



Are You Ready for El Niño?

With El Niño rainfall estimated to be the heaviest it's been in years, the City of South Gate is ensuring that its business owners and residents stay prepared. El Niño is likely to peak between December and April, but current forecasting tools cannot predict an exact amount of rain or snowfall. Only time will tell, which is why it is important for business owners and residents of South Gate to take all necessary precautions for a wet winter.

Some tips on emergency preparedness include but are not limited to:

- Make an emergency plan
- Update business/at-home emergency kits
- Inspect and repair potential leaks in your roof
- Clear rain gutters & keep water collection ways clear of leaves & debris
- Store flashlights and good batteries in easily accessible locations
- Store bottled water and non-refrigerated food
- Plan ahead for prolonged power outages
- Preparing equipment for quick evacuation
- Preparing electrical equipment for quick disconnect
- Register for weather and emergency alerts through the City's website

By following these steps and keeping up-to-date on the latest El Niño developments, you and your family will be prepared. For more information on El Niño preparedness please visit the City's website at www.cityofsouthgate.org.



Enhancing the Safety of the Tweedy Boulevard Business District

In an effort to enhance the safety of the Tweedy Boulevard business district, the City's Police Department assigned two (2) Public Safety Officers to focus their efforts on Tweedy Boulevard, between Atlantic Avenue and Alameda Street. These Public Safety Officers are able to respond to a variety of non emergent calls for service and address municipal code violations.

The Public Safety Officers are in direct contact with the Police Department's Dispatch Center, and are able to issue parking citations and report suspicious and criminal activity. The Public Safety Officers patrol Mondays through Saturdays, between the hours of 12:00 PM to 6:00 PM.



If you would like to report a non emergent activity or concern, please contact the Police Department's Dispatch Center at (323) 563-5436 or visit the Police Department's website at www.cityofsouthgate.org/police

Welcome New Businesses!

Albert's Mexican Food
 Baskin Robbins
 Boardwalk Investments
 Cellworld II
 Delite Nail and Spa
 Dollar Tree
 Estrella Foods Market, Inc.
 Erika's Bionicos
 Group Delta Consultants, Inc.
 Health Express Foods
 Lolis Outlets
 Mercy South Gate Pharmacy
 Rocky's Jr. Market
 Spa con Amor
 Torrid

Calendar of Events

Holiday Tree Lighting Ceremony

December 3rd at 4pm, City Hall

Pageant of the Trees

December 5th at 5pm, SG Park Auditorium

Children's Christmas Lane Parade

December 13th at 12pm

On Tweedy Blvd. from California Avenue to Pinehurst Avenue – Street Closure

City Council Meeting

December 8th at 6:30pm, City Hall

Tweedy Mile Association

General Member Meeting

November 24th at 12pm, 4126 Tweedy Blvd.

South Gate Chamber of Commerce

General Member Meeting

Postponed

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](http://www.cityofsouthgate.org/business)
www.cityofsouthgate.org/business

[Phone](tel:(323)563-9535)
 (323) 563-9535

[Email](mailto:ecodev@sogate.org)
ecodev@sogate.org

[Mobile App](#)
 South Gate Connect



What you need to know about EMV

In October 2014, President Obama issued an executive order to implement enhanced security measures for consumer finances. Part of this order, requires payment card issuers to embed cards with more-secure Europay, MasterCard and Visa (EMV) micro-chip technology by October 1, 2015. Merchants who have yet to make the switch will be held liable for fraud-related losses from purchases made at their stores.

EMV is a global credit card standard that enhances the security of in-person card transactions. EMV technology allows sensitive cardholder data to be stored in a chip, rather than in the traditional magnetic stripe found on most payment cards today. When using the new technology, the new chip card is inserted or "dipped" into an EMV ready terminal much like an ATM. For EMV technology to work, the point-of-sale (POS) system where the card is used must be equipped to read and communicate with the microchip.

If your business has not yet transition to EMV, there are a number of key factors to consider:



Costs and Planning - Speak with your merchant services provider about what you may need to upgrade, including any equipment requirements, software upgrades or recommended testing efforts. Consider the other areas of your business this may affect including IT, marketing, finance, or your operations personnel. Include the appropriate personnel in your planning process, review the costs of upgrading, and check incentive programs offered by different merchants.

Future Plans - As you evaluate your current service providers and software, also consider whether the time is right to make other adjustments that could add value to your business including: switching to a merchant services provider with additional services or security features, using contactless terminals, creating a loyalty program or adding other risk management solutions.

Security for Online Transactions- Since the new EMV chipcards aim to limit fraudulent credit card activity in-stores, another consideration to keep in mind is the security of online transactions for your customers. As the liability for online transactions still largely lies with the retailer, consider requiring additional authentication for credit cards online and/or using fraud detection or scoring services.

Leverage SBDC Expertise -Small Business Development Center advisors are available to help your business plan for the transition to EMV. They can help you define your objectives, estimate costs, consider the implications for your business, connect you with the appropriate resources, and more. For more information, visit www.smallbizla.org or contact them at 1-866-588-SBDC.

RESOURCES FOR YOUR BUSINESS

Free Business Workshops

Offered by the:
Small Business Development Center

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

Business Loans 101
December 1st / 3pm - 5pm

The Basics of Starting a Business
December 1st / 10:15pm -12:15pm

Marketing 101
December 10th / 3pm - 5pm

How to Estimate Start-Up Cost & Cash Flow
December 8th / 3pm - 5pm

How to Network to Build Revenue
December 10th / 1pm - 3pm


More Info: (562) 938-5020
www.smallbizla.org

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

 **Tweedy Mile Business Association**
(323) 564-8233
www.tweedymile.org

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

 **HubCities Consortium**
One-Stop Career Center
(323) 586-4700
www.hubcities.com

 **Bulky Item Pick-Up**
(800) 774-0222

 **Report Illegal Dumping**
(323) 357-5802

 **Report Graffiti Hotline**
(800) 430-8455



CityofSouthGate



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Get Engaged with Social Media!

The City of South Gate introduces new Facebook, Twitter, and Instagram social media sites. Implementing the networking sites provides additional ways for citizens to interact with the City, and gain useful information. Please go 'Like' and 'Follow' us now!