Focus on

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"Focus on Fullerton" is a publication of the City of Fullerton, 303 W. Commonwealth Ave., Fullerton, CA 92832.

Ring in the new year at 'First Night Fullerton!'

The old year will get a grand send-off Friday, Dec. 31, when the City of Fullerton presents its 20th annual "First Night Fullerton," a New Year's Eve celebration featuring live entertainment, children's activities and a fireworks finale.

Admission is free.

The festivities will take place from 7 p.m. to midnight, and will feature dozens of events at numerous sites in historic downtown Fullerton.

The "First Night" program began in Boston in 1976, as a cap to the nation's

bicentennial. The event's goal is to broaden public appreciation of the visual and performing arts while offering an alternative to the traditional New Year's Eve celebrations which focus on alcohol and drinking.

There are now several hundred "First Night" cities throughout the U.S. and Canada. Fullerton was the first California city to offer the event, and is the only Orange County community to present a "First Night" celebration this year.

Events will include a variety of band performances, entertainers, art exhibits, and children's rides and activities. Party-goers

> will even be able to ice skate on a unique synthetic surface that resembles the real thing.

> A fireworks finale will cap the celebration at midnight.

While admission to all "First Night" activities is free, a fee of \$2 to \$7 will be

charged for children's rides and activities.

A variety of food booths will be selling items throughout the evening, and most downtown restaurants will be open and are within walking distance of the "First Night" festivities.

"First Night Fullerton" is produced by the Fullerton Parks and Recreation Department. For more information call the Fullerton Museum Center at (714) 738-6545.



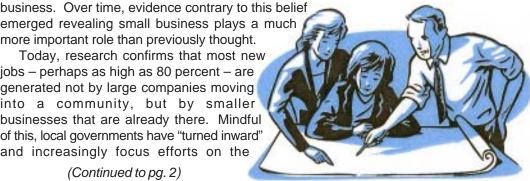
'First Night' fireworks usher in new year!

Business retention and expansion in Fullerton: planting the seeds of economic prosperity

Thirty years ago, a popular notion among economists was that larger companies generated most of the country's economic vitality and were the primary source of new jobs. As such, local governments devoted significant resources to the attraction of big

emerged revealing small business plays a much

Today, research confirms that most new jobs - perhaps as high as 80 percent - are generated not by large companies moving into a community, but by smaller businesses that are already there. Mindful of this, local governments have "turned inward" and increasingly focus efforts on the



Visit the City's web site: www.ci.fullerton.ca.us or www.cityof fullerton.com

Your water supply: keeping it safe and secure for the future

The City of Fullerton's drinking water comes from two primary sources: local groundwater and imported water. The

blending of these sources varies according to the time of year and your geographic location within the City. This diversified source ensures a reliable water supply during times of drought, regulatory constraints and other emergencies. Additionally, our diverse water supply portfolio helps to keep rates competitive.

Ground water

Currently, approximately 62 percent of Fullerton's overall supply comes from local groundwater wells in the Orange County Groundwater Basin. The groundwater basin is managed by the Orange County Water District (OCWD) who sets the safe pumping percentage each year. In the past, the City has pumped as much as 75 percent of its supply. This alleviates our dependency on costly imported water. The City operates 11 groundwater wells within the service area.

Imported water

Approximately 38 percent of the City's water is purchased

from the Metropolitan Water District of Southern California, a regional water wholesaler that delivers imported water from Northern California and the Colorado River.

State Water Project

The State Water Project, also known as the California Aqueduct, transports water 600 miles from Northern California to the southern portion of the state. It is owned and operated by the State of California and is the longest aqueduct system in the world, featuring 23 dams and reservoirs, 22 pumping plants that lift water to heights of 3,500 feet, and six power plants. The aqueduct is comprised of 473 Los Angel miles of canals, 175 miles of pipeline and 20

miles of tunnels.

Colorado

Colorado River Project

The Colorado River Aqueduct brings water 242 miles from the Colorado River through deserts and over mountain ranges

to its terminal reservoir, Lake Mathews, in Riverside County. The aqueduct system includes five pumping plants that lift the water 1,617 feet.

For information about the City's drinking water sources call the City's Water Engineering Office at (714) 738-6845.

More about:

Business retention, expansion plants seeds of prosperity

(Continued from pg. 1)

retention and expansion of existing businesses.

The City of Fullerton has long recognized that its primary economic development role is to assist, facilitate, and support private enterprise in the creation of jobs. Through the implementation of its economic development program, the City supports the expansion of its existing businesses, indirectly resulting in the creation of new jobs. Two avenues through which the City demonstrates its support for local business and job creation are the Commercial Rehabilitation Loan Program and the Economic Development -Action Team.

Commercial Rehabilitation Loan Program

Administered by the Fullerton Redevelopment Agency, the Commercial Rehabilitation Loan Program provides business applicants with zerointerest loans for the rehabilitation and improvement of commercial property located in redevelopment project areas.

The loan program is designed for maximum flexibility. For example, property owners may apply for a loan to restore the exterior of historic buildings located in the historic downtown core or to complete seismic upgrades of unreinforced masonry construction. Business tenants are also encouraged to apply for funding as the loan may be used for the improvement of the exterior/interior leased space, including the purchase of immovable fixtures and equipment.

Repayment of loans that are made to property owners are deferred until the sale or transfer of the property; in the

case of loans made to tenants, the loan is repaid in 10 equal annual installments. The loan program has been quite successful in spurring business activity, especially in Fullerton's historic downtown core, and the Agency has a portfolio of nearly 60 loans with a combined value of approximately \$5 million. As in many other private/public loan programs, applicants are required to provide collateral and loan matches.

Economic Development Action Team

Created in 1993, the Economic Development Action

Team (EDAT) provides high-level custome service to businesses looking to expand ar existing operation, as well as new businesses that may be considering Fullerton as a home.

The EDAT is composed of key and a service to businesses that may be considering Fullerton as a home. Team (EDAT) provides high-level customer service to businesses looking to expand an existing operation, as well as new businesses

The EDAT is composed of key staff members from several City Departments, including Building, Engineering, Fire, Planning,

and Redevelopment and Economic Development. The mission of the Team is to educate business owners and "guide" them through the so-called "red tape."

Proving that City Hall wants to create an environment conducive to business, EDAT works one-on-one with business owners and provides them with a coordinated explanation of City services, clarifies the business fee structure, reviews the approval process, discusses permits, and responds to questions and concerns.

For further information regarding either the Commercial Rehabilitation Loan Program or EDAT, please contact Nicole Economic Development Manager, at NicoleC@ci.fullerton.ca.us or 714-738-4102.

Winter Market brings festive start to holiday season!

The holiday season will get off to a festive start when the City of Fullerton presents "Winter Market" Saturday, Dec. 4!

The Market, which will be open from noon-5:30 p.m. on Wilshire Avenue, between Harbor Boulevard and Pomona Avenue, will offer a variety of vendor booths for early Christmas

shopping, plus holiday entertainment and food booths.

Even Santa Claus will take time out of his busy schedule to attend the Market and pose for free photos with children from noon-4 p.m.!

There will also be face painting and a bounce house for children. For grown-ups, the Fullerton Museum Center will have a beer and wine garden for

adults needing a little libation after a busy afternoon of shopping.

In addition, Fullerton's Firefighters will be on hand to accept new toys for needy children as part of their annual "Spark of Love" toy drive.



Tree-lighting ceremony in Downtown Plaza a highlight of Winter Market

The festivities will be topped off with a holiday tree lighting ceremony in the Downtown Plaza at 5 p.m. The Plaza is on Wilshire, east of Harbor, and adjacent to the Museum Center.

Admission to the Market is free.

Parking may be found in any of the free downtown lots or

in the parking structures at Wilshire (enter from Harbor); Lemon Street and Chapman Avenue; and in the Transportation Center on Pomona and Santa Fe Avenue.

Further information about Winter Market may be obtained by calling the Fullerton Museum Center at (714) 738-6545.

Persons requiring special accommodations to attend the Market are asked to

notify the Museum staff prior to Dec. 4.

Winter Market is the successor to the annual "WinterFest" sponsored by the Downtown Business Association. The Association cancelled "WinterFest" this year due to budget cuts.

BEI GOOD OF THE PLANT

Holiday Toy Express 2010

All aboard for holiday fun!

6:45 p.m. Dec. 11

Fullerton Station 120 E. Santa Fe Ave.

Sponsored by Metrolink

The train will arrive with a carload of lights and decorations, entertainment, plus Santa Claus!

Please bring a new, unwrapped toy for the Fullerton Firefighters' "Spark of Love" toy drive for needy children.

City has direct line to Santa!

Attention, kids: If you're wondering how you'll get your holiday wish list to Santa Claus before Christmas, the Fullerton Parks and Recreation Department stands ready to lend you a hand.

By special arrangement with the North Pole, Parks and Recreation has established a direct mail route to Santa.

Through Dec. 19, special North Pole Express Mailboxes will be found in the lobby of Fullerton City Hall, the Children's Library of the Fullerton Main Library, the Hunt Branch Library, and at Independence Park.

Letters deposited in these boxes will be guaranteed a response from the great man himself. All the writer has to do is include a stamped, self-addressed envelope.

To make it even easier for kids, Parks and Recreation has prepared special Santa letter forms, which can be found at each mailbox. All a child has to do is write his or her letter on one of the forms, drop it and a return envelope in the mailbox, and leave the rest to Santa. And please, one letter per envelope.



Remember: The mailboxes will only be in place until Dec. 16 at City Hall, 303 W. Commonwealth Ave. and the Hunt Branch Library, 201 S. Basque Ave.; Dec. 18 at Independence Park, 801 W. Valencia Drive; and Dec. 19 at the Main Library, 353 W. Commonwealth Ave.

For more information call the Fullerton Parks and Recreation Department at (714) 738-6575.

HEAL: City of Fullerton takes lead in obesity prevention

Traditionally, a City Council finds itself voting on items such as new developments, municipal codes, street and storm drain projects, and street improvements.

However, the Fullerton City Council recently became a ground-breaker by formally approving a resolution specifically designating the city's commitment to obesity prevention.

Fullerton is the second Orange County city – and one of more than 40 California cities - to become a member of the Healthy Eating Active Living Cities Campaign (HEAL), a statewide campaign aimed at introducing changes in city policies and environments to reduce local obesity and physical inactivity rates and related costs.

"Obesity is an epidemic in this country, and we should be working toward healthy lifestyle choices," said Mayor Pro Tem Pam Keller. "Our primary goal is to encourage healthy eating and physical activity to help prevent or reduce obesity and its related risk factors like heart disease and diabetes."

Keller said the Council's action comes none too soon, noting that In California, studies show more than half the adult population is obese or overweight. Studies further show the obesity epidemic costs the state more than \$41 billion a year in health care costs and lost productivity.

Keller said the City will be taking the lead in the campaign for a healthier Fullerton through a number of measures, such as setting nutrition standards for snacks and drinks sold in vending machines placed in City buildings, encouraging employees to walk or ride bicycles to work, to walk on their breaks, and to take "walking meetings" while discussing city issues.

"The city wants to be a model for the children and families who use our facilities," Keller said.

Al Zelinka, community development director for the city, noted the resolution also recommends suggestions for incorporating healthy living into the design and construction of parks, housing developments, streets and commercial areas. Ways of achieving that goal include:

- Prioritizing capital improvement projects to increase opportunities for physical activity.
- Planning and constructing environments that encourage walking, biking and other physical activity.
- Designing walking and biking connections between neighborhoods, schools, parks and recreational resources, and commercial facilities.
- Assisting in the location of new grocery stores, community gardens and farmers markets in under-served neighborhoods to increase access to healthy food, including fresh fruits and

vegetables.

- Examining disparities in access to healthy foods and physical activity facilities or resources and adopting strategies to remedy these inequities.

"Fullerton is a pioneer in providing residents healthy lifestyle choices" said Charlotte Dickson of the HEAL campaign. "It takes an innovative city government to explore new policy approaches that answer both the challenges associated with reduced funding and skyrocketing obesity-related costs.

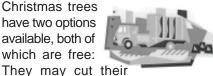
Further information about the HEAL program or the city's obesity prevention resolution may be obtained by calling Heather Allen, planning manager for the city, at (714) 738-6884, or by email at HeatherA@ci.fullerton.ca.us.

Holiday trash schedule

Since both Christmas and New Year's Day fall on Saturdays this year, MG Disposal, the City's trash contractor, says there will be no changes to the collection schedules for those holidays.

Citizens wishing to recycle their

Christmas trees have two options available, both of which are free:



tree up and place it in their yard waste container, or they may place the tree out with their trash on their regular collection day Dec. 27 through Jan. 7.

If a resident selects to place the tree with the regular trash, there are some requirements: tree stands must be removed, as must decorations, lights and tinsel: trees larger than 6 feet must be cut in half; and trees should not be placed in tree bags.

Flocked trees cannot be recycled. Citizens can discard flocked trees by cutting them up and placing them in their trash containers or by calling MG Disposal, (714) 238-2444, to schedule a "bulky item pickup." There is no fee for the service.

Firefighters light spark for needy kids

Fullerton's Firefighters are lighting a spark for needy children.

The Firefighters are participating in the annual "Spark of Love" Toy Drive for disadvantaged children.

The drive runs through Dec. 24, and donations will be accepted up to 5 p.m. that day.

New, unwrapped toys and sports equipment are being sought for the toy drive, and collection boxes have been set up at all six Fullerton fire stations.

All toys collected will be distributed to needy children in Fullerton and Orange County. Because of the great need resulting from the poor economy, the Firefighters are hoping for early donations to ensure that the toy warehouse will be able to fill all toy requests before the holidays.

Fullerton's six stations are: Headquarters, 312 E. Commonwealth Ave.; Station 2, 1732 W. Valencia Drive; Station 3, 700 S. Acacia Ave.; Station 4, 3251 N. Harbor Blvd.; Station 5, 2555 Yorba Linda Blvd.; and Station 6, 2691 Rosecrans Ave.

The Toy Drive is sponsored by ABC7 television and fire departments in Orange, Los Angeles, Ventura, Riverside and San Bernardino counties.

For more information call the Fire Prevention Division of the Fullerton Fire Department at (714) 738-6500.



Museum Center calendar

Shopping Soiree

6-9 p.m. Dec. 9

Fullerton Museum Center Gift Shop Visit our gift shop during the Shopping Soiree and receive 20 percent off everything in the store! Museum members receive 30 percent off. We have everything you could want just in time for the holidays! Kids toys, Fender gifts, jewelry, cards and more. Free gift wrapping will be available.

Stroller Brigade

10 a.m.-noon Wednesdays, through Jan. 12 FREE

Calling all preschoolers, toddlers and their grown ups! Come to the Fullerton Museum Center to enjoy decent-led games, stories, puzzles and crafts.

'Hungry Planet: What the World Eats'

Open to the public through Jan. 16
Based on the book by Peter Menzel and Faith
D'Aluisio, "Hungry Planet: What the World Eats"
documents 12 families from 12 countries. The
exhibit provides a thought-provoking analysis of
worldwide food consumption, examining what we
as global citizens share—or lack. A program of
ExhibitsUSA, a division of the Mid-America Arts
Alliance and the National Endowment for the Arts.

Drop-in Tours of 'Hungry Planet'

First Thursday of every month 6:30-8 p.m.

\$2 admission

Drop by the Fullerton Museum Center for tours of "Hungry Planet: What the World Eats!" Between 6:30 and 8:00pm on the first Thursdays of each month, the museum will have docent-led tours to guide you through this educational exhibit. And it's only \$2!

Hungry Planet Family Day

noon-4 p.m. Jan. 16

Free with regular Museum admission
Don't miss the last day to see "Hungry Planet." "Test
your limits" with unusual tasty treats from Joe's, enjoy
international arts and crafts, a scavenger hunt for
prizes, and drop-in tours. Please bring a canned
food item to donate to Fullerton Interfaith Emergency
Services and help the hungry in our own community.

Call (714) 738-6545 for more information



Too toxic trash

Leftover household products that contain corrosive, toxic, ignitable, or reactive ingredients are considered to be "household hazardous waste" or "HHW." Such waste can be found throughout your home, including the bathroom, kitchen, laundry room and garage.

Disposal of HHW down the drain, on the ground, into storm

drains, or in the trash is illegal and unsafe. Proper disposal of HHW is actually easy: Simply drop the items off at a Household Hazardous Waste Collection Center (HHWCC) for free disposal and recycling.

Many materials including anti-freeze, latex-based paint, motor oil and batteries can be recycled. Some HHWCCs have a "Stop and Swap" program that lets you take partially used home, garden and

automobile products free of charge. There are four HHWCCs in Orange County:

- Anaheim, 1071 N. Blue Gum St. (near 91/57 Interchange)
- Huntington Beach 17121 Nichols St.
- Irvine 6411 Oak Canyon Drive
- San Juan Capistrano, 32250 La Pata Ave.

Centers are open Tuesday-Saturday, 9 a.m.- 3 p.m. Centers are closed on rainy days and major holidays. For more information, call (714) 834-6752 or visit www.oclandfills.com.

Common household hazardous wastes:

- Batteries
- Paint and paint products
- Adhesives
- Drain openers and household cleaning products
- Wood and metal cleaners and polishes
- Pesticides, fungicides/wood preservatives
- Automotive products (antifreeze, motor oil, fluids)
- · Grease and rust solvents
- · Fluorescent lamps and lamps containing mercury
- Mercury (thermometers and thermostats)
- All forms of electronic waste, including computers, microwaves, televisions and monitors
- Pool and spa chemicals
- Medications
- Propane (camping and BBQ)

Tips for household hazardous waste:

- Never dispose of HHW in the trash, street, gutter, storm drain or sewer.
- Keep these materials in closed, labeled containers and store materials indoors or under a cover.
- Re-use products when possible or share with family/friends.
- Purchase only as much of a product as you'll need. EMPTY containers may be disposed of in the trash.
- HHW can be harmful to humans, pets and the environment. Report emergencies to 911.

- On-going Fullerton Certified Farmers Market, 8 a.m.-1:30 p.m. Wednesdays, Independence Park, 801 W. Valencia Drive, east of Euclid Street; (714) 871-5304.
- On-going Women's Club of Fullerton, 6:30 p.m. third Wednesday of month, check www.womenscluboffullerton.org for location; (818) 419-4688.
- On-going Izaak Walton League of America, Fullerton Chapter, 7:30 p.m. second Tuesday of month, Izaak Walton Cabin at Hillcrest Park, 1155 N. Lemon St.; (714) 526-7393 or (714) 871-1829.
- On-going Fullerton American Legion Post 142, second Tuesday of month, Sizzler Restaurant, 1401 N. Harbor Blvd.; no-host dinner 6 p.m., meeting 7 p.m.; (714) 871-2412 or www.fullertonpost142.com.
- On-going Fullerton Garden Club, 9 a.m.noon, second Tuesday of month, Pavilion Room, Fullerton Arboretum, 1900 Associated Road, on CSUF campus; (714) 526-6713.
- On-going Newcomers Club, luncheon meetings fourth Thursday of each month; for women new to area or long-time residents; (714) 992-2356.
- On-going Bingo Night, 7 p.m. third Saturday of month, St. Mary's Catholic Church Parish Hall, 400 W. Commonwealth Ave.; sponsored by St. Mary's Church; (714) 525-2500.
- On-going Fullerton Sunrise Rotary Breakfast Meetings, 7:15-8:30 a.m., Thursdays, Meridian Sports Club, 1535 Deerpark Drive; new members welcome; (714) 743-8670.
- Dec. 8 Fullerton Hills Softball Sign-ups, 6-9 p.m., Lions Field Clubhouse, 1440 N. Brea Blvd.; for girls 4 1/2 -14; (714) 525-4686.
- Dec. 3-4 "Barbershop Holiday Cabaret Show," 7 p.m., Fullerton Senior Multi-Service Center, 340 W. Commonwealth Ave.; sponsor Orange Empire Chorus; a 12:30 p.m. performance will be offered Dec. 4; program will include a meal followed by holiday entertainment; tickets (714) 871-7675.
- Dec. 3-5 Giant Cactus and Succulent Sale,
 10 a.m.-4 p.m., Fullerton Arboretum, 1900 Associated

Road, on the CSUF campus; event will feature thousands of unusual and hard-to-fine cacti and succulents; (657) 278-4010.

- Dec. 4, 11 and 18 Fullerton Pony Baseball 2011 Spring Registration, 9 a.m.-3 p.m., Winters Field, Amerige Park, 300 W. Commonwealth Ave.; open to boys and girls 3-14; players must bring birth certificate and current utility bill to registration; (714) 773-4215 or www.fullertonpony.com.
- Dec. 6 Organist Hyeyeon Kim in Concert, 7:30 p.m., First United Methodist Church, 114, N. Pomona Ave.; sponsor North Orange County Community Concerts; tickets (714) 535-8925.
- Dec. 10 Holiday Craft Fair, 2:30-7 p.m., Parks Junior High School, 1710 Rosecrans Ave.: sponsor Parks Foundation for Education; fair will offer unique and creative gifts; (714) 447-7758.
- Dec. 11-12 "The Nutcracker," 2 and 8 p.m. Dec. 11 and 2 p.m. Dec. 12, Fullerton College Campus Theater, 321 E. Chapman Ave.; presented by the Nouveau Chamber Ballet and the CSUF Symphony Orchestra; tickets (714) 992-7150.
- Jan. 3, 7, 10 and 14 Fullerton Pony Baseball 2011 Spring Registration, 5-8 p.m., Winters Field, Amerige Park, 300 W. Commonwealth Ave.; also, 9 a.m.-3 p.m. Jan. 8; open to boys and girls 3-14; players must bring birth certificate and current utility bill to registration; (714) 773-4215 or www.fullertonpony.com.
- Jan. 9 Bravura Trio in Concert, 3:30 p.m., Sunny Hills High School Performing Arts Center, 1801 Warburton Way; free admission; sponsored by the Fullerton Friends of Music; (714) 525-5836.
- Jan. 30 A Trio for Today in Concert, 3:30 p.m., Sunny Hills High School Performing Arts Center, 1801 Warburton Way; free admission; sponsored by the Fullerton Friends of Music; (714) 525-5836.
- Feb. 10-14 "Singing Valentines," delivered by the Orange Empire Barbershop Chorus; proceeds go to programs promoting music in schools; (714) 879-9628.
- Feb. 27 10th Annual Mardi Gras Ball, 5-10 p.m., Embassy Suites Hotel, 900 E. Birch St., Brea; sponsor Friends of Jazz; proceeds will go toward providing music programs and scholarships in schools; tickets (714) 879-6342.

Send Calendar items to Public Information Office, Fullerton City Hall, 303 W. Commonwealth Ave., 92832. Mark them "Attention: Focus on Fullerton." Items may also be emailed to SylviaP@ci.fullerton.ca.us or faxed to 738-6758. Nonprofit groups only. The items will also be placed on the City's cable channel and the City's web site.