

Business

in Chula Vista: Past | Present | Future



CHULA VISTA
CHAMBER
OF COMMERCE

2011 membership & resource guide

There's something for everyone!

business

in Chula Vista



Early Days of Chula Vista

As Chula Vista celebrates its centennial, let's take a moment to reflect on Chula Vista's past.

We've come a long way!

The Early Days

The history of the area known as Chula Vista, can be traced back millions of years through prehistoric fossils of both land and sea types. Around 3000 B.C., Yuman-speaking people began moving into the area. Many of the Native American Indians in San Diego today are descendants of the Kumeyaay tribe who roamed here for hundreds of years.

The Coming of the Spanish

In 1542, a fleet of three small ships sailed into San Diego Harbor commanded by Juan Rodriguez Cabrillo. These explorations led the Spanish to claim the land. In 1795, Chula Vista became a part of a Spanish land grant known as Rancho del Rey or "The King's Ranch." When Mexico formed its own government in 1831, Rancho del Rey became known as Rancho del la Nation or National Ranch. The ranch encompassed the area now known as National City, Chula Vista, Bonita, Sunnyside and the Sweetwater Valley. Rancho del la Nation was used by the Spanish as grazing land for their cattle and horses until 1845 when it was granted to John Forster, the son-in-law of Mexican governor Pio Pico.

The United States claimed California following the Mexican-American war in 1847. Even though California became a state in 1850, land grants were allowed to continue as private property under American law.

The American Boom

Forster continued to operate the ranch for ten years until he sold it to a French developer. The land was then again sold to the Kimball brothers in 1868 for \$30,000. Frank, Warren and Levi Kimball intended to develop the land into productive American-style cities and farms. Frank Kimball is also responsible for bringing the Santa Fe Railroad to San Diego, with its first terminus in National City.

Several directors of the Santa Fe Railroad and Colonel W.G. Dickerson, a professional town planner, formed the San Diego Land and Town Company. The company set out to develop lands of

the National Ranch for new settlers. They issued promotional material to attract settlers that read: "Upon the best part of this tract, 5,000 acres are being subdivided into five acre lots with avenues and streets 80 feet in width running each way, the steam motor road passing through the center. This tract, known as Chula Vista, lies but a mile from the thriving place of National City." With this announcement, the boom of the 1880s was on.



Proudly flanking the then-new bronze plaque on Sweetwater Dam are, left to right, William Green Dickinson and Frank A. Kimball.

HISTORICAL COLLECTION, TITLE INSURANCE CO. UNION TITLE OFFICE

These five-acre lots sold for \$300 per acre in 1887. The purchaser was required to build a home within six months on the parcel. By 1889, ten houses were under construction and land sales were excellent. And thus, the City of Chula Vista was created.

A resident, James D. Schulyer, suggested the name Chula Vista for the town and the San Diego Land and Town Company adopted it. Chula Vista can be roughly translated in Spanish as "beautiful view."

yesterday | today | tomorrow

With its favorable location, Chula Vista is an ideal location for both corporate giants and family-owned businesses.



The Orchard Period

In 1888, the Sweetwater Dam was completed to bring water to Chula Vista residents and their farming lands. Frank Kimball became the State Commissioner of Agriculture and discovered citrus trees to be the most successful crop for the area. Chula Vista eventually became the largest lemon-growing center in the world for a period of time.

A railroad was built to connect San Diego, National City, Chula Vista and Otay. This railroad, known as the National City and Otay Railroad, flourished for many years.

On October 17, 1911, an election was held in Chula Vista to incorporate and the people voted in its favor. The State of California approved this Act of Incorporation in November. The Board of Trustees of Chula Vista held an election at the office of the People's State Bank and E.T. Smith was elected President.

Local farmers continued to grow lemons as their primary crop and used over eight packing houses in the city. However, terrible weather came to the area in the following years causing severe damage. Crops suffered from a severe freeze in 1913 and droughts in 1914 and 1915. The Floods of 1916 caused major damage with a break in the Lower Otay Dam causing millions of gallons of water to empty out in two and a half hours. Railroad tracks near Second Avenue were swept away, 23 homes were destroyed and more than 20 people were killed.

World War I and the Great Depression

In February 1916, the Hercules Powder Company began the design and construction of a kelp processing plant covering a 30-acre plot of land in Chula Vista. Kelp was an ideal source of materials used in the production of explosives. The plant produced potash and acetone to make cordite, a smokeless powder used extensively by the British armed forces in World War I. Hercules produced 20,838,000 kilos of cordite for the British government during the war, making it the largest kelp harvesting fleet in the world at the time. The plant was located on what is now known as Gunpowder Point currently the home of the Chula Vista Nature Center.

Although the Great Depression affected Chula Vista significantly, agriculture still provided considerable income for the residents. In 1931, the lemon orchards produced \$1 million dollars in revenue and the celery fields contributed \$600,000.

World War II

World War II ushered in changes that would affect the City of Chula Vista forever. The principal reason was the relocation of Rohr Aircraft Corporation to Chula Vista in early 1941, just months before the attack on Pearl Harbor. Rohr employed 9,000 workers in the area at the height of its wartime production. With the demand for housing, the land never returned to being orchard groves again. The population of Chula Vista tripled from 5,000 residents in 1940 to more than 16,000 in 1950.

Post War Chula Vista

After the war, many of the factory workers and thousands of servicemen stayed in the area resulting in the huge growth in population. During those years, numerous schools, homes, banks, restaurants, gas stations and shopping centers opened to accommodate the growing number of residents. The last of the citrus groves and produce fields disappeared as Chula Vista became one of the largest communities in San Diego.

To learn more about the history of Chula Vista, please visit the Chula Vista Heritage Museum or check out the local history room at the Chula Vista Public Library.



Business Today

Companies based in Chula Vista not only enjoy the convenience of nearby interstate freeways and airports, they also enjoy quick access to major shipping ports in the neighboring National City and San Diego. Moreover, Chula Vista offers many enterprising businesses the unique benefits of twin plant “maquiladora” facilities in nearby Mexico. Firms operating in Chula Vista can take advantage of the vast labor pool of resources on both sides of the international border.

The Role of the Chula Vista Chamber of Commerce

The Chula Vista Chamber of Commerce was established in

1927 as a non-profit nonsectarian and non-partisan organization. With its over 1,000 members, the Chamber’s mission is to develop a

partnership between business and professional people that promote the free enterprise system. The Chamber believes that responsible economic development is vital to the future growth of our community; a responsible City government is necessary for a healthy business climate. The Chamber serves as the voice for over 1,000 local businesses that provide jobs, generate tax revenue, build infrastructure, and provide consumer services for Chula Vista.

The Chamber of Commerce publishes an online newsletter, *News & Views*, which informs members of programs, activities and events within the city. It also contains articles written by professional business leaders in the community. *News & Views* also includes briefs on legislation impacting the business community and major accomplishments of the Chamber of Commerce.

Our members have been and will continue to be a key contributor to Chula Vista’s economy and help foster the growth of new business and commerce throughout the region. They also make significant contributions to the local economy, employing over 30,000 individuals in Chula Vista.

The Chamber will continue to identify major issues affecting the community including economic development, redevelopment/revitalization, the bayfront, healthcare, transportation, education, and the environment.

Small Business Programs

Chula Vista has grown significantly over the past several years, and the small business community has been a solid contributor to this growth. This business sector accounts for the vast majority of Chula Vista’s business population and is growing. These small businesses stabilize our employment base and have contributed to the City’s economic engine for decades. Because of these factors, the City of Chula Vista is committed to creating a

“business-friendly” environment that encourages small business development and success.

Over the past few years, several new business retention, expansion, and attraction programs have been spearheaded by the City. These programs have been implemented to support and promote the economic stability and growth of the small business community.

The ABCs of Starting a Business

This in-depth business resource guide identifies several important steps to starting a business in the City of Chula Vista. The resource guide is available at the City of Chula Vista Economic Development Office, 276 4th Avenue, Building 300. You can also download the guide from the City’s website at www.chulavistaca.gov. For more info, contact Craig Ruiz at (619) 691-5248.

Smart Business Links (SBL)

A proactive Business Retention and Expansion program that consists of a collaboration of 10 public and private agencies that are committed to helping Chula Vista’s business community grow in today’s economy. SBL is designed to increase communication, build trust, assess business needs,



and facilitate a strategic and rapid approach to assisting the business community. SBL partner agencies include: San Diego Gas & Electric Co., South County Economic Development Council, South Bay Business Services, Chula Vista Chamber of Commerce, Third Avenue Village Association, CDC Small Business Finance Corporation, San Diego Capital Collaborative, Small Business Development & International Trade Center at Southwestern College, and the County of San Diego.

SBL simplifies the navigation process for the business owner by providing one key contact who can assemble a team to address the needs of the business. For additional information on this



program or to schedule an appointment to discuss your business needs, contact Craig Ruiz at (619) 691-5248.

Early Assistance Program

A business retention, expansion and attraction program designed to provide pertinent information on zoning, permit and other regulatory requirements, time frames and estimated costs, to assist the business owner with making informed decisions. Activities also include troubleshooting and permit expediting for key businesses. For more info, contact Miguel Tapia at (619) 691-5291.

San Diego Regional Enterprise Zone

The State of California Enterprise Zone Program was created to encourage business investment and job creation in economically disadvantaged geographic areas. The City of San Diego administers the SDREZ on behalf of the cities of Chula Vista, San Diego and National City and the Port of San Diego. The primary benefits for businesses within the EZ are state income tax credits for hiring qualified employees and sales tax credits on purchases of qualified machinery and equipment. Employees hired through the EZ program also receive tax benefits on their State income taxes.

For more info about eligibility requirements, area boundaries, etc., contact Craig Ruiz at (619) 691-5248.

Business Improvement Grant Program

The BIG program is designed to assist eligible retail property and business owners located within the City’s Redevelopment Project Areas, with exterior façade improvements. The BIG program will provide a maximum of \$20,000 in grant funds for improvements that may include exterior signage, energy efficient lighting, paint, and more. Property and business owners are required to meet specific eligibility criteria. Priority consideration will be given to business owners willing to make matching investments. For more info, contact Janice Kluth at (619) 691-5022.

San Diego Regional Revolving Loan Fund (SDRRL) Program

The Cities of San Diego and Chula Vista have matched a \$1.5 million grant from the Economic

Chula Vista Major Employers

Businesses with 150+ employees

Long home to Goodrich Aerostructures, Chula Vista is attracting other large dynamic companies and major businesses with over 150 employees, both private and public, that have provided a vital economic stability for Chula Vista.

Specialized Business

Allied Waste Services	Solid Waste Management
ATC Vancom, Inc.	Transit/Bus Service
Bayview Hospital/Mental Health Systems	Hospital
DNP Electronics America, LLC	Electronics
Fredericka Manor Retirement Community	Elderly Care Facility
Goodrich Aerostructures	Aerospace Manufacturer
Hitachi Home Electronics (America), Inc.	Electronics
Knott's Soak City USA	Amusement Park
Ratheon Systems	Aerospace Manufacturer
Scripps Health	Hospital
Sharp Chula Vista Medical Center	Hospital
South Bay Boat Yard	Personal Services

South Bay Community Services	Social Service Agency
United Parcel Service (UPS)	Delivery Services

Government

Chula Vista Elementary School District	Elementary School District
City of Chula Vista	Municipal Government
Department of Social Services	Social Services Agency
Southwestern College	Community College
Sweetwater Union High School District	Secondary School District
United States Border Patrol	Government Agency

Retail

Fuller Ford Honda KIA	Automotive Retailer
Home Depot	Construction Merchandise
Macy's	Department Store
Costco	General Merchandise
Sears	Department Store
Target	General Merchandise
WalMart	General Merchandise



Development Administration (EDA) to develop the SDRRLF. The \$3 million fund operates in the two cities to provide small business assistance and generate neighborhood commercial district revitalization. The SDRRLF can supplement private financing of new or rehabilitated buildings, fixed machinery and equipment, working capital and soft costs in the Revolving Loan Fund project area. For more info, contact Craig Ruiz at (619) 691-5248.

Small Business Development & International Trade Center

The Southwestern College Small Business Development Center (SBDC) provides free one-on-one business counseling and technical assistance to entrepreneurs in San Diego County. The SBDC sponsors seminars, workshops, and technical training on small business topics. The SBDC's Business Resource Center (BRC) offers the community a business library providing computers, publications, videos, computer resources and on-line information. To access our services, please visit our website at www.sbditc.org or call at (619) 482-6391.

These centers provide a unique set of resources to assist start-up and existing businesses and help them achieve success. One-on-one counseling is available for existing businesses for a variety of issues, including:

- Business plan review/sample plans
- Access to business software/internet
- Databases
- Entrepreneur Library series
- Cash flow management
- Financial analysis
- Human resources management
- Insurance requirements
- Demographics
- Site location
- Advertising/public relations
- Customer service
- International trade expansion
- Import/export regulations
- Exporting to Mexico
- Trade leads
- Publications in English and Spanish

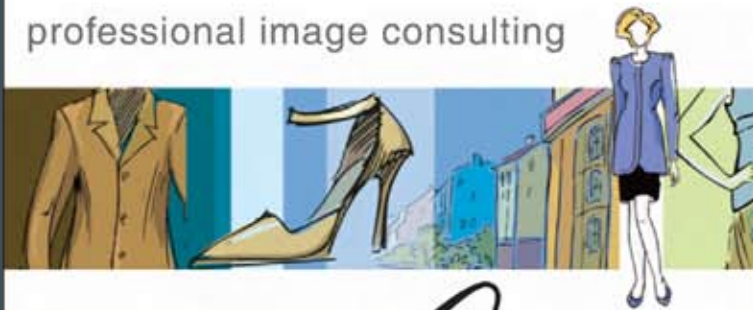
Our training programs, seminars and workshops on small business and international trade issues are offered by industry leaders, experts, and innovators. A complete list of upcoming events is available at the calendar section of www.sbditc.org.

The Future of Business

In early 2009, the City of Chula Vista's Development Services Department launched a comprehensive review of the City's development review process to determine improvements that could streamline it, increase transparency, improve public access, make it more predictable, and reduce processing costs.



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—Yves St. Laurent*



The Department worked with an Oversight Committee comprised of developers, business owners, community organizations, engineers, architects, and contractors to develop process improvement recommendations. On April 20, 2010 the City Council approved the initial phase of improvements to the City's development review process.

The initial phase includes amendments to various sections of the Chula Vista Municipal Code (CVMC) related to development review administration procedures; parking regulations, and non conforming uses/structures, and administrative procedures for the subdivision of land. The amendments are being codified and will be included in the on-line version of the Chula Vista Municipal Code shortly. The amendments to the CVMC are effective as of June 3, 2010.

The City Council also approved a new policy related to public participation. Council Policy #400-02 outlines a comprehensive citywide approach for public participation during the development review process. The new process provides fairness and consistency to all development projects regardless of their geographic location while enhancing opportunities to engage the public early and often throughout the development review process.

Internal processing changes have also been implemented to the initial stages of the development review process to ensure a smoother transition from the "informal" inquiry/pre-application/pre-submittal stage to the "formal" review of a project for compliance with the City's policies, rules, regulations, and standards (pdf).

The Process Improvement Program is an on-going effort. Subsequent efforts will include implementation of project management within the Development Services Department, automation improvements to support quality customer service efforts, and streamlining efforts in the construction permitting and inspection process.



Bi-National Business

Why a Bi-National Business in Chula Vista and Baja California?

Chula Vista, San Diego County's second largest city is located only seven miles and minutes from Baja California's largest city, Tijuana. Tijuana alone has a population of over 1.5 million and Chula Vista is home to 225,000 people.

Transporting goods and people is convenient: Chula Vista and Baja California businesses have easy access to three international airports, four large scale capacity sea ports, and major highways on both sides of the border.

Many corporate headquarters and regional offices are already conveniently located in Chula Vista to support operations in Tijuana and other cities in Baja California.

Chula Vista has land available for build-to-suit operations to support bi-national businesses of all sizes. In addition, the city has quality office and light industrial centers already established within a few miles of the Mexican border, with more planned and under construction.

Chula Vista has a full range of housing options to meet the needs of employees and employers and is known for its relaxed life style in a beautiful setting.

Mexico's free-trade agreements, particularly the North American Free Trade Agreement (NAFTA), offer great financial benefit to U.S. and other foreign businesses manufacturing in Mexico.

U.S. companies establishing operations on both sides of the border benefit from Mexico's lower labor costs and well-trained labor force.

Over 1,000 manufacturing companies employing more than 300,000 workers on both sides of the U.S./Baja California border attest to the level of competitiveness of the region.

Public and private organizations in the U.S. and Mexico offer assistance of all types to bi-national businesses—from locating facilities to interpreting cultural customs. The Community Development Department of Chula Vista is one of the most active and well-connected agencies in this effort.

So, it makes good business sense to "Go Bi-National" starting in Chula Vista. . .

Developing Your U. S. Operation in Chula Vista

The Economic Development Division of Chula Vista's Development Services Department is anxious to assist new businesses to assure their

so are not complicated and are not unlike setting up a company in the U.S. For those who are not familiar with Mexican governmental agencies, however, hiring a professional who has experience with Mexican agencies and knowledge of the procedures is recommended. There are many companies on the U. S. side of the border that specialize in forming companies in Mexico. Chula Vista's Economic Development Division can provide recommendations.

Companies and branch offices in Mexico will need a Registro Federal del Causante (RFC), which is the Mexican taxpayer registry number.

After obtaining an RFC, the company will be issued a Cédula—the RFC identification card which is the official OK to begin business transactions.

Manufacturing Opportunities in Mexico

The Mexican government has established what is known as a maquila program. The program allows foreign companies to set up Mexican assembly or production companies, maquiladoras, and temporarily import into Mexico, duty-free, raw materials, machinery, components, equipment, and packaging which will be used to produce and re-export the resulting products. The maquiladora program and the

labor cost differential in Mexico prove very advantageous for foreign manufacturers.

Maquila operations often function under a twin-plant scheme. A portion of the process takes place somewhere close to the border on the U.S. side and another part of the process takes place in Mexico. Hitachi, Bose, Toyota, Mattel and Sony operate twin plants and are some of the largest among more than 800 maquiladoras now operating in Baja California—the majority in Tijuana.



successful location in Chula Vista. Starting a new business requires a major commitment of time, energy, and capital. Depending on the nature of the business, zoning, planning, and building permits may be needed in addition to the required business license. A dedicated project manager from the economic development team will be assigned to serve as a liaison throughout the process.

Expanding into Mexico

In order for a foreign company or individual to engage in business in Mexico, it must either establish a branch office in Mexico or establish a Mexican company. The requirements for doing



Setting up a maquiladora requires processing necessary permits and other legal transactions with Mexican governmental agencies. Professionals specializing in maquiladora set up will systematically work through each process with or for companies. Mexico's Secretaría de Comercio y Fomento Industrial (SECOFI), the Secretary of Commerce and Industrial Development, is responsible for regulating the maquila program.

Foreign companies hesitant to establish a privately owned maquiladora can choose to operate in Mexico through a Shelter Operator. The Shelter Operator handles all administrative and legal requirements for the foreign company—it can locate and provide the manufacturing facility, supply the labor and provide on-going administrative services for the foreign company. The foreign company provides the components, inputs, machinery, and know-how for the business—the Shelter Operator does the rest.

Taking Advantage of the World's Largest Free Trade Area

NAFTA (North American Free Trade Agreement) created the world's largest free trade area and provides tariff benefits on U.S. goods that are exported to Mexico and Canada. NAFTA created a free trade area, not a common market. Customs administrations still exist and goods entering Mexico, Canada, or the United States must comply with each country's regulations. NAFTA has simplified those regulations.

Those interested in exporting to Mexico from the U.S. and taking advantage of NAFTA benefits should refer to the "harmonized tariff schedule number" and Rules of Origin for the export product. That information, as well as other details about NAFTA, is available at the U.S. Government Export website or from a licensed Customs Broker.

An added benefit of a bi-national operation is that Mexico has generous trade agreements with many countries in addition to the U. S. and Canada. Businesses operating in Mexico that will be importing and/or exporting with other countries will want to explore the world-wide trade agreements Mexico has established.

Customs and Crossing the Border

Bi-national businesses interface with both U. S. and Mexican Customs officials and Border/ Immigration officials. Customs regulations deal with importing and exporting goods while border/ immigration regulations deal with people.

In the United States, U.S. Customs and Border Protection is managed under the Office of Homeland Security. In Mexico, the Secretaria de Hacienda y Crédito Público manages Customs issues (Aduana) while the Secretaría de Gobernación handles border/immigration regulations.

Crossing Goods/ Custom Brokers

Businesses transporting goods across the border in either direction must hire U.S. and Mexican Customs Brokers. The U.S. Customs Broker performs the necessary business on behalf of the U.S. company with the U.S. Customs Service while the Mexican Customs Broker performs the necessary business on behalf of the Mexican company with the Mexican Customs officials. Customs Brokers, who are licensed by their respective governments, coordinate all import and export documentation for their clients.

Transporting imported and exported goods is best handled through professional trucking companies. Carriers coordinate directly with the Customs Brokers in order to have all required documentation with them at the time of import or export.

Crossing People

The border ports of entry between the United States and Tijuana are the busiest in the world with over 155,000 northbound crossings daily! Congestion and delays at the border are not uncommon but those who understand the requirements and avoid peak crossing times are able to navigate the crossings fairly quickly and easily.

U.S. citizens traveling to Mexico should access "Know Before You Go" information

from the U.S. Border Protection website to inform themselves about returning to the United States from a visit or business trip to Mexico.

The Mexican government requires that all travelers have proof of citizenship and photo identification for entry into Mexico. As of January 8, 2007, U.S. citizens traveling to Mexico by air must have a valid U.S. passport and by June 1, 2009, a valid passport will be required for those traveling by land and sea. Prior to those dates, it is advisable to enter Mexico with a valid passport, a birth certificate and photo identification, or a naturalization certificate.

Business travelers to Mexico who will be doing business in the country for an excess of 30 days must request an appropriate visa from Mexican officials. That visa is most commonly an FM-3, a business visa for multiple entries and the preferred document for those engaged in bi-national business.

Business people and others who cross frequently from Mexico into the United States by car, benefit from securing a SENTRI pass issued by U. S. Customs and Border Protection. SENTRI (Secure Electronic Network for Travelers Rapid Inspection) allows pre-enrolled participants to use dedicated border crossing lanes that are open daily during specified hours.

Registered vehicles are issued transponders and individuals are issued identification cards that are electronically read as they approach the dedicated SENTRI lanes. SENTRI participants save considerable time when crossing the border into the United States. A similar program, FAST, exists for commercial vehicles and transporters.

Helpful Resources for Bi-National Businesses

Numerous public and private organizations and businesses offer information and assistance for those interested in establishing a bi-national business.



Helpful Resources

US-Based Resources

City of Chula Vista, Economic Development Division: Assists in establishing companies within the city and locating services and business contacts in Mexico.
www.chulavistaca.gov / (619) 691-5047

Chula Vista Chamber of Commerce:
www.chulavistachamber.org

San Diego Regional Economic Development Corporation: www.sandiegobusiness.org

NAFTA, North American Free Trade Agreement:
www.mac.doc.gov/nafta

SANDAG, San Diego Association of Governments: www.sandag.org

San Diego World Trade Center:
www.sdwtc.org

SENTRI, Secure Electronic Network for Travelers Rapid Inspection: www.cbp.gov
 (type SENTRI in the search area)

Small Business Development and International Trade Center: www.sbditc.org

South County Economic Development Council:
www.sandiegosouth.com

U.S. Customs and Border Protection:
www.cbp.gov

U. S Department of Commerce Commercial Service: www.trade.gov/td/tic
www.buyusa.gov/sandiego

Mexico-Based Resources

Tijuana Economic Development Corporation: Assists in attracting and retaining industrial investment in Tijuana. www.tijuana-edc.com

Maquiladora Industry Association of Tijuana, Asociación de la Industria Maquiladora y de la Exportación de Tijuana: www.aim.org.mx

Mexican National Bank for Foreign Trade, Bancomext: Find information on the process and requirements for setting up a company in Mexico.
www.bancomext.com

National Chamber of the Transformation Industry, CANACINTRA: Tijuana branch provides support to manufacturers establishing in the area. www.canacindra.net

Mexican Consulate in San Diego:
www.consulmexsd.org



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- Deposit slips and endorsement stamps done electronically
- Same-day processing and availability of funds*
- Check images and customized reports are available online for 90 days
- On-site setup, training and support



Call or email our
Cash Management Services team

Go remote today
800/293-6494
cm@myisland.com

Remote deposit service is subject to underwriting and risk assessment.

*If transmitted to The Island before 4 p.m. weekdays.

CLEAN Business Program

The Chula Vista CLEAN Business program is designed to help small businesses become sustainable, or "CLEAN." The program certifies and promotes businesses that demonstrate environmentally friendly practices and conserve resources. Participation in the program is voluntary and free. A CLEAN business adapts its practices to conserve and use renewable resources and holds itself accountable for environmental and social impacts. It operates in a responsible manner and protects the environment whenever possible.



APPLICATION. Review the certification criteria and checklists that can be found at www.chulavistaca.gov/clean. Complete the checklists by indicating the suggested practices your business would like to implement. Once implemented, fill out and submit an application and your completed checklists for review.

VERIFICATION. Allow program staff to verify the selected measures and track your progress by arranging for a site visit at your business. Call (619) 691-5122 and select #6 from the menu to set up a visit. Once certified, your business will be presented with a certificate and window decal.

RECOGNITION. Submit a business description and a picture of your choice. These will be used on the Chula Vista CLEAN Business web page to advertise your business—at no cost to you!

Free Energy & Water Evaluations

Learn ways to reduce your utility bill! Free on-site energy and water evaluations are available for businesses (and homes) in Chula Vista. The 30-minute evaluations are performed by trained City staff and will help you identify opportunities to improve efficiency and lower utility costs. During the evaluation, staff will review your building's envelope (such as windows and doors), lighting, water heating, air conditioning, appliances, plumbing fixtures, as well as outdoor landscaping! They'll also help you understand your utility bills.



Sign up through the Free Resource & Energy Business Evaluation (FREBE) program's online appointment calendar at www.chulavistaca.gov/clean.

Appliance Exchange Program

Businesses and residents can save money when purchasing new high-efficiency refrigerators, freezers, clothes washers, dishwashers, water heaters, or heating/air conditioning systems. In order to receive the \$50-\$200 instant rebate, the new appliances must meet certain energy & water efficiency standards and be purchased at a participating Chula Vista appliance store:

Best Buy, Otay Ranch Town Center or South Bay Marketplace

The Home Depot, Rancho Del Rey or EastLake Terraces

Kmart, Rancho Del Rey

Pacific Sales, EastLake Design Center

Sears, Chula Vista Center

Appliances must be installed at a Chula Vista address (limit 1 appliance of each category per address) and must replace an existing inefficient appliance which is then recycled.

SAVE Money & Energy!

1 Look for this logo ▶▶

2 Find this label ▼



Appliance features and manufacturer

Estimated Annual Operating Cost

Range: Indicates least to most energy used annually.

Estimated annual energy use

Need more info?
www.fic.gov/appliances

This program is partially funded by California state government under the auspices of the California Public Utilities Commission and by the American Recovery and Reinvestment Act under the auspices of the Department of Energy.



A Sempra Energy utility



Internet Resources

Chula Vista's preferred resources for highlights and community information:

My Hometown Magazine



Community Connection
www.chulavistaca.gov



Local & Regional Resources

Allied Waste Services
www.sd.disposal.com

Asian Business Association Chamber of Commerce
www.abasd.org

Bonita Business & Professional Association
www.bonitacalifornia.org

Chula Vista Chamber of Commerce
www.chulavistachamber.org

Chula Vista Convention & Visitors Bureau
www.chulavistaconvis.com

Chula Vista Elementary School District
www.cvesd.k12.ca.us

City of Chula Vista
www.chulavistaca.gov

CLEAN Team (all things environmental)
www.chulavistaca.gov/clean

CleanTECH San Diego
www.cleantechsandiego.org

County of San Diego
www.co.san-diego.ca.us

Port of San Diego
www.portofsandiego.org

San Diego Association of Governments (SANDAG)
www.sandag.cog.ca.us

San Diego Better Business Bureau
www.sandiego.bbb.org

San Diego Business Journal
www.sdbj.com

San Diego Convention & Visitors Bureau
www.sandiego.org

San Diego County Hispanic Chamber of Commerce
www.sdchcc.com

San Diego Daily Transcript (Business News)
www.sddt.com

SDG&E
www.sdge.com

San Diego Regional Chamber of Commerce
www.sdchamber.org

San Diego Regional Economic Development Corp.
www.sandiegobusiness.org

San Diego Regional Technology Alliance
www.sdrta.org

San Diego Technology's Perfect Climate
www.techsperfectclimate.org

San Diego Union Tribute (daily newspaper)
www.signonsandiego.com

San Diego Workforce Partnership, Inc.
www.workforce.org

SANIS (San Diego city and county maps)
www.sangis.org

South County Economic Development Council (SCEDC)
www.sandiegosouth.com

Southwestern College
www.swc.cc.ca.us

The Star News - Chula Vista
www.thestarnews.com

Sweetwater Union High School District
www.suhsd.k12.ca.us

Third Avenue Village Association
www.thirdavenuevillage.com

UCSD CONNECT (high-tech/biotech resource)
www.connect.org

State Resources

California Chamber of Commerce
www.calchamber.com

California Dept. of Transportation (CalTrans)
www.dot.ca.gov

CA EPA On-Line Business Permit Assistance Program
www.calgold.ca.gov

CA Materials Exchange/CalRecycle
www.calrecycle.ca.gov/calmax

CA Taxpayers Association
www.caltax.org

California Technology, Trade & Commerce Agency
www.commerce.ca.gov

Connectory (Buyer/Supplier Network)
www.connectory.com

Department of Finance (Demographics/Data Center)
www.dof.ca.gov

Employment Development Department
www.edd.cahwnet.gov

Employment Training Panel (Training Programs)
www.etp.cahwnet.gov

Franchise Tax Board
www.ftb.ca.gov

Labor Market Information
www.labormarketinfo.edd.ca.gov

State Board of Equalization
www.boe.ca.gov

National Resources

American Chamber of Commerce Research Association
www.acfra.org

Bureau of the Census
www.census.gov

Department of Commerce
www.doc.gov

Department of Labor (Bureau of Labor Statistics)
www.dol.gov

FedWorld
www.fedworld.gov

Housing & Urban Development
www.hud.gov

National Black Chamber of Commerce
www.nationalbcc.org

National Center for Education Statistics
www.nces.ed.gov

Occupational Safety & Health Administration
www.osha.gov

Patents & Trademarks
www.uspto.gov

Small Business Administration
www.sba.gov

US Business Advisor
www.business.gov

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