



# Business Connection

CITY OF SOUTH GATE

November 2018

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

#### Phone

(323) 563-9535

#### Email

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

#### Mobile App

South Gate Connect

# Business Connection

## 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

Southeast Los Angeles  
**America's Job Center**



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](http://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](http://www.southgatecc.org)

 **Tweedy Mile Business Association**  
(323) 564-8233  
[www.tweedymile.org](http://www.tweedymile.org)

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

 **HubCities Consortium**  
One-Stop Career Center  
(323) 586-4700  
[www.hubcities.org](http://www.hubcities.org)

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

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

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