Mayor’s Office of Economic Development

Mayor Eric Garcetti
Deputy Mayor Kelli Bernard
Organizational Structure
“Back to Basics” Priority Outcomes

• Promote good jobs for Angelenos all across Los Angeles
  • Make it easy to do business in Los Angeles; nurture small businesses; reclaim our economic heritage:
    • Entertainment
    • Aerospace
    • Manufacturing
    • Health Care
    • International Trade
    • Tourism
  • Make Silicon Beach a pipeline to the future; train our workforce for tomorrow’s good jobs.
Los Angeles BusinessSource System
BusinesSource System:

- Established nine branded City of Los Angeles BusinesSource Centers
- Developed a shared vision of serving the Los Angeles small business community
- Maintain a menu of specific and consistent business services
- Specific outcome goals of job creation and job retention
- Established a Citywide delivery system
- Established a real time, online tracking system
- Established a model for effective partnerships
Target Populations

- **Prestartups** - Prospective new business owners
- **Startups** - Businesses with five (5) or fewer employees
- **Operating Businesses** - Emerging companies that have the highest opportunities for success with up to 500 employees
BusinesSource Services

- Business Courses
- Access to Capital
- Business Services
- Branding and Marketing
- Business Incentives
- Partnerships and Collaboration efforts
- City Procurement Opportunities & Navigating Government
Annual Projected Outcomes

- April 2014 to March 2015

- Workshops to 1,000 Prestartups
- Consultation to 800 Startups
- Consultation to 200 Operating Business
- Loans funded $25MM
- Create 1,000 new jobs for low and moderate income individuals
Benefits/Efficiencies

- Establishment of a Citywide delivery system of small business services with uniform efforts and initiatives
- Common branding “LA BusinesSource”
- Contractual linkage with LA WorkSource system
- Increase in Outcomes
- Ability to deliver small business products and services consistently
### Regional Service Areas

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<tr>
<th>Region</th>
<th>Address</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td>East Region</td>
<td>1852 E First St, Los Angeles, CA 90033</td>
<td>323-264-9020</td>
</tr>
<tr>
<td>Central West</td>
<td>1055 Wilshire Blvd, Suite 900B, Los Angeles, CA 90017</td>
<td>213-353-9400</td>
</tr>
<tr>
<td>South Region</td>
<td>1130 W Slauson Ave, Los Angeles, CA 90044</td>
<td>323-753-2335</td>
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<tr>
<td>Hollywood</td>
<td>4311 Melrose Ave, Los Angeles, CA 90029</td>
<td>323-355-5312</td>
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<tr>
<td>Harbor</td>
<td>455 W 6th Street, San Pedro, CA 90731</td>
<td>310-221-0644</td>
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<tr>
<td>Mid City</td>
<td>3333 Wilshire Blvd #405, Los Angeles, CA 90010</td>
<td>213-381-3110</td>
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<tr>
<td>South Valley</td>
<td>8248 Van Nuys Blvd, Panorama City CA 90402</td>
<td>818-899-3636</td>
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<tr>
<td>North Valley</td>
<td>13172 Van Nuys Blvd, Pacoima, CA 91331</td>
<td>818-834-0577</td>
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<tr>
<td>West Valley</td>
<td>18645 Sherman Way, Suite 114, Reseda CA 91335</td>
<td>818-705-9977</td>
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**East Region BusinessSource Center** (Barrio Planners, Inc.)

**Central West Region BusinessSource Center** (PACE)

**South Region BusinessSource Center** (VSEDC)

**Hollywood Region BusinessSource Center** (MCS, Inc.)

**Harbor Region BusinessSource Center** (MCS, Inc.)

**Mid City Region BusinessSource Center** (MCS, Inc.)

**South Valley Region BusinessSource Center** (ICON CDC)

**North Valley Region BusinessSource Center** (VEDC)

**West Valley Region BusinessSource Center** (VEDC)
LA Dept. of Water and Power Business Promotion Program

- The Past
  - State Enterprise Zone Program
    - Created a set of benefits for businesses that located in designated zones
      - Tax Credits
      - Employee trainee benefits
      - Local governments could add on
        - LA added technical assistance and DWP discounted rate program (A declining discount over a 5 year period)
  - Program phased out beginning July 2013 and 1/1/14 no longer able to provide discounted rates.
LA Dept. of Water and Power Business Promotion Program

THE PRESENT

Industrial Incentive Program (IIP)

- Industrial Incentive Program (IIP) assist the manufacturing sector develop industrial property, improve to a lean and sustainable manufacturing process and identify energy and water efficiency opportunities.
LA Dept. of Water and Power Business Promotion Program

- Business Development Programs

- The LADWP Economic Development Groups' (EDG) Business Development Programs entail a wide range of projects and initiatives whose underlying goal is to retain, grow, and establish businesses in the City of Los Angeles. EDG promotes the attraction of new businesses and the development of existing businesses and job creation in state and federally designated economically depressed areas, also known as Enterprise/Empowerment Zones provides project case management assistance, such as procurement of permits and clearances; and facilitate construction of utility facilities and infrastructure improvement.
LA Dept. of Water and Power Business Promotion Program

- Case Management
- New businesses that are unfamiliar with the City of Los Angeles’ technical processes can obtain help from the EDG. The EDG provides new businesses with information on the following:
  - Electric service planning
  - Water service planning
  - Engineering requirements
  - Meter service
  - City and utility programs and incentives
LA Dept. of Water and Power Business Promotion Program

- Working in conjunction with the Mayor’s Office and other City of Los Angeles departments, the EDG has reduced the time businesses spend navigating through the permitting entitlement process for utility, zoning, construction, and building permits, as well as business tax and license applications.

- EDG is cooperating with other City of Los Angeles departments to provide “one-stop service” at a central location where businesses are assisted with power service, water service, and commercial utility transactions.
Utility Infrastructure Loan Program

- The LADWP’s Utility Infrastructure Loan Program is available to new and existing commercial/industrial LADWP customers. Loans will only be extended to qualifying prospective projects. Funds can be used for the following:
  - Purchase and installation of equipment required by the LADWP to provide electric energy or water service to the customer,
  - Purchase and installation of energy efficiency equipment that exceeds Title 24 requirements and/or water conservation equipment,
  - Purchase and installation of power factor correction/power reliability equipment, and
  - Purchase and installation of solar photovoltaic systems except for the Feed-in Tariff (FiT) Program.
- Current loan terms are 5.284%* for 1 to 10 years.
- *Actual rate will be determined at time loan is approved for funding.
The La Kretz Innovation Campus (LKIC) Project is envisioned to serve as a clean industry hub – a place where entrepreneurs, engineers, scientists, and policymakers can interact to promote and support the development of clean technologies and Los Angeles’ green economy.

The project will modernize and renovate the existing one-story brick masonry building located at 525 S. Hewitt Street. Construction will entail a seismic upgrade, extensive work to the structural components including new mechanical, electrical, and plumbing systems, and tenant improvements. A new surface parking lot with a photovoltaic solar canopy will be constructed on Palmetto Street.

Upon completion, the LKIC will feature offices, conference rooms, a prototype manufacturing workshop, and classrooms in a fully renovated 60,000 square-foot building.
LocateLA (www.LocateLA.org)

- LocateLA facilitates the process of site selection so that companies can more readily identify the optimal location within the City of Los Angeles to site their business start-up, expansion or relocation. The website integrates commercial and industrial real estate property listings with key workforce demographics, business information and interactive maps.

- The website is free and open to the public. The website allows anyone with an internet connection to access LocateLA’s properties, maps, and GIS-based data. LocateLA is a great resource for businesses, real estate brokers, other professionals, and organizations interested in relocating or expanding their business within the City of Los Angeles. The website will provide the following:
  - Up-to-date commercial and industrial property listings
  - Detailed site and building information including zoning information
  - Demographic, market, and employment data
  - Local incentive information
  - Extensive search and mapping capabilities
WorkSource California is a collaborative effort between multiple local Workforce Investment Areas within the County of Los Angeles, as well as Los Angeles County Department of Public Social Services/GAIN, Los Angeles Economic Development Corporation, and the California Employment Development Department, who came together to better serve the employment and training needs of the Los Angeles region.

The organizations that make up WorkSource California saw the need for delivering consistent and quality workforce development services throughout the region. These services strengthen the local economy by creating a skilled workforce to help local businesses prosper.

On August 7, 1998, President Clinton signed into law the Workforce Investment Act of 1998 (WIA). The Act created a unique national workforce preparation and employment system designed to meet the needs of both career seekers and businesses. Because WorkSource California is funded through Federal WIA dollars, most services are available at no cost. WorkSource California Services are provided through "One-Stop" Career Centers located throughout the county.

More than 40 of these One-Stop Centers throughout Los Angeles County have adopted the WorkSource California brand. As WorkSource/One-Stop Centers, they follow a business services model that provides a fundamentally different approach to serving customers. The model ensures the reliable delivery of services to businesses as well as the sharing of job listings and potential candidates throughout an entire countywide network.
Minority Business Development Agency
www.mbda.gov

- The MBC-LA assists eligible MBEs (which have agreed in writing to become a client) in successfully growing their businesses and competing in domestic and global markets by providing direct client assistance through client assessment, strategic business consulting, access to capital, and access to markets.

- We measure our results by working to serve minority firms throughout the Southern California region and nationally to win contract awards and receive loans totally $100 million annually. Since 2007 the Los Angeles center has successfully secured:
  - Over $400 million in contracts
  - More $107 million in financing

- Through this unique partnership the MBDA Business Center actively leverages the resources of public agencies and private sector partners to connect our clients to procurement opportunities and access to capital.
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