

City of Needles

817 Third Street, Needles, California 92363 (760) 326-2113 • FAX (760) 326-6765 <u>www.cityofneedles.com</u> Mayor, Janet Jernigan Vice Mayor Ellen Campbell Councilmember Tona Belt Councilmember Jamie McCorkle Councilmember JoAnne Pogue Councilmember Henry Longbrake

City Manager Patrick J. Martinez

#### MEMORANDUM

- TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
- FROM: PATRICK J. MARTINEZ, CITY MANAGER
- SUBJECT: WEEKLY MEMORANDUM
- DATE: June 13, 2025
  - The City of Needles Recreation Center is proud to offer its Summer Day Camp completely free for all participants, thanks to the generous support of The Legacy Foundation and SBCSD's River Daze. The program runs from Monday through Thursday, 1:00 PM to 5:00 PM, now through July 31, 2025, and is open to children aged 5–12. Campers enjoy a safe, fun, and educational environment with daily activities such as team games, pool time, arts and crafts, and themed weeks, including Family Feud, Top Chef, and End-of-Summer celebrations. This initiative supports the City Council's ongoing commitment to youth programming and family-friendly services. Space is limited, and families are encouraged to reserve a spot by calling (760) 326-3866. Please refer to the attached flyer for program details.
  - 2. SoCalGas has maintained compressor station operations in Needles for over 65 years, making the city a critical interconnection point between the SoCalGas transmission system and the El Paso Natural Gas pipeline at the Colorado River. The North and South Needles stations move a combined 2.8 billion cubic feet of natural gas per day, underscoring Needles' strategic importance in regional energy delivery. This infrastructure investment has supported the creation of 31 local jobs and aligns with City Council goals to strengthen regional partnerships, expand economic development, and attract infrastructure investment. A recent tour, coordinated by Public Affairs Manager Janel Ruiz, provided Mayor Jernigan, Board of Public Utilities Chair Campbell, Commissioner Cairns, and City staff with an opportunity to understand better the facility's operations, safety systems, and its regional impact. We thank SoCalGas for their ongoing partnership and commitment to Needles.
  - After the incredible success of last week's food distribution, over 80,000
    pounds of fresh produce were given away—Tri-State Community
    Healthcare and its partners are back at it! Tomorrow, Saturday, June 14, at
    7:00 a.m., head to 820 W. Broadway for another free mixed fruits and

**vegetables giveaway**. This event is open to **everyone**—no sign-up or clinic affiliation is needed. It's a great way to start your weekend with healthy, high-quality produce while supporting wellness in our community. Special thanks to **Bienestar Wellbeing**, **Make Bullhead Better**, **IEHP**, and **Needles Unified School District** for making this possible once again. Let's keep the momentum going—spread the word and join us!

- 4. The City of Needles extends its congratulations to the Needles High School Class of 2025, marking a proud milestone for the community. A total of 100 seniors received diplomas during the 119th annual commencement ceremony held at Branigan Field, reflecting the students' hard work, resilience, and determination. Collectively, the Class of 2025 earned more than \$1.8 million in scholarships and financial aid, which will support their academic and career goals over the next four years. During the ceremony, Needles High School Counselor Kimberly Breaux awarded 30 scholarships on behalf of the Needles Scholarship Committee, demonstrating the community's strong commitment to supporting local youth. The City commends the graduates for their accomplishments and wishes them continued success in the years to come. Appreciation is also extended to the families, educators, and community members who played a vital role in their journey. Refer to the attached images of the event.
- 5. On Tuesday, June 17, 2025, Needles Area Transit (NAT) will participate in "Dump the Pump Day," a San Bernardino County-wide initiative encouraging public transit use to reduce fuel consumption and support environmental sustainability. All NAT rides will be free for the day—no reservations required. NAT offers deviated fixed-route service Monday– Friday (7:00 AM–6:55 PM) and Saturday (10:00 AM–4:55 PM), including deviation service to the new park behind Rivers Edge Golf Course. Students ride free year-round, and curb-to-curb service is available for seniors and individuals with mobility disabilities. NAT also provides medical and transportation services for shoppers in Arizona. This event supports the City Council's goals to expand mobility options and promote sustainability. For more information, visit needlestransit.com or call 760-326-2113 ext. 115
- 6. As part of the City's ongoing efforts to expand economic opportunity and promote Needles as a business-friendly destination, we continue to actively market key development sites and retail demand data through updated economic tools. In collaboration with the Development Management Group (DMG), the City has released the 2025 Economic Development Map and Data Sheet, highlighting available commercial properties, retail spending potential, infrastructure investments, and traffic volumes along the I-40 corridor, which sees over 8 million vehicles annually. These tools directly support the City Council's goals to attract private investment, diversify the tax base, and generate new employment opportunities. The material is used for outreach to developers, brokers, and prospective investors and is available upon request. For project development assistance or to share with potential investors, please

get in touch with our City's economic consultant, Michael Bracken, at **760-272-9136** or <u>michael@dmgeconomics.com</u>.

- 7. This week, the City of Needles convened its multi-agency task force, including representatives from the San Bernardino County Sheriff's Department (SBCSD) and the Needles Unified School District, to strengthen efforts in addressing the community's ongoing issues with graffiti and vandalism. The City is taking a proactive approach by expanding surveillance coverage at public and recreational facilities, improving incident coordination, and reinforcing a message of zero tolerance and accountability. Surveillance cameras have been installed in key locations, with additional upgrades underway. These actions align with the City's commitment to keeping Needles clean, safe, and welcoming for residents and visitors. Community involvement is also essential—residents are encouraged to report graffiti or vandalism to SBCSD's non-emergency line at 909-387-8313.
- 8. The City of Needles has opened the 30-day public review period for the Draft 2025 Local Hazard Mitigation Plan (LHMP), a FEMA-funded, five-year strategic initiative focused on reducing the impacts of natural and human-caused hazards. The LHMP enhances community preparedness, safeguards lives, property, and infrastructure, and ensures continued eligibility for federal and state disaster mitigation funding. The public review period runs from June 11 to July 11, 2025, with the draft plan available at <u>cityofneedles.com</u> and in person at City Hall (817 Third Street). Community members, business owners, and stakeholders are encouraged to provide feedback. This initiative reflects the City Council's commitment to long-term public safety and resilience. Comments can be submitted to City Planner Irene Romero at iromero@CityofNeedles.com or delivered to the Planning Department.
- 9. Arrowhead Credit Union is hosting On The Money, an interactive financial literacy game for youth ages 12–18, on Friday, July 12, from 10:00 AM to 12:00 PM at the Needles Recreation Center. Students will explore real-world financial decisions, including managing credit, budgeting, paying bills, and responding to unexpected expenses and income fluctuations while working with peers in a simulated environment. Space is limited to the first 30 registrants, with a waitlist available. Parents are welcome to observe. This program supports the City Council's goals to promote youth development and financial education. The City of Needles thanks Arrowhead Credit Union for their continued investment in our youth and commitment to preparing them for future success. Register by July 7: <u>Registration Link</u>
- 10. Following necessary access work along the **I-40 off-ramp corridor**, where a vehicle damaged the fence line, **Caltrans crews completed a significant brush and debris removal effort**. This cleanup involved clearing overgrown vegetation and restoring the area's appearance, improving **visibility**, **safety**, **and aesthetics** at one of the City's key entry points. The **City of Needles thanks Caltrans** for its continued attention to maintenance and fire prevention

along the state highway system, which directly supports the City's efforts to create a **clean**, **safe**, **and welcoming environment** for residents and visitors. Residents can report Caltrans-related concerns at <u>csr.dot.ca.gov</u>. For local issues, call (760) 326-2115 or use the **Needles Connect app**. Refer to the attached images for a glimpse of their hard work.

- 11. As part of our ongoing efforts to support the **City Council's priorities on tourism promotion and public relations**, the City of Needles was recently featured in **San Bernardino County's official newsletter**. The article spotlighted Needles as a **premier destination along the Colorado River**, emphasizing our **natural landscape**, **outdoor recreation**, **and small-town charm**. This recognition directly supports the Council's goal to enhance the **city's visibility, attract visitors**, and reinforce our image as a **vibrant**, **familyfriendly community**. We appreciate the County's acknowledgment and will continue to pursue opportunities that align with our **economic development and tourism objectives**. **To view the article**, **click on this link:** <u>San</u> <u>Bernardino County Destinations – Colorado River in Needles</u>
- 12. The San Bernardino County Library's 2025 Summer Reading Program, *Tales of Enchantment*, is currently underway and runs through August 3. Hosted locally at the Needles Branch Library (1111 Bailey Avenue), the program promotes literacy and lifelong reading through engaging, educational activities suitable for all ages. As part of the program, the library is offering a series of live performances every Tuesday at 1:00 PM, featuring entertainers such as Joe Gandelman (June 17 and July 29), Chazz (June 24), Full Spectrum Planetarium (July 8), and California Joe (July 22), with one date still to be announced (July 15). These events align with the City Council's goals to promote youth engagement, literacy, and community enrichment. Residents are encouraged to participate and can contact the library at (760) 326-9219 or visit library.sbcounty.gov/summer-reading-program for more information.
- 13. An updated flyer has been distributed for the Peanuts PaintFest, scheduled for Tuesday, August 12, 2025, from 10:00 AM to Noon at Colorado River Medical Center (1401 Bailey Ave, Needles, CA 92363). This special event celebrates the 75th Anniversary of Peanuts and the 50th Anniversary of Spike's first comic appearance. CRMC is the only hospital in the U.S. selected to receive a custom mural featuring Snoopy and Spike, which will be painted by community members and permanently displayed at the hospital. Additional activities, beginning at noon, include a Kids' Art Show, Cakewalk, and Ice Cream Social. Event partners and sponsors include Peanuts Worldwide, the Foundation for Hospital Art, CRMC, the City of Needles, the River Valley Artists Guild, and the River Communities Coalition. Refer to the attached image.
- 14. City Hall will be **closed on Thursday, June 19, 2025**, in observance of **Juneteenth National Independence Day**, a federally recognized holiday commemorating the end of slavery in the United States. **Regular business**

**hours will resume on Friday, June 20, 2025, at 8:30 AM**. For urgent matters during the closure, residents may call **760-326-5700**, where our **after-hours answering service** will promptly route calls to the appropriate City personnel. A notice has been posted at the entrance of City Hall to inform the public.

#### 15. IMPORTANT UPCOMING DATES:

City staff have carefully curated a comprehensive community events calendar to inform residents about Needles' diverse activities and happenings. The community events calendar can now be found on the Needles Connect App! Organizations are encouraged to collaborate with the City Clerk's Office to add or update events, ensuring a vibrant and inclusive calendar. For contributions or modifications, please get in touch with Candace Clark at cclark@cityofneedles.com. Your active participation helps strengthen our community and enrich local experiences. Check the attached calendar for the remaining 2025 events and stay engaged with all Needles offers!

## **1. FREE SUMMER CAMP**

# SUTATION STATES

Registration fees are being sponsored by The Legacy Foundation & SBCSD 'River Daze"



## **ACTIVITIES:**

- June0 9 12 TEAM Building
- June 16 19 AMONG Us Games
- June 23 26 Family FEUD
- June 30 July 3 FEAR Factor
- Every Tuesday 1 2pm meet at LibraryPool everyday for 1 Hr
  - July 7 10 Food WARS
  - July 14 17 Deal or NO Deal
  - July 21 24 TOP Chef
  - July 28 31 End of Summer water celebrations!!



JUNE 9TH JULY 31ST

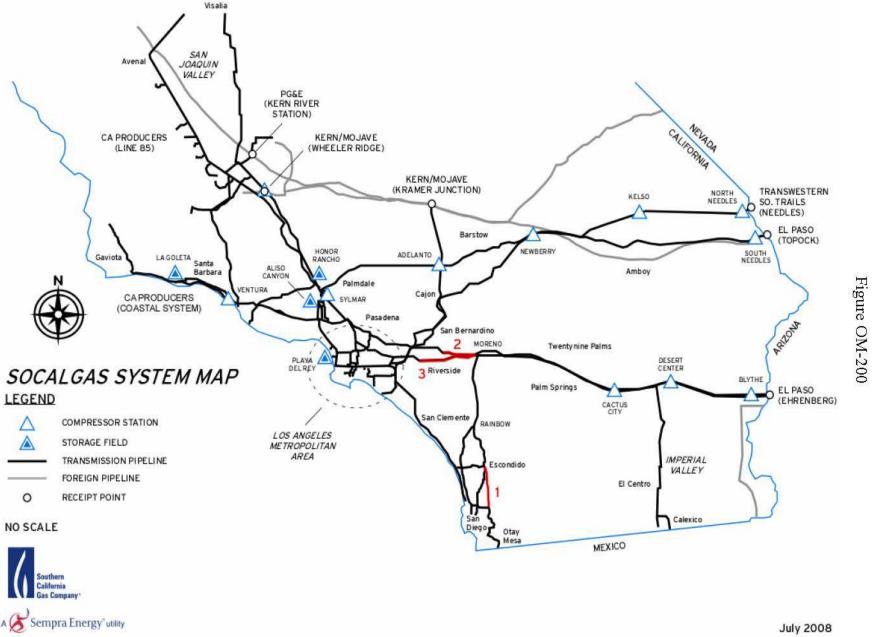
1705 J Street, Needles CA



## 2. SO CAL GAS



## 2. SO CAL GAS



SDGE

California Gas Comp

Sempra Energy' utilities

page OM-3

## 2. SO CAL GAS



## **3. FRESH FOOD DISTRIBUTION**

2.2

# TRI-STATE COMMUNITY HEALTHCARE SATURDAY -JUNE 14 7:00 AM 820 W BROADWAY, NEEDLES, CA

**Special thanks to Needles USD** 

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www.tristeleclinics.org



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Tri-state

## 4. NUSD GRADUATION



## 4. NUSD GRADUATION



## **5. FREE RIDES NEEDLES AREA TRANSIT**

## June 17 is Dump the Pump Day. Ride free throughout San Bernardino County.

## **Deja la gasolinera** Autobús gratis el 17 por San Bernardino entero











powered by Desarrollado por



## 6. 2025 ECONOMIC DEVELOPMENT DATA

### 2025 City of Needles, California Retail Market Opportunities

The City of Needles is located in San Bernardino County in Southern California and serves as the gateway to the Colorado River along the California/Arizona/Nevada borders. Economic opportunity exists for companies seeking access to local population (6,100), regional population (146,000), tourism/visitors to the area (5.5 million annually) and 8.4 million vehicles annually traveling on Interstate 40 through the middle of the City of Needles.



FOR MORE INFORMATION OR PROJECT DEVELOPMENT ASSISTANCE, PLEASE CONTACT:

#### Patrick Martinez, City Manager

760.326.2115 x113 | pmartinez@cityofneedles.com

#### Michael Bracken,

Economic Development Consultant 760.272.9136 | michael@dmgeconomics.com

CATEGORY	CITY OF NEEDLES	RIVER REGION"
Population		li li
Current (2025):	6,055	146,546
Five Year Projection (2025-30):	6,117	153,672
Ethnicity		
Caucasian:	63.71%	75.83%
Hispanic:	29.14%	20.21%
African American:	2.52%	1.40%
Native American:	11.86%	2.27%
Age Distribution		1
0-17:	22.11%	14.69%
18-24:	8.95%	6.14%
25-34:	10.03%	9.13%
35-44:	10.92%	9.33%
45-54:	11.30%	9.31%
55+:	36.69%	51.40%
Median Age:	43.19	56.11
Educational Achievemer (Highest Level of Achievemer		dults 25+)
High School or Greater:	82.48%	88.52%
High School or GED:	36.47%	35.00%
Some College:	29.33%	29.17%

Associates Degree:	5.76%	9.18%
Bachelor's, Master's Prof. or PhD Degree:	10.93%	15.18%
Income		
Average Household Income:	\$68,495	\$83,585
Median Household Income:	\$42,887	\$59,960
Homeownership Rate:	52.02%	69.10%
Median Home Value	\$153,458	\$378,933
Number of Households:	2,109	66,981
Average Household Size:	2.39	2.19

#### Notes

Ethnicity equals over 100% as Cencus Bureau counts some persons as more than one ethnicity "River Region includes the communities of Needles, Bulhead City, Fort Mohave, Laughlin and Lake Havasu

#### **RETAIL OPPORTUNITIES (ESTIMATED 2024 CONSUMER DEMAND)**

Demand figures DO NOT include demand from Tourist: 5.5+ million/year & I-40 Vehicles: 8.4 million/year

RETAIL CATEGORY	CITY OF	RIVER	RIVER REGION	
	(2025)	(2030)	(2025)	(2030)
Compound Demand Increase	4.	70%	15	42%
Total Retail Demand	\$115.69MM	\$121.22 MM	\$ 4.24 Billion	\$ 4.90 Billion
Motor Vehicle Sales	\$17.20 MM	\$ 21.64 MM	\$770.15 MM	\$747.16 MM
Automotive Parts	\$ 1.76 MM	\$ 1.73 MM	\$ 63.50 MM	\$ 68.86 MM
Home Fumishings	\$ 1.95 MM	\$ 2.07 MM	\$ 76.53 MM	\$ 90.59 MM
Electronics	\$ 1.27 MM	\$ 1.32 MM	\$ 46.11 MM	\$ 53.00 MM
Building Materials	\$ 6.39 MM	\$ 6.80 MM	\$244.78 MM	\$290.64 MM
Grocery (Food) Stores	\$13.00 MM	\$ 13.75 MM	\$459.12 MM	\$533.60 MM
Pharmacies & Drug (w/HABA)	\$ 5.61 MM	\$ 5.93 MM	\$203.08 MM	\$235.87 MM
Gasoline Stations	\$ 8.71 MM	\$ 9.22 MM	\$299.68 MM	\$345.83 MM
Clothing	\$ 4.50 MM	\$ 4.39 MM	\$163.85 MM	\$176.17 MM
Sporting Goods	\$ 1.53 MM	\$ 1.58 MM	\$ 56.47 MM	\$ 64.37 MM
Office Supplies	\$ .38 MM	\$ .38 MM	\$ 14.29 MM	\$ 15.72 MM
Full-Service Restaurants	\$ 7.81 MM	\$ 8.30 MM	\$294.88 MM	\$346.38 MM
QSR/Limited Serve Restaurants	\$ 6.56 MM	\$ 6.79 MM	\$244.74 MM	\$287.14 MM

#### Traffic Counts from Interstate 40 (Measured) (2022)

LOCATION	AHEAD PEAK MADT	ANNUALIZED AVERAGE AADT
1-40 & 1-95 North	22,400	8.81 MM
1-40 & Park Road	18,500	6.76 MM
1-40 & River Road	18,800	6.86 MM
1-40 & J Street	23,100	8.43 MM
1-40 & 1-95 South	18,500	6.75 MM





\*Population of Needles reflects 400 RV/Motor Home & 560 in Hotels/Motels Visitors (Full-Time Equivalent) \*\*River Region includes the communities of Needles, Bullhead City, Fort Mohave.

Laughlin and Lake Havasu

Sources: US Census Bureau, Claritas, CA Dept. of Finance, American Community Survey, Caltrans, AlphaMap

#### Mobility Data (Mobile Phone Tracking to Specific Locations)

LOCATION	TOTAL MONTHLY	TOTAL ANNUAI (TRAILING 12 MONTHS)
Arrowhead Credit Union	3,782	45,380
AutoZone	4,678	56,130
Best Western	8,359	100,312
Big O Tires	2,089	25,063
Carl's Jr.	18,252	219,023
Chevron (East)	20,345	244,145
Chevron (West)	22,641	271,692
Circle K Gas	2,857	34,278
Days Inn	7,556	90,675
Dollar General	7,231	86,772
Domino's Pizza	18,107	217,278
Hampton Inn & Suites	4,182	50,189
Jack in the Box	24,986	299,83
McDonalds	30,985	371,824
Mobil	10,542	126,50
Motel 6	8,894	106,724
Napa Auto Parts	3,099	37,18
Quality Inn	9,506	114,07
River City Pizza	2,380	28,564
River's Edge Golf Course	15,765	189,174
Rodeway Inn	5,396	64,75
Subway/Shell (West)	25,783	309,40
Shell (East)	8,841	106,08
Texaco (East)	8,200	98,39
U.S. Post Office	3,188	38,251

#### Shop. Play. Live - at the Point!

## 6. 2025 ECONOMIC DEVELOPMENT DATA SHEET

## City of Needles, California

#### **2025 Economic Development**



\$ Millions in New Investment Hampton Inn by Hilton - Opened Summer 2023



\$7 Million in New Parks Duke Watkins, Jack Smith & New Beach Park



\$14 Million in Infrastructure Water Booster Rehab & Paving

#### Traffic Counts from Interstate 40 (Measured) (2022)

LOCATION	ANNUALIZED AVERAGE AADT
1-40 & 1-95 North	8.81 MM
I-40 & Park Road	6.76 MM
I-40 & River Road	6.86 MM
I-40 & J Street	8.43 MM
1-40 & 1-95 South	6.75 MM

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## **10. CALTRANS ASSISTANCE**



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## **11. SB COUNTY NEWSLETTER**

## San Bernardino County destinations: Colorado River in Needles

June 5, 2025

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We would like to thank Chris Sells of Highland for submitting stunning photos of his favorite San Bernardino County destination.

The Colorado River, located in Needles, CA, is a year-round recreation area for boaters, paddlers, water-skiers and anglers. Stretching 223 miles across California, Arizona, Nevada and Utah, the Colorado River offers a wide range of family friendly activities. In addition to water sports, visitors can also enjoy hiking, fishing, camping and wildlife viewing.

In order to have a safe trip, it's important to observe safety tips such as wearing a life jacket, taking a boating safety course, carrying all your required safety gear, knowing your boat and its limitations, following the boating rules of the road, and being aware of weather and water conditions. Be sure to check out this premier boating destination!

## **13. PEANUTS WORLDWIDE PAINTFEST**











# June 2025 15. EVENT CALENDAR

00	-mo	2				-
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	JUNE 2 - AUGUST 1 M-TH 1PM-5PM NEEDLES REC CENTER	BOARD OF PUBLIC UTILITIES 4PM	4 PLANNING COMMISSION 4 PM	5 HARASSMENT PREVENTION TRAINING 10AM-12PM & 1PM - 3PM EL GARCES	6	7 POOL OPENS 2PM - 6PM
8	9 AQUATIC CENTER SWIM LESSONS START	10 WOMEN'S CLUB LUNCH CITY COUNCIL 6 PM	11 RIVERS EDGE GOLF COURSE SUMMER GOLF CAMP STARTS	12	13	14
15	16 PARKS & RECREATION 4 PM	17	18	19 GOOD MORNING NEEDLES CHAMBER OF COMMERCE & VISITOR CENTER BREAKFAST 7:30AM EL GARCES 950 FRONT ST., STE A 9-11	20	21
22	23	24 CITY COUNCIL 6 PM	25 HOUSING COMMISSION 4 PM	26	27	28
29	30	OTHER EVENTS THIS MONTH:	CITY OF NEEDLES PEE WEE BASKETBALL Registration: May 1st-June 2nd Players: Boys & Girls	JR. PEEWEE 3-5YR OLD PEEWEE 6-8YRS OLD (IST AND 2ND GRADE ENTERING 3RD GRADE IN FALL)	SESSION 1: 3 SESSION 2: 3 SESSION 3: 3 SESSION 4: J **10 AM / 11	TO SWARD C BURINER JUNE 9 ~ JUNE 19 JUNE 23 ~ JULY 3 JULY 7 ~ JULY 17 JULY 21 ~ JULY 31
			Ages: 3yr-5yr old Jr PeeWee Gyr-7/8yr old Pee Wee 1st/2nd grade	Please call the @ 760-326-28		reation Center questions

UPDATED 5/14/2025

# July 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		BOARD OF PUBLIC UTILITIES 4PM	2 PLANNING COMMISSION 4 PM	3	4	5
6	7	8 WOMEN'S CLUB LUNCH CITY COUNCIL 6 PM	9	10	11	12
13	14	15	16	17 GOOD MORNING NEEDLES CHAMBER OF COMMERCE & VISITOR CENTER BREAKFAST 7:30AM_EL GARCES 950 FRONT ST., STE A 9-11 CEMETERY COMM 3 PM	18	19
20	21 PARKS & RECREATION 4 PM	22	23 HOUSING COMMISSION 4 PM	24	25	26
27	28	29	30	31		

## August 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	PUBLIC UTILITIES 4PM	6 PLANNING COMMISSION 4 PM	7	8	9 SPIKE'S BDAY PARTY PALO VERDE COLLEGE
10	11	12 WOMEN'S CLUB LUNCH CITY COUNCIL 6 PM	13 SPIKE'S 50TH BIRTHDAY & PEANUTS GANG 75TH ANNIVERSARY MUSEUM & CRMC MURAL PROJECT	14	15	16
17	18 PARKS & RECREATION 4 PM	19	20	21 GOOD MORNING NEEDLES CHAMBER OF COMMERCE & VISITOR CENTER BREAKFAST 7:30 AM EL GARCES 950 FRONT ST., STE A 9-11	22	23
24	25	26	27 HOUSING	28	29	30
31			COMMISSION 4 PM			