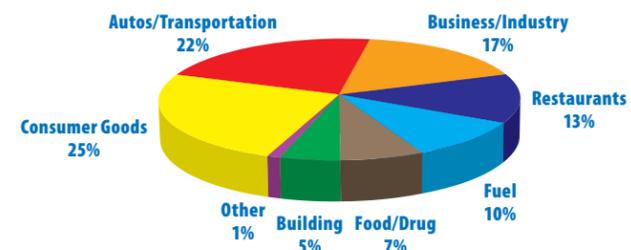
Sales Tax Update and Revenue Comparisons

The first quarter sales tax representing January-March 2007 sales was 11.5% higher than the same quarter one year ago. The gross receipts were \$2,237,537 in the first quarter. The revenue comparison below demonstrates the growth in sales between Fiscal Years 2004-05, 2005-06, and 2006-07.

Fiscal Year	2004-05	2005-06	2006-07
Gross Receipts	\$8,647,855	\$9,426,068	\$10,119,812

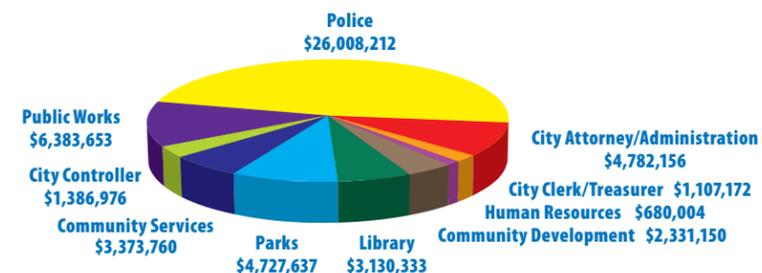
The pie chart below shows the revenue groups that make up the sales for the City of Whittier.

Revenue by Business Group



New Businesses, New Investment

City General Fund Budget \$53,911,053



The pie chart above shows the City of Whittier General Fund Budget* Expenditures adopted for fiscal year 2007-2008. *The City's total budget is over \$100 million when utility, special revenue and Redevelopment Agency funds are included.

City General Fund Revenue \$55,295,045



The pie chart above shows the City's estimated General Fund Revenue for fiscal year 2007-2008.

News In-Brief

East Whittier Streetscape Improvements

Streetscape improvement plans are currently in preparation by Public Works and Community Development staff. These plans will include the construction of streetlights, a raised landscape median, and the installation of new parkway landscaping and street trees. The first stage of improvements is scheduled to begin on the east end of Whittier Boulevard, between Santa Gertrudes Avenue and Valley Home Avenue. Also, as part of the project, Southern California Edison will be undergrounding the existing overhead powerlines along the Boulevard.



Guide to Doing Business in Whittier

In an effort to become more business friendly, the Community Development Department has produced a "Guide to Doing Business in Whittier" booklet. We hope that it will assist new business persons. Look for copies of the booklet in the Business License Office as well as in the Community Development, Whittier Area Chamber of Commerce office and on-line at www.cityofwhittier.org