New City of South Gate Brand Unveiled

On Saturday, October 27th the City of South Gate unveiled its new city brand to the community at the “Family Day in the Park” event. The City held a special ceremony to unveil the new logo and set up a booth to give away promotional items with the new city logo. During the opening ceremony, Mayor María Belén Bernal introduced the new brand. Also in attendance were City Council Members Denise Diaz and Maria Davila, as well as the Speaker of the California State Assembly, Anthony Rendon.

The new South Gate brand includes a new logo that will be used to market and promote the City. The new brand will also position the City in a way that resonates with current and prospective residents, businesses, and other key stakeholders.

The new brand was developed with the help of the community. The City conducted market research for the new brand that consisted of an online survey and meetings with residents, the youth and business community. These outreach efforts ensured that the selected brand and logo represented the vision and values of the City.

The City’s new branding identity is meant to reflect the energy in South Gate and represent South Gate’s profound sense of pride. The new City logo contains an interlocked “S” for South and “G” for Gate. The S and the G come together with a movement and rhythm that feel modern and iconic, forming a shape that uniquely represents South Gate. The logo was designed to feel dimensional, allowing one to feel at the center of South Gate, surrounded by the energy of the City. An alternate version of the logo has the unique “SG” typographic symbol at the center, with “City of South Gate Incorporated Jan 20, 1923” wrapped around the outer circle.

The City will continue to use the historic City seal, in addition to the new City logo. You will begin to see the City’s new brand campaign throughout the City, in publications and on social media.

Also, banners have been installed on the street banner poles located at South Gate Park, Firestone Boulevard and Atlantic Avenue to promote the new City logo.

Follow us on Facebook and Instagram to learn more about the City’s new brand.

Welcome New Businesses!

Burgerim

Calendar of Events

City Council Meetings
November 13th & 27th at 6:30pm
City Hall Council Chambers
8650 California Avenue

Planning Commission Meeting
November 6th & 20th at 7:00pm
City Hall Council Chambers
8650 California Avenue

South Gate Chamber of Commerce
General Board Meeting
November 18th at 10:30am
3350 Tweedy Blvd.

Small Business Day Saturday
November 24th at 10:30am
Tweedy Blvd.

Holiday Tree Lighting Ceremony
November 29th at 4:00 pm
City Hall
8650 California Avenue

HOW CAN WE HELP YOU?

City of South Gate
Economic Development Division
8650 California Ave., South Gate, CA 90280
Business Hours: Monday—Thursday 7am-5:30pm
Website
www.cityofsouthgate.org/business
Phone
(323) 563-9535
Email
ecodev@sogate.org
Mobile App
South Gate Connect
Celebrate Small Business Day - Saturday, November 24th

The City of South Gate appreciates local small businesses and the contributions they make to the local economy and community. According to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States, and they are responsible for 58.9 percent of new jobs created over the past 20 years. The City of South Gate supports local businesses because they create jobs, boost our local economy and preserve neighborhoods.

Advocacy groups as well as public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday. The S.G. City Council has proclaimed Saturday, November 24, 2018, as Small Business Saturday and encourages everyone to support small businesses in the City and to shop locally.

Additionally, the City, in partnership the Tweedy Mile Association and the South Gate Chamber of Commerce, will encourage business members to participate in the Small Business Saturday, and spread the word to customers and other local businesses. The City will post on social media and will send out email blasts to urge residents of the community to shop, dine and frequent local businesses on Small Business Saturday and throughout the year.

So this November 24, join us for #SmallBizSat and #ShopSmall at the businesses you love.

Business Resource Corner

Founded in 1988, Hub Cities Consortium (HCC), now known as Southeast Los Angeles America’s Job Center of California, serves the Southeast Los Angeles County. They provide high quality employment assistance, job training and workforce development services to local job seekers and businesses, with the goal of building a strong and vibrant economy within the region.

Hub Cities Business Services provides support and resources to the business community at large, by working closely with businesses to meet their current and future workforce needs. The no-cost assistance to businesses includes job posting services, needs assessments, access to the Business Resource Center, support in accessing employer tax credits and incentives, and services to help manage company downsizing and workforce reductions.

For More Information on Hub Cities and the resources they provide please contact them at (323) 586-4700, or visit their website at www.hubcities.org.

RESOURCES FOR YOUR BUSINESS

Free Business Workshops

Offered by the Small Business Development Center (SBDC).

All workshops are held at: El Camino College
13430 Hawthorne Blvd.
Hawthorne, CA 90250

Business Loans 101
Nov. 14th at 3:00 pm - 5:00 pm

Marketing 101
Nov. 15th at 3:00 pm - 5:00 pm

SBDC Orientation
Nov. 27th at 6:00 pm - 7:00 pm

How to Estimate Start-Up Costs and Cash Flow
Nov. 29th at 12:00 pm - 2:00 pm

For More Info: 1-866-588-7232

South Gate Chamber of Commerce
Business Resource Center
(323) 567-1203
www.southgatecc.org

Tweedymile Business Association
(323) 564-8233
www.tweedymile.org

Business License/Special Event Permits/Change of Ownership
(323) 563-9527
www.cityofsouthgate.org

Hub Cities Consortium
One-Stop Career Center
(323) 586-4700
www.hubcities.org

Bulky Item Pick-Up
(800) 774-0222

Report Illegal Dumping
(323) 357-5802

Report Graffiti Hotline
(800) 430-8455