



## Special Event Sales Can Bring in More Customers

As a tool for attracting customers and creating a higher profile in the community, Paramount businesses can hold special event sales five times throughout the year, for a total of 20 days.

These sales can feature exterior merchandise displays and distinctive advertising devices such as banners, balloons, flags and pennants.

There are just a few requirements that must be met before holding one of these special events. A no-fee application and a site plan indicating where displays will be placed must be submitted to the City's Community Development Department seven days prior to the sale. The business also needs to get written permission from the property manager or owner before the event.

The City of Paramount is business-friendly and always works with its merchants and business owners to help them be as profitable as possible.

If you have any questions, or need more details, about holding a special event sale, please contact the Community Development Department at (562) 220-2036.



## Pride is in the Air

The City's Paramount Pride beautification award represents a yearly showcase for residential property owners. The program honors those who add to the quality of life in town by maintaining their homes in a clean, stylish and attractive manner.

If you would like to nominate a property this year, please call (562) 220-2027 or visit the City's website at [www.paramountcity.com](http://www.paramountcity.com).

A team of design professionals will review all of the homes that are nominated from each neighborhood in the City. Winners will be recognized by the City Council at its June meeting.

## Census / El Censo

If you haven't already, please remember to fill out the Census form you've received in the mail and send it back promptly. It doesn't take much time, and it will help Paramount gain needed federal funding.

Si aún no lo han hecho, por favor recuerden completar la forma del Censo que recibieron por correo y regresarla lo antes posible. No les tomará mucho tiempo, y ayudará a que la ciudad de Paramount pueda conseguir fondos federales necesarios.

## Upcoming Meetings

For more information about Council and Commission meetings, please call (562) 220-2225.

4/6/10 - 7:00 PM  
City Council

4/7/10 - 6:00 PM  
Senior Services Commission

4/14/10 - 6:30 PM  
Planning Commission