

T O R R A N C E



FOR IMMEDIATE RELEASE

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CITY OF TORRANCE ANNOUNCES BUSINESS AWARD WINNERS

Torrance, Calif., March 28, 2014 – On Thursday, March 20, 2014, The Office of Economic Development hosted the 7th annual Torrance Advantage Awards at Pacific Skies Aviation. Award recipients were recognized in four categories for their economic development strategies of local significance for the year 2013. In addition to a prestigious trophy, recipients received \$200 to help with operating expenses, a signed letter of recognition from the Mayor of Torrance, and certificates of recommendation from regional elected officials. In addition to the four categories, a special recognition recipient was also awarded.

*The **People to People Award** honors organizations for their excellence in enhancing employment opportunities in Torrance, commitment to employees, and investments in their skilled and talented workforce, as well as their commitment to customer service*

For the past 20 years, Gaetano's, a family-owned business, has been one of the most recognized authentic Italian restaurant in the South Bay. Currently, Gaetano's has 40 employees, half of whom are Torrance residents. Gaetano's frequently shows their commitment to the community by providing meals and dinners for school children and local organizations. Gaetano's has earned the People to People award for providing a great work environment in addition to their community contributions.

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Second winner in this category, South Bay BMW and South Bay Mini, has generated outstanding customer service often being regarded as a “Center of Excellence”. BMW also provides employment and career opportunities by currently employing over 200 people and has created 32 new jobs in the past year. BMW consistently releases environmentally friendly vehicles and is a major supporter of organizations such as the Pediatric Therapy Network and local schools. South Bay BMW and South Bay Mini received the People to People award to acknowledge their commitment in customer service, valuing their staff, and local contributions.

***Quality of Life Award** honors businesses whose products, systems, methods and services contribute significantly to the improvement of quality of life in Torrance by serving the community.*

Shortly after opening in 1998, Street Faire Antiques became known by thousands of sellers and shoppers throughout Greater Los Angeles and Orange County. In an effort to attract more foot traffic to the Old Torrance area, Street Faire Antiques aided in coordination of the Downtown Torrance Market Place. For improving the quality of life in Torrance and generating opportunities for sellers and customers to be brought together, The City of Torrance recognizes Street Faire Antiques as a winner of the Quality of Life award.

Second winner of the Quality of Life award, Alcoa, Inc., established in 1888, has been operating a Fastening Systems facility in Torrance for the past 10 years. The Torrance facility currently employs 77 Torrance residents out of their 840. The facility gives back to the community through building relationships and partnering with local schools Howard Wood Elementary and Torrance High. The facility has also contributed to the Madrona Marsh Preserve and other educational organizations.

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Alcoa Fastening Systems- Torrance has been presented with the Quality of Life award for their contributions to the local area

*The **Enriching the Community Award** recognizes businesses for their excellence in contributing to the prosperity of Torrance through an increase in revenue and tax base.*

Over the past 25 years, E & H Trophy and Engraving has been operating in Torrance providing high quality trophies, plaques, awards, and more to local organizations. Over the past 5 years E & H Trophy and Engraving has experienced a 25% growth, with 5% in this fiscal year. Their services include machine engraving, sandblasting, laser engraving, silk-screen, jewelry along with custom engraving, plaques, and badges. The City of Torrance is pleased to award E & H Trophy and Engraving with the Enriching the Community award for their specialized services and accelerated growth.

Also enriching the community, Robinson Helicopter, founded in 1973, designs and manufactures a light and inexpensive helicopter for the general aviation market. Robinson Helicopter is a leading manufacturer in the industry and provides 1000 jobs in the City of Torrance. Robinson promotes safe aviation operations by conducting monthly classes for helicopter flight instructors and maintenance technicians. For continuing to help shape and evolve business with award-winning, record-breaking, and best selling products in Torrance, Robinson Helicopter is recognized as the winner of the Enriching the Community award.

*The **Long-Term Investor Award** honors businesses that have demonstrated excellence throughout the years with sustained success and commitment to investing in the economic development of the community through partnerships, innovative strategies and continuous effort toward progress.*

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Being in operation in Torrance for 55 years, Vogue Shoe & Luggage Repair has specialized in repair services for shoes, luggage, belts, wallets, handbags, and sports equipment. Their services range from full shoe restoration and luggage warranty repair to professional dyeing and boot alterations. Vogue has demonstrated long-term success and commitment by providing excellent service and sustained success. Vogue Shoe & Luggage Repair is awarded the Long-Term Investor award by the City of Torrance for its sustained success and thorough repair services.

Our second long-term investor, Plasma Technology Incorporated, is headquartered in Torrance and has been in operation for 45 years. In 1969, PTI began as a supplier of plasma applied coatings to support aircraft engines and airframe manufacturers. PTI has now expanded to offer over 300 types of coatings and is a major supplier to manufacturers such as Boeing, General Electric, Rolls Royce, Goodrich, and many others. In addition, PTI has shown support for various sports teams and local organizations located in Torrance. The Long-Term Investor award is given to Plasma Technology by the City of Torrance for their staying power and long-term contributions to the community.

*The **Special Recognition Award** recognizes businesses or individuals for specific efforts or show of excellence and leadership.*

With a grand opening on May 18, 2013, Smog City Brewing has become recognized for brewing quality crafted beers and personally distributing to restaurants and bars throughout Los Angeles County. In the first year of operation, Los Angeles recognized Smog City Brewing as the Best Local Brewery in 2013 and at the Great American Beer Festival. Brewing as a work-of-art has helped Smog City Brewing establish a reputation and build relationships within the community. The City of Torrance awards Smog City Brewing with the Best New Business special recognition award for 2013.

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For more information about this event you can call the Office of Economic Development at (310) 618-5807 or visit www.TorranceCA.Gov/TAA.htm.

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