

# Jones wants to 're-brand GG'

## Steve Jones

Office sought: Garden Grove City Councilmember

### City of residence:

Garden Grove

Age: 44

**Occupation:** Asset Manager

**Family:** Wife, Manivone, and two sons, Jaden (age 6) and Ashton (age 4)

**Education:** MBA in Finance from USC (2002), Bachelors Degree in Business/Marketing from USC (1992), study abroad program at Cambridge University, England (1988)

**Public Service:** Appointed to City Council in 2007 when Janet Nguyen became our County Supervisor, elected to City Council in 2008, served eight years prior on the Planning Commission

### Why do I want to run for this office?

I have a vision for re-branding Garden Grove by preserving everything special about our "small town feel" while leading us into the future as the large city we have become. I championed the completion of a dog park,

skate park, splash pad, and added exercise equipment in our parks.

These amenities are bringing new family formations to Garden Grove. I have been re-positioning our industrial areas, once vibrant with aerospace/defense operations but now being underutilized, into bio-tech and life science uses that create higher paying jobs in our city. Retailers like Trader Joe's say they need to see higher household income levels, more college degrees, and higher median home prices before they will locate in town. My re-branding vision will make Garden Grove "Trader Joe's Ready" within 10 years.

### What do you think are the major issues facing your city and what would you do about them?

Garden Grove is a city that knows how to do more with less. The economic downturn has forced us to cut costs, implement furloughs, offer early retirement packages, and proactively address pension reform in order to maintain a



**STEVE JONES**

GG city councilman

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balanced budget. We are already beginning to see "green shoots" towards economic recovery as existing businesses are expanding, new business are being formed, and construction permits are being issued. Left to our own devices, the city is doing well. The biggest challenge facing the city is the State of California's budget deficit, which makes local agencies a target for takings of our hard-earned funds. The current city council has fought against the state and recently received approvals for several critical redevelopment projects, including the 600-room waterpark hotel.