

# Kids Say it Best

## "Why I like Carson"

### WHY I LIKE CARSON



*Carson is a great city, and there are many things to like about it, but what I like most are its ethnic diversity and its friendly, dedicated people.*

*I am half Japanese and half Filipino and my parents came from Hawaii. Living in a city with such a variety of ethnic cultures makes me feel comfortable within my surroundings.*

*Carson is also great because it has a lot of different kinds of ethnic foods like Japanese, Korean, Filipino, Mexican and Island food. My favorite restaurants are Hong Kong Gardens/Bakery and Back Home In Lahaina.*

*People in Carson are very friendly and easy to get along with. Even people you don't know will smile and say, "Hi" to you.*

*The people of Carson are also very dedicated to their community and seem to stay for generations. They call themselves "Carsonites." Some of our teachers at Caroldale either grew up in Carson or went to Caroldale as children, I say, that's some dedication!*

*There are some good schools in Carson. I think my school Caroldale L.C. is the best. I like it because we have great teachers and I have lots of good friends there. The students are from all different cultures and get along nicely.*

*I like Carson because of its ethnic diversity and friendly dedicated people. These things make it a great city to live and go to school in.*

Jennifer Baysa  
4th Grade, 1st Place

## DON'T MISS CELEBRATE Carson ON CABLE

Tune in to the celebration! Find out why Carson is on the right track.

**Channel 35**  
4:30-5:00 p.m. and 6:00-6:30 p.m.

**February** 1, 8, 15, 22  
**March** 1, 15, 22, 29

1:00-5:00 p.m. Saturdays

**February** 3, 10, 17, 24  
**March** 3, 10, 17, 24, 31

Provisional schedule (may change without notice)

## WIN PRIZES!



### Show your civic pride!

Display your static-cling window decal on your car, home or business window and be eligible to win valuable gifts certificates. Our roving observers are looking for you. One more reason to **Celebrate Carson!**

## "Show Your Pride" WINNERS for the month of January

**Rosie Fuentes**, a senior at Carson High School has been seen sporting her Celebrate Carson draw string back pack; **Roosevelt & Sydney Miller** are displaying the decal on the front window of their home; **Marcelino Ines** is showing his pride with the decal on his car window; and Flores Café owner (and Carson resident) **Angelina Ocampo** has her decal on the front door of the Carson street restaurant known for great Mexican food.

Each will receive **\$100 value** in gift cards and/or sporting event tickets at the Home Depot Center. Each winner can select their personalized gift from among local restaurants, retail shops, or products such as Target, Chili's, South Bay Pavilion, ConocoPhillips and BP gas cards, or Galaxy, Kings, Lakers or Clipper tickets.

Be a winner in February by showing your pride!

Visit our website for more information  
[www.CelebrateCarson.com](http://www.CelebrateCarson.com)

## A Call for Celebration

A word from *Celebrate Carson*  
Honorary Chair Mary Anne O'Neal



Dear Friends:

Whether you are a Carson "old-timer" or a new-comer to our city, I believe you'll agree that Carson truly is a special community. The vision that began with our incorporation in 1968 has transformed a formerly dilapidated landscape into a thriving city, teeming with progress and opportunity.

Yes, our young city has come a long way. Supported by our strong business base, Carson today is fiscally sound, and our residents enjoy a wide range of municipal programs and services for an outstanding quality of life. And, we are home to a prestigious university, a world-class stadium and a major regional shopping center.

There have been challenges, but we've overcome the setbacks with hard work and a positive outlook. We are on track for the success that is apparent throughout our city.

We are proud of our city, and we should celebrate our success. *Celebrate Carson* is a collaboration of local businesses and residents who believe in Carson as a great community and want to share the pride. Over the next several months there will be a number of opportunities to *Celebrate Carson*.

In addition to this newsletter, look for our website at [www.CelebrateCarson.com](http://www.CelebrateCarson.com), a cable program, and other community activities. A special *Celebrate Carson* decal went out to every household last month – if you haven't already, please display the decal in the window of your vehicle, home or business and be eligible for the monthly drawing for prizes, gift certificates and products.

Please join us as we  
**Celebrate Carson.**

# CELEBRATE Carson

Volume #I, Issue 1

Contest Winners Announced!  
(See page 4)

## Kickoff Event Strikes the Right Note to Celebrate Carson

Display your window decal! **WIN PRIZES!** See page 4 for details

The talent and pride of Carson was in the spotlight at the December 17th kickoff event at the SouthBay Pavilion to officially launch *Celebrate Carson* – a community-based drive sponsored by local residents and businesses to promote the many great aspects of living and working in the City of Carson. Several hundred residents and supporters turned out for an exciting afternoon of entertainment, presentations and honors that culminated with special *Celebrate Carson* gifts and refreshments.

People and progress were the resounding themes of the day, with Mayor Jim Dear citing several recent developments that signal continued prosperity for Carson: the completed expansion and renovation of the SouthBay Pavilion with exciting new

retail and restaurants; the transformation that is underway along west Carson Avenue to create a lushly landscaped corridor of new offices, shopping and housing; and, completion of a lengthy period of environmental review and master planning that will replace the last old dumping site in Carson with a glittering new complex of gated residential communities, retail, entertainment and business that is projected to bring to the city \$5.6 million in property taxes, \$4.9 million in sales tax revenue, and create 2,500 local jobs.

Recalling a familiar children's fairytale, Mayor Dear likened the development of Carson to the transformation of the "Ugly Duckling" to the "Beautiful Swan," and acknowledged the role of "many people who work to make Carson a better place to live."

[Continued on page 2]





## Local Favorite: Only the Best at Carson's Farmers Market

If you made a New Year's resolution to serve your family the recommended five or more fruits and vegetables every day, the Carson Farmer's Market offers a variety of tasty options. Sponsored by the City of Carson, local fruit and vegetable growers set up their stalls in the east parking lot of the Carson Community Center every Thursday, rain or shine, from 9 a.m. to 1 p.m., to offer a colorful array of freshly picked products.

Although the selection changes seasonally, the Farmer's Market features both the familiar

favorites as well as some varieties you probably won't find at your regular supermarket. Like a change from the traditional zucchini? Look for the pumpkin-like Calabaza Squash or a Chayote, a small squash that was a favorite among the Aztecs and Mayans. Apples, peaches and apricots are delicious mainstays, but you might also find such exotic fruits as Asian pears, lychees, and chirimoyas at the Farmer's Market.

With all products certified to be grown or produced in California, the Farmer's Market is also a good source for the homemade flavor of baked bread or pastries, cut flowers, nuts and eggs.

## Chili's is a Red Hot Hit

Not yet six months old, the new Chili's Grill & Bar located in a prominent corner of the SouthBay Pavilion, has proven to be a big hit with Carson



## New Dining, Shopping and Entertainment Choices at Planned Carson Marketplace

The largest and last of the old dumping sites that once dotted the landscape in Carson will soon be a fading memory as the site is replaced by a glittering new complex of residential, entertainment, retail and commercial uses. The Carson Marketplace is the culmination of years of planning and lengthy environmental review to restore this vacant area adjacent to the 405 Freeway and Del Amo Boulevard in the northwest part of the city.

As envisioned, the Carson Marketplace will add a vibrant new center to the City of Carson with an expansive layout of open space, a variety of residential options, retail shopping and dining, and commercial offices and other business uses. A key objective of the project is to take advantage of its proximity and visibility

area will be addressed.

The City of Carson stands to realize a major return from the project in terms of local jobs and the fees and revenues that will flow to the city. City planners estimate that the Marketplace will generate \$5.6 million annually in redevelopment funds from property taxes, \$4.5 million in new city sales taxes, and 2,500 local jobs.

The Marketplace site replaces an old, 157-acre, landfill that once received solid and liquid waste from other communities in Los Angeles County. The landfill was closed in 1965, and the area became part of Carson when the city was incorporated in 1968. Barren and desolate, the site has been a decades-long challenge to city officials and planners as they sought the best way to rehabilitate the land and attract the substantial



## Kickoff Event Strikes the Right Note to Celebrate Carson [Continued from page 1]

A program that was both inspirational and entertaining featured presentations to Joni Badar, an English teacher and former student at Stephen White Middle School and 2006 "Teacher of the Year" for the Los Angeles Unified School District; Captain Todd Rogers, a Carson native and head of the Carson sheriff's station; and, Maria Garcia, champion speed skater who represented Carson and the United States in the 2006 Winter Olympics.

More homegrown talent was demonstrated in live performances by several of Carson's own: Grupo Folklorico Sabor de Mexico, a dance troupe of growing renown which last year captured the Grand Prize in an

international competition in Barcelona, Spain; the Bread of Life Choir, from Bread of Life Christian Church, pastored by Rev. Major Johnson; and, Charles Turner, a young award-winning vocalist whose soaring voice stopped passersby and commanded rapt attention from the listening crowds.

But, the entire show was stolen by three of our youngest Carsonites who won applause and gift certificates from the SouthBay Pavilion and See's Candies for recitations of their first-place winning entries in the City of Carson's annual "Why I Like Carson" essay contest. Dennis Phipps (3rd Grade, Carson Christian School); Jennifer Baysa (4th Grade, Caroldale Learning Community); and, Isaak Manai (5th Grade, Bonita Street Elementary School) proved the wisdom of the young by citing Carson's friendliness, cleanliness, diversity and "fun places to go" as reasons to appreciate the community.

See Jennifer Baysa's winning essay on our back page, pg. 4.

diners attracted to the southwestern flair of the city's newest full-service restaurant.

"The City of Carson has really welcomed us," said Chili's manager Annalyn Andres. "We've had some great feedback, and we're seeing a lot of repeat customers, which is always a good sign."

Chili's opened to great fanfare this past Fall. With its "spicealicious" menu of Tex-Mex inspired dishes, and up-to-date décor, its an added dimension to the culinary variety available in Carson. The restaurant's signature dishes usually include tangy chipotle and black beans with your choice of steak, seafood, chicken or vegetarian fare.

Carson residents have found another reason to be fond of the new eatery: the restaurant made of point of recruiting locals for its full- and part-time jobs.

from the 405 Freeway to create "Gateway" impact – an impressive view and entry to the city with distinctive architectural design, landscaping and street-level amenities.

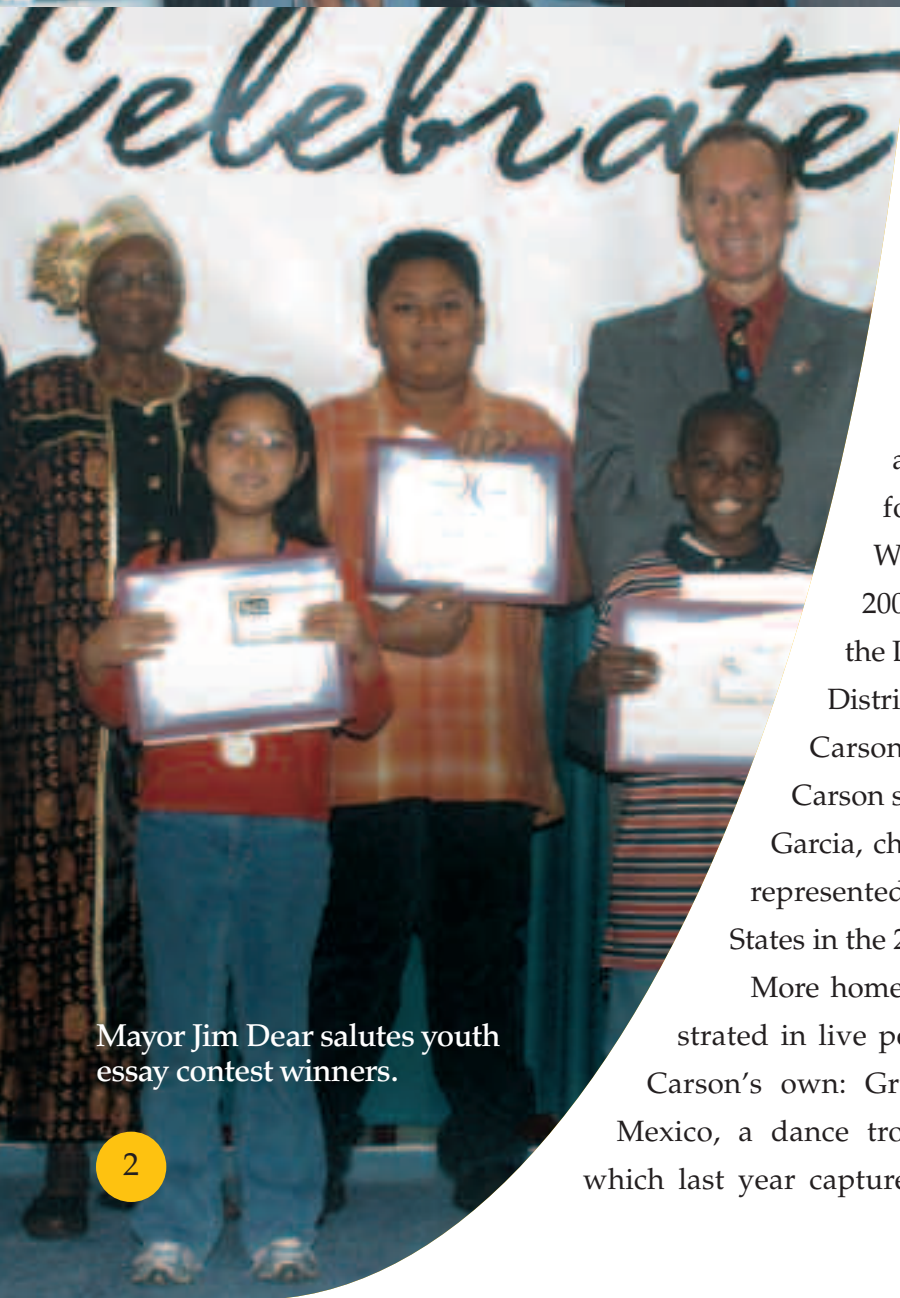
Plans for the Marketplace also include a long-desired local movie theater, and a major hotel that will serve the city's active visitor and business clientele, and increasing numbers of tourists drawn to the city by events at the Home Depot stadium. Traffic and circulation in the

investment required to develop the land.

After several fitful starts, with proposals ranging from football stadiums to a cemetery, the city has pulled together an \$800 million package of mostly private investment to develop the long-neglected acreage. Although the city will contribute to the cost of clean-up and remediation of the site from its redevelopment fund, the project will not receive any money from the city's general fund.

## New Magic Johnson Fitness Center Open 24 Hours

20700 Avalon Blvd.  
Carson, CA 90746  
(310) 323-1424



Mayor Jim Dear salutes youth essay contest winners.