

LAEDC

LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION
Collectively Advancing Opportunity and Prosperity for All

Welcome back

**Factory
Reopen**

Keep Hygiene
Stay away from COVID-19

LAEDC

**ANNUAL
REPORT**

2020-2021



A MESSAGE FROM LAEDC'S CEO

As we close the books on a fiscal year like no other in our 40-year history, we reflect on the impact of LAEDC's programs and the hard work of our staff, which delivered vital support to our region's residents and employers during a year marked by the devastating impacts of the COVID pandemic. We responded to the economic crisis in our small business community and the social crisis of more than 770,000 of our neighbors losing their jobs with unprecedented levels of business assistance, economic research, workforce development, and public policy advocacy, providing regional leadership on economic recovery and reinvention as part of our public benefit mission to advance growth and prosperity for all.

LAEDC pivoted at the beginning of the fiscal year to align work with our new internal strategic plan and vision for a reimagined regional economy – growing, equitable, sustainable, and resilient – that provides a healthy and high standard of living for all.

Our **Business Assistance Program** expanded to meet the extraordinary needs this past year and we reached a milestone of **250,000 direct jobs** retained or created by businesses as a result of LAEDC consulting and support over the 25-year life of the program. This was made possible because of the strong partnership from our founding government partner, the County of Los Angeles, which collaborated with LAEDC on several important campaigns and contracts. LAEDC also hosted dozens of small business reinvention webinars, we drove awareness of Safer at Work practices, and our Community Connectory COVID resources webpage served over 100,000 visitors to ensure small and micro-enterprises could access vital resources to survive the economic crisis.

LAEDC's **Institute for Applied Economics** published the influential report, *Pathways for Economic Resiliency*, commissioned by the County, providing deep analysis of the unequal

economic impacts of the pandemic coupled with recommendations to support an equitable recovery. LAEDC also provided monthly economic crisis updates to highlight the specific industries, workers and types of businesses that were hit hardest by the pandemic, and offered insights and policy ideas to inform our region's leaders as they developed and executed crisis response plans.



Our **Workforce Development** team engaged over 150 community college faculty directly with industry to ensure our region's training programs are both data- and demand-driven. The team continues to prioritize access to well-paying jobs in high-growth industry sectors and brought together over a thousand students with industry leaders this year. The team championed diversity, equity, and inclusion and highlighted pathways for workers displaced by the pandemic.

And equity was again the focus as we formed the **LA Digital Equity Action League** in partnership with UNITE-LA and more than 100 public and private partners. This collaborative, community-driven process is tackling the broadband internet gaps that exist in communities across the LA region – the resolution of which is essential to a more inclusive economic recovery.

I would like to thank all LAEDC Members and our partners at the County for collaborating on all this outstanding work; with your support, we made a real impact for thousands of families. With your continuing support, LAEDC's specialized and uniquely integrated set of programs are able to address complex challenges to deliver progress and a brighter future for our region's people.

A handwritten signature in black ink that reads "Bill". The signature is fluid and cursive.

BILL ALLEN
CEO, LAEDC

BUSINESS ASSISTANCE PROGRAM

In the most challenging year for small businesses in the 25 year history of LAEDC's award-winning Business Assistance Program, the team tackled the unprecedented small business crisis with additional staff, extraordinary resources and record levels of one-on-one consulting with at-risk businesses. The effectiveness of LAEDC's program is remarkable because our integrated approach allows us to bring our workforce development team, industry analysis, regional economic research, and related programs together with a highly experienced staff providing direct technical assistance to businesses in LA County. Our ability to integrate these areas of expertise into a multi-faceted offering to small businesses – increasingly focused on helping entrepreneurs of color, women business owners, micro-enterprises and nonprofits – leads to uniquely effective outcomes for the businesses we serve.

As a result of this determined commitment, we are proud to report that as of June 30th, **LAEDC has reached the milestone of 250,000 direct jobs that businesses have retained or added as a result of LAEDC's engagement.** These job totals are reported by the businesses themselves, reflecting the sum of LAEDC's business assistance program since it was introduced in 1996. We achieved this milestone with the partnership and support from the County of Los Angeles, City of Los Angeles, California Manufacturing Technology Consulting (CMTC), and LAEDC members who stepped up this year to expand the number of businesses we serve. LAEDC's team is proud and humbled to be helping our region's residents and their communities with this program.

Through the County's expanded support, LAEDC accelerated outreach to at-risk businesses; conducted industry convenings to identify vulnerabilities in LA's key employment sectors; provided direct assistance to businesses; developed many resources to guide business reinvention; and published policy recommendations for a more equitable

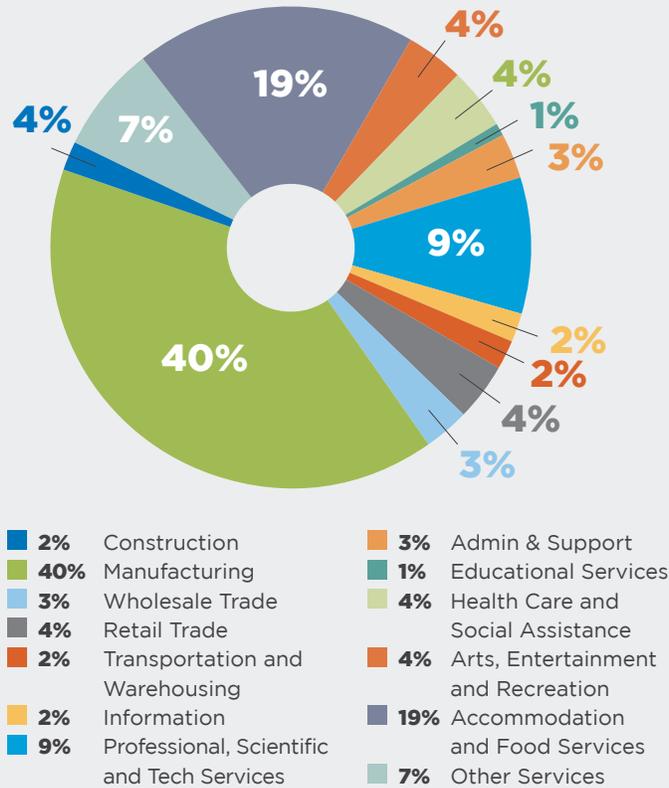
economic recovery in the LAEDC research report, *Pathways for Economic Resiliency*. This integrated approach provides a complete solution and combines field-level intelligence with macroeconomic research to inform our collaboratively developed solutions.

We also thank LAEDC member Wells Fargo for recognizing the value of our efforts and funding a new collaborative effort led by LAEDC, *Together for L.A.*, which will coordinate with numerous partners including the LA Area Chamber of Commerce, LISC LA and others this coming year to better serve diverse-owned and women-owned small businesses in LA County.

Business Assistance Program Metrics

- ◆ **5,810** Direct jobs retained, attracted, and expanded. With an additional **4,223** indirect and induced jobs retained, the program supported **10,033** jobs in total
- ◆ Conducted **2,552** one-on-one business needs assessments with at risk businesses
- ◆ Developed **1,695** customized strategy blueprints based on business needs & challenges
- ◆ Provided **793** customized services based on business needs & challenges
- ◆ Averted **5,810** Employee Layoffs in the Region, through various Layoff Aversion Contracts
- ◆ Referred **819** at risk businesses to America's Job Centers of California (AJCCs)/ BusinessSource Centers for additional services
- ◆ Conducted **17** business resources webinars that reached over 250 businesses in LA County. Attendees of the business resources meetings and BAP services received over \$700,000 in funding just from the California Relief Grant Program.

DIRECT JOBS SAVED IN LA COUNTY BY INDUSTRY SECTOR



TOTAL FISCAL IMPACT OF JOBS SAVED IN LA COUNTY FY2020

State and Local Taxes (\$ millions)	\$104.2
Income Taxes	26.0
Property Taxes	29.8
Sales Taxes	37.2
Fees and fines	1.9
Social insurance taxes	3.4
Other state and local taxes	5.8
Federal Taxes (\$ millions)	\$44.5
Income taxes	\$56.2
Social insurance taxes	\$164.6
Corporate profits taxes	\$82.9
Other federal taxes	\$149.7
Total Fiscal Impact	\$248.7

Source: Estimates by LAEDC *May not sum due to rounding

ECONOMIC IMPACT OF JOBS SAVED BY INDUSTRY SECTOR

	Employment (jobs)*	Labor Income (\$ mil)	Output (\$ mil)
Agriculture	12	\$0.7	\$0.8
Mining, and oil and gas extraction	2	\$0.1	\$0.7
Utilities	10	\$2.3	\$13.1
Construction	145	\$10.3	\$17.3
Manufacturing	2,285	\$175.3	\$765.4
Wholesale trade	578	\$56.4	\$170.6
Retail trade	689	\$32.1	\$78.1
Transportation and warehousing	451	\$23.3	\$56.2
Information	327	\$48.0	\$164.6
Finance and insurance	269	\$26.1	\$82.9
Real estate and rental and leasing	341	\$20.3	\$149.7
Professional and technical services	747	\$75.8	\$140.3
Management of companies	191	\$23.8	\$45.1
Administrative and waste services	631	\$31.0	\$60.1
Educational services	140	\$7.0	\$12.3
Healthcare and social assistance	722	\$44.2	\$80.5
Arts, entertainment, and recreation	314	\$15.1	\$30.7
Accommodation and food services	1,443	\$52.8	\$124.9
Other services	679	\$31.9	\$59.8
Government	59	\$8.3	\$17.7
TOTAL ALL INDUSTRIES	10,033	\$684.8	\$2,070.9

Source: Estimates by LAEDC *May not sum due to rounding

COMMUNITY CONNECTORY

As a companion to our Business Assistance Program, and with the generous support of several leading philanthropic foundations, LAEDC quickly launched the Community Connectory in late March 2020 as an additional resource to serve the massive number of distressed small business, micro-enterprises and nonprofits – especially those led by entrepreneurs of color having challenges accessing resources. With a team of multilingual business assistance and layoff avoidance specialists and one of the most comprehensive online webpages listing resources, Community Connectory became a vital regional resource. The Community Connectory program served over 116,000 website visitors, hosted 22 virtual webinars (including 18 events presented in both English and Spanish), and conducted thousands of one-on-one conversations with businesses to help them through the crisis.



Gaby, small business owner of Master Stitch, received support from LAEDC’s Business Assistance Program.

collaborative efforts to better serve historically marginalized communities.

The impacts of the pandemic continue to challenge our small businesses which will need ongoing technical assistance and it is vital that we continue to bring these resources to our communities, especially to the underserved communities lacking access to pivotal resources. LAEDC’s focus on equity, central to our vision of LA County’s economic future, has guided the work for both the Community Connectory and Business Assistance Programs targeting low to moderate income (LMI), Black, Indigenous, People of Color (BIPOC), and underserved small businesses and micro-enterprises.

REOPENING AND RECOVERY COLLABORATIONS:

Asian Business Association’s 8th Annual Women Business Pioneers Symposium

Pop-up event for Sol Plaza Boutique Mall businesses with Project Joy

Access to Capital Workshops with Centro CHA

Member and Board Meetings with NAWBO L.A. and 100 Black Men L.A.

Technology Webinar and Classes with Chicas Mom

Reopening in a Post COVID World Webinar with NLBWA L.A.

South L.A. Small Business Virtual Meetup with L.A. South Chamber of Commerce

Over fifty local nonprofit organizations partnered with LAEDC in this effort to proactively provide crucial resources for underserved business communities most impacted by COVID-19. These partnerships amplify LAEDC’s mission, widen the Connectory program’s outreach, and establish the foundation to expand future

Community Connectory Program Metrics

- ◆ **19,415+** small businesses and micro-enterprises contacted
- ◆ **2,050+** nonprofit organizations contacted
- ◆ **6,985+** outreach and technical assistance phone calls
- ◆ **235,400+** resource emails sent
- ◆ **760+** small businesses registered as webinar attendees

PERSONAL IMPACT

BUSINESS RESILIENCY

This past fiscal year, LAEDC intentionally added **Resilience** to our vision for LA's economy, which increasingly guides our programs. Resilience took on new meaning this past year, as LAEDC presented businesses with pathways to become more resilient to the economic crisis, displaced workers with pathways into stable careers with forecast job openings, and LAEDC launched and supported initiatives such as Safer at Work to address economic resilience during reopening, and the initiative LA Digital Equity Action League (LA DEAL) to support family resilience via internet access.



PROJECT JOY (Antelope Valley, CA)

“LAEDC provides a multitude of valuable and timely resources to assist businesses of all sizes no matter what their needs are. This is so critical as pandemic recovery moves forward in our communities. Project Joy is grateful for being able to connect small black led businesses and nonprofits in the Antelope Valley to the LAEDC business team and resources.”

— **KIM WATSON** Executive Director, Project Joy

RESEARCH: INSTITUTE FOR APPLIED ECONOMICS

During the depths of the pandemic, LAEDC's Institute for Applied Economics (IAE) offered the trusted, in-depth analysis of LA's economy that helped leaders understand which industries, communities and businesses needed support and resources. Our economists highlighted social and economic equity issues that were greatly exacerbated by the unequal impacts of the economic crisis which affected LA County's people of color, women, and younger workers most severely. Ongoing and monthly webinars helped thousands of viewers grasp and understand what was happening in the economy and supplied actionable analysis and recommendations that helped shape policy solutions and investment.

In collaboration with the Community College system via our Center for a Competitive Workforce (CCW), LAEDC also co-published three unique and timely reports to help shape education programs, while giving displaced workers solid data on stable occupations with good pay and forecasted job openings, providing guidance towards an equitable recovery process.

The Institute's reports were central to programs operated by LAEDC. The Institute was able to secure additional economists and researchers during the year, bringing on new capabilities including spatial geographic analysis capabilities, and served many clients seeking research on development projects, economic policies and key industries.

A SAMPLING OF THE INSTITUTE'S WORK THIS YEAR:

- 1 PATHWAYS FOR ECONOMIC RESILIENCY:** a comprehensive report developed with the LA County Department of Workforce Development, Aging and Community Services, offering data and analysis about the economic impacts of COVID-19 in LA County and recommendations for steps the public and private sector can take to create a more equitable recovery.
- 2 ANALYSIS OF ECONOMIC IMPACT OF COVID-19:** ongoing analysis- including free monthly webinars - to inform leaders, media and residents alike on what to expect, with insights on job losses, impacted industries, and stimulus decisions.
- 3 CA FILM & TV TAX CREDIT 2.0:** analysis of stimulus potential of expanding the current funding allocation and related shortcomings and strengths of the tax policy.
- 4 LA COUNTY ECONOMIC DEVELOPMENT SCORECARD:** a report in collaboration with the LA County CEO's office on economic development in LA County and progress achieved in workforce development, business assistance, financial assistance and capital development.
- 5 "ESSENTIAL WORKERS" AND THEIR OCCUPATIONS (CCW):** a report analyzing stable occupations that were in-demand during the pandemic.
- 6 OCCUPATIONS THROUGH THE LENS OF RACE AND ETHNICITY (CCW):** a hard look at occupational and industry segregation and opportunities to add diversity to reflect LA's demographics.
- 7 OCCUPATIONS IN GLOBAL COMMERCE (CCW):** a report on occupations at LA's ports related to trade.
- 8 LAEDC ANNUAL ECONOMIC FORECAST:** our annual economic outlook for Southern California and LA County, this year's A Tale of Two Recoveries addressed the disparate effects of the COVID-19 pandemic.
- 9 INDUSTRY CLUSTERS OF LA COUNTY 2020:** provides data on employment, wages and regional competitiveness.
- 10 SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG):** economic outlook for Los Angeles County, including industry and occupational projections, for the SCAG 11th Annual Southern California Economic Summit and their 2020 Regional Briefing Book, and participation in the SCAG Inclusive Economy Recovery Strategy.
- 11 CITY OF LONG BEACH RESTAURANT RECOVERY STRATEGY:** provided analysis for the city's recovery strategies.
- 12 CIRCULAR ECONOMY:** a study for the Consulate General of the Netherlands, to map the circular economy and urban development sector in LA, as a building block for Dutch circular economy partnerships in the built environment.
- 13 CALIFORNIA FORWARD:** a statewide snapshot of California's housing needs.
- 14 CEDARS-SINAI MEDICAL CENTER:** economic impact of investments into new facilities at Providence Tarzana Medical Center and building a new hospital in Marina Del Rey.

ENERGIZING LA'S KEY INDUSTRIES

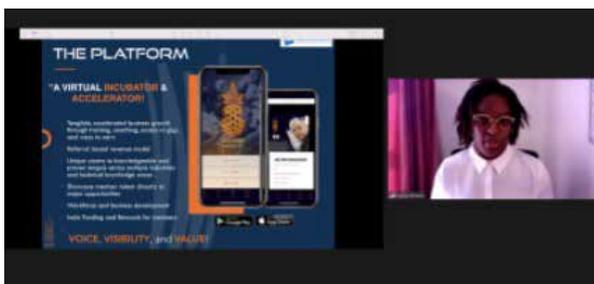
LA's economy has numerous industries that are globally competitive and can employ more people with the right set of policies, programs, and priorities. During 2020-2021, the LAEDC industry councils focused on Advanced Transportation, Aerospace, Digital Media & Entertainment, and Bioscience. These councils, comprised of leading industry participants, highlighted emerging technologies, diverse small businesses, environmental justice, transportation equity, COVID resources, and policy development. Councils meet approximately quarterly and are opportunities for collaboration amongst council members and LAEDC.

HERE ARE SOME HIGHLIGHTS FROM THE YEAR:

The **e4 Mobility Alliance** held council meetings showcasing diverse business owners who are solving environmental justice issues with access to affordable and mobile electric vehicle charging stations.



- LAEDC's e4 council meeting, "Mobility on Your Mobile: Emerging Apps in the ZEV Space" highlighted a panel of diverse owned L.A. startups offering new and innovative solutions.
- Zero Emissions Vehicle (ZEV) policy workshop meetings sponsored by Southern California Edison brought forth the best ideas to advance sustainability.
- The **Digital Media & Entertainment Council** (DME) held a "Home Alone: Gaming Explosion During Covid" meeting where speakers discussed strategies for getting women and BIPOC into the gaming industry, with a focus on a DME accelerator, Cover 360.



- The **SoCal Aerospace Council** partnered with several space and aerospace organizations to host the event "Tech in Take Off" that presented multiple sources for funding for new technology space companies and discussed the new Space Force Command office at LA Air Force Base, exploring related opportunities for businesses in the LA region with detail about how to partner with government for contracts and funding.



KEYNOTE SPEAKER

LT. COL. WALTER "ROCK" MCMILLAN
US Space Force

- LAEDC's **Bioscience Industry Council** hosted *The State of Lifesciences* event during the year, highlighting growth of the industry, and LAEDC unveiled its new, interactive Bioscience GIS mapping platform on the LAlifescience.org website, which identifies all the bioscience assets in the LA County region, to assist with workforce development, partnerships and ecosystem growth.

"The e4 Mobility Alliance has had impact on a variety of areas within my businesses...and has helped to support several electrification ventures with which I am involved. I value our relationship and often confer with LAEDC when confronted with issues needing external support."

— **BRIAN ALLMAN**, LyteHorse Lab

- **California SmartMatch**, a program within our industry development umbrella, focused on building a Personal Protective Equipment (PPE) Consortium for SoCal, finding contracting opportunities for disadvantaged small businesses, and supporting new, locally developed technologies. Additionally, the California SmartMatch program promoted Avisare, a Black, woman-owned businesses that is streamlining certification for small businesses to access contracting opportunities.

“California SmartMatch has proven to be a very positive program for Proterra - we can't thank the LAEDC Team enough for their hard work and support as we grow in the (electric) transit marketplace.”

— **AMY CUNY**, Sr Buyer, Proterra

POLICY & ADVOCACY

LAEDC's policy work paired macro-economic research with field-level knowledge derived from interaction with community, business, and industry partners to inform public policy ideas and positions that support targeted economic growth and development in LA County.

Additional resources and our focused approach increased LAEDC's capacity to impact policy discussions leading to 15 Letters of Support (LOS) across a variety of different policy issues and industries.

HERE ARE SOME HIGHLIGHTS FROM THE YEAR:

Electrify America Cycle 3 Investment Plan: LAEDC submitted a LOS to California Air Resources Board at the request of the City of LA Mayor's Office for the Electrify America Cycle 3 Investment Plan, which was subsequently approved. The plan will deliver important funding for heavy-duty EV adoption and designates the Long Beach-Wilmington area as its Green City, bringing \$25 million in targeted investment to accelerate the transition to zero emission buses and drayage trucks that service the region, a step forward for environmental equity.

Engagement with Select Committee on Small Business and Entrepreneurship: The LAEDC Executive team met with Assemblymember Petrie-Norris (District 74), new chair of the Select Committee on Small Business and Entrepreneurship, to discuss the committee's planned LA convening in September. LAEDC will help coordinate and has been invited to the panel discussion to advance the Center for a Competitive Workforce and LAEDC's decade-long series of labor market reports.

R.E.A.L. Coalition - LOS: AB 22 : LAEDC joined the renewed Regional Economic Association Leaders of California (R.E.A.L.) Coalition Committee to work collaboratively with other business associations to advance statewide policies relating to economic competitiveness and workforce development.

LAEDC submitted a LOS for AB 22 which focused on creating transitional kindergarten (TK) to provide parents returning to the workforce with various childcare options. These TK measures were all successfully adopted in California's recently signed state budget.

New California Coalition: LAEDC has been participating in the initial meetings of the recently formed New California Coalition, focused on uniting business and economic development leaders statewide under a common cause of improving the business climate in California.

Los Angeles Digital Equity Action League: LA DEAL was formed as a collaborative regional broadband consortium by LAEDC and UNITE-LA, focused on closing the broadband gaps that exist in communities in the LA Region. To help achieve this, the LA DEAL consortium has been hosting monthly broadband policy working group meetings and providing information and regularly updated tracking of relevant legislation for digital equity stakeholders in the region at www.ladeal.org. LAEDC and UNITE-LA CEO's were invited to speak at a high profile statewide press conference in support of the Governor's Broadband Budget Proposal which subsequently passed successfully.

Read more about LA DEAL in the following pages.

WORKFORCE DEVELOPMENT

This year, LAEDC connected employers, colleges, and job-seekers to strengthen economic opportunity and mobility and align talent development with the evolving needs of LA County’s employers.

Center for a Competitive Workforce (CCW) continues to be one of the most impactful programs in the region, powered by LAEDC in partnership with 19 community colleges, which is changing the model of education and delivering on the promise of industry-education alignment. CCW is recognized as a model of innovation for improving alignment between educational institutions and workforce needs by Little Hoover Commission.



DURING 2020-21, LAEDC LED PROGRESS VIA CCW:

- **Organized regional program advisory meetings** for 7 career education programs, with over 50 employers and over 150 community college faculty to shape programs for Accounting, Animation, Automotive Technician, Cloud Computing, and other career pathways. These achieved unprecedented economies of scale and created new opportunities for student work-based learning and careers for students.

“Participating in the Regional Program Advisory on Animation careers was a great reminder about the collective power that community colleges have to effect positive change for students. The up-to-date, industry focused topics discussed by current animation and entertainment studios will inform how City College’s animation program is preparing students for the workforce and to be part of the Creative Economy.”

— DR. AMARPAL KHANNA
Assistant Professor, Los Angeles City College

PERSONAL IMPACT

BAAZ BITES (Los Angeles, CA)

Frozen food company, Baaz Bites, is introducing Persian cuisine to the mainstream LA market, but the cost of packaging products became far too high during the pandemic and the production strategy needed adjustment. LAEDC introduced Chief Officer, Jordan Elist, to a co-packer in Cudahy (south Los Angeles) that could handle their level of frozen food production and distribution. As a result, Baaz Bites was able to strike a partnership that benefitted both companies involved, another example of a pivot and reinvention with LAEDC’s assistance.

INDUSTRY PARTICIPATION

47

Employers engaged directly with Los Angeles Community College faculty and students through RPA and WBL meetings and webinars



- **Hosted 18 work-based learning, job and career webinars for over 1,000** students with key employers to introduce them to their company and industry including the recruitment and hiring process and changing expectations. In addition, LAEDC facilitated 138 job and internship opportunities.
- **Hosted quarterly industry council meetings** to strengthen three of our region's most important and highest-growth industry clusters.
- **Published 3 reports** on the supply and demand for middle-skill occupations (see Research section)
- **Hosted the Bioscience Workforce Development Council**, led by LAEDC in partnership with Biocom California, connecting industry partners with colleges to better understand trends and shape program and curriculum development, and open the eyes of industry regarding new programs that are creating a talented future workforce.

◆ WORKFORCE EMPLOYER PARTNER PORTAL

LAEDC launched the Workforce Employer Partner Portal internship database used by 100% of the 19 community colleges in Los Angeles County, which facilitated 200 recurring internships with geotagging features, search by pay, company or location, and publicized by biweekly email subscription for opportunities in a customizable radius. We thank the Morgan Family Foundation for their support.

◆ GLADEO LOS ANGELES

LAEDC developed the Gladeo Los Angeles mission and website prototype; created a business model and championed funding to advance this unique approach to helping youth and job-seekers visualize themselves in new careers and support those recruitment pathways, to advance equitable economic mobility. This work sets the stage for an exciting rollout in FY22.

◆ CALIFORNIA ECONOMIC SUMMIT

LAEDC staff leadership co-chaired the *Providing Meaningful Career Pathways* session at the California Economic Summit hosted by California Forward in December 2020 and led statewide collaboration with other EDCs and workforce development stakeholders to develop a prototype for regional employer engagement to connect talent development systems with employers throughout the state.

LA DIGITAL EQUITY ACTION LEAGUE

LAEDC and UNITE-LA, with more than 100 public and private partners in the region, formed the LA Digital Equity Action League (LA DEAL) in early 2021 as a collaborative, community-driven process to assess and tackle the broadband internet gaps that exist in communities across the LA region. With the goal of eliminating the digital divide for good in LA County, the partners are addressing broadband access in a systemic and equitable way through true community representation and civic leaders representing business, education, nonprofits, and government, so that disadvantaged households have equal access to affordable, reliable, and high-speed internet service.

The team convened a coalition of eight distinct stakeholder groups in its initial phase to hear perspectives on the issue and gather information. Cross-sector Task Forces were convened in the second phase to develop an actionable roadmap to overcome specific barriers in infrastructure, internet affordability, digital literacy, devices, and public policy to achieve universal broadband access and adoption across LA County. Convenings are continuing through 2021 and LAEDC encourages your participation at www.LADEAL.org

NEARLY 20% of LA County residents are:
11% unconnected / 8% or under-connected

With some communities surpassing
30% GAP in internet connectivity

This digital divide must be eliminated as a matter of equity in our modern economy and a fundamental step in supporting an inclusive recovery for the region.

At the time of printing of this annual report, the initiative has now been recognized by the California Public Utilities Commission, which has approved the grant application for the LA DEAL to be funded as the Los Angeles County Regional Broadband Consortium to facilitate the deployment of broadband services in Los Angeles County.

PERSONAL IMPACT



PLAYA LAS TUNAS (Los Angeles, CA)

Playa Las Tunas is an example of how small restaurants have struggled during the pandemic. Restaurant owner, Celso Hernandez, was initially denied financial assistance when he applied for grants, but LAEDC helped him reapply and successfully access funds, allowing him to remain open and retain jobs, as he pivoted to online delivery options. Now, as LA County reopens, the business is able to accommodate in-person dining patrons again.

“Because of the funds from the City of Los Angeles and the resources and programs that LAEDC has been providing me, here we are – the restaurant is open through the pandemic, and we are keeping our staff and customers safe. Thank you LAEDC.”

— **CELSO HERNANDEZ**
Owner, Playa Las Tunas



TETE SNACKS (Carson, CA)

A food kiosk located near the South Bay Pavilion Mall's movie theatre generated daily customers until the COVID-19 shopping mall closures. Owner, Sami Pinillos, contacted the Connectory team with financial concerns about keeping his business operating. LAEDC's Connectory team quickly referred him to the Carson Coronavirus Disaster Small Business Loan Program and assisted him with applying for the Paycheck Protection Program. Pinillos also took advantage of LAEDC's Spanish webinars and reopening guides. He received \$2,400 in PPP funds and successfully reopened his business in April 2021.

SAFER AT WORK

To support a safer reopening of LA's economy after the pandemic's first wave, LAEDC ideated and partnered with County of Los Angeles WDACS to develop a campaign encouraging safe practices for businesses, their staff, patrons, and the larger community. First rolled out in Fall 2020, the Safer at Work campaign gives workers the information and resources they need to protect themselves, their co-workers and customers, and gives customers friendly directions on how to be safer patrons.



The campaign, which was re-launched in Spring 2021 features 260+ pieces of original creative content featured in thousands of distributed posters for workplaces, hand-painted sandwich boards for shopping districts, murals, outdoor art, print ads, and social media digital graphics styled in the rich tradition of historic Los Angeles sign making. Multilingual materials and radio spots support an inclusive recovery in all our communities. Safer at Work Los Angeles became a collaborative, county-wide campaign created to remind us that together, we can safely restore our local, thriving economy.

KIDS ARTISTIC SENSE, INC. (Los Angeles, CA)

Kids Artistic Sense, Inc. is an educational center for children with a mission to provide hands-on learning experiences using art to enhance the potential and development of children ages 2-10.

"A very thriving and profitable business before the pandemic, we encountered hurdles similar to most in-person education centers and schools. After months of waiting, we received PPP funds through the SBA and a microloan from the city of Los Angeles which was a great blessing! And to our surprise, we also had representatives from the LAEDC reaching out to us providing resources and support. LAEDC continues to be an integral part of our business helping us succeed, including assistance as our company pivoted and created a new product, One Month Art Class in a Box. We will be forever grateful for the support we received from LAEDC."

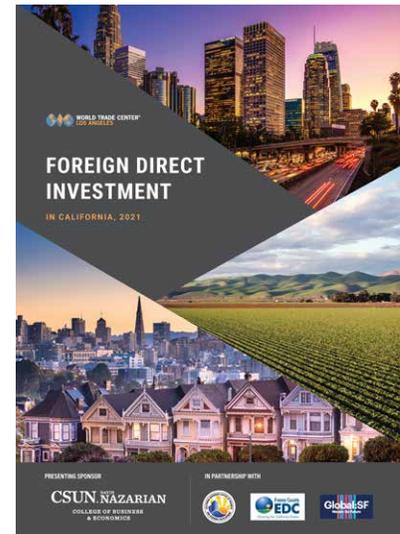
— **MS. SANDRA, DIRECTOR**
Kids Artistic Sense, Inc.





**WORLD TRADE CENTER®
LOS ANGELES**

LAEDC’s subsidiary World Trade Center Los Angeles (WTCLA) continued its focus on attracting Foreign Direct Investment (FDI) and helped our local firms increase international opportunities. While the global economic crisis significantly dampened international investment during calendar year 2020, WTCLA continues to facilitate renewed interest from international investors. WTCLA is planning for its annual Select LA Investment Summit in October 2021 to resume as the most impactful platform to facilitate relationships and provide the insights for successful investment into LA County, which in total creates hundreds of thousands of jobs in California.



- ◆ WTCLA published its **6TH ANNUAL FDI REPORT** to quantify foreign investment and related jobs and wages throughout California.
- ◆ Performed **50** foreign investment attraction consultations with international firms.
- ◆ Co-hosted a **VIRTUAL TRADE MISSION** to Kenya and represented LA County at the Select USA Investment Summit.
- ◆ Hosted a **VIRTUAL SELECT LA TRADE MISSION** with 150 companies from 24 countries in partnership with Select USA.
- ◆ Virtually hosted and presented to **7 DELEGATIONS** from Germany, Berlin, Japan, Czech Republic, Canada, and Denmark.
- ◆ Hosted **4 WEBINARS** in collaboration with international trade agencies and LA consulate corps.
- ◆ Delivered **4 CUSTOM FDI REPORTS** to the Japanese Consulate in Los Angeles, the New Zealand Consulate in Los Angeles, the United Kingdom’s Department of International Trade, and the City of Los Angeles.
- ◆ Continued WTCLA’s **THOUGHT LEADERSHIP** via media coverage in international and US publications as well as podcasts.

PROPEL LA: IMPLEMENTATION OF THE STRATEGIC PLAN

LAEDC’s work on the 2016-2020 LA County Strategic Plan for Economic Development concluded in 2021, with the publication of the Propel LA Final Report , which serves as a report card of regional progress for the five years prior to the pandemic, informing equity conversations and providing analysis of the effectiveness of our region’s shared strategies. The LAEDC team is deeply honored to have been entrusted with this regional consensus-led strategic planning process. Find the report at www.laedc.org/propel.

LAEDC EVENTS

LAEDC's 25th Annual **Eddy Awards** fundraiser went virtual for 2020, honoring the unseen, essential, frontline workers of the last year, and highlighting the resilience of our region to an audience of more than 2,000. The annual **Economic Forecast** highlighted the impact of the pandemic and featured national experts on equitable recovery. And, at the third annual **88 Cities Summit**, thought leaders shared strategies to achieve such an equitable recovery through investments in small businesses, workforce development and digital equity.

In its sixth year, the LAEDC's **Future Forum Series**, in partnership with presenting sponsor CSU Dominguez Hills, highlighted the pivots, innovations, and progress in Entertainment, the Green Economy, Medical Research and Treatments, and the convergence of Aerospace and 5G. LAEDC also established a once weekly, now monthly webinar focusing on the economic impacts of the pandemic. As did most organizations in the state, the LAEDC successfully pivoted to virtual events for all of FY21, reaching new audiences in Southern California and across the globe.

Throughout the year LAEDC Board of Governors members heard from prominent guest speakers including **Governor Gavin Newsom**, **Treasurer Fiona Ma**, **Senator Robert Hertzberg**, and **LA County Supervisors Hilda Solis** and **Holly Mitchell**. As we look to highlight the resiliency of our region and the opportunities for growth ahead, the 26th Eddy Awards will be hosted at SoFi Stadium on November 10th, 2021.



FEATURED SPEAKER
Hilda Solis
Chair, Los Angeles County Board of Supervisors
Supervisor to the First District



BECOME A MEMBER!

LAEDC's annual membership provides cooperative action, real impact, and substantive direction through involvement with top business, education, government, and nonprofit leaders in LA County.

The regional economy is in the midst of a rapid and unprecedented transition and the nature of economic opportunity is changing and creating uncertainty about jobs of the future. LAEDC develops approaches and takes action to help our region and its businesses and residents navigate this change and positions our leading industry clusters to succeed and create more good jobs.

Please contact Melissa Kham, VP of Strategic Relations, if you are interested in working shoulder to shoulder with other leaders in LA to advance our mission. Melissa.Kham@laedc.org or (213) 236-4815



SOUTHERN CALIFORNIA LEADERSHIP COUNCIL UPDATE

Now in its 15th year, the Southern California Leadership Council (SCLC), established and still hosted by the LAEDC and led by former California Governors and more than 30 CEO's from across the entire Southern California region, strives to create positive change on the critical issues that affect Southern California's economic vitality, job creation and quality of life. Throughout the year, SCLC has remained dedicated to the pressing issues that our region faces, which became even more critical during the pandemic. Although each year SCLC normally selects just one or two priority issues where measurable and positive change can be made, this past year the Leadership Council diligently worked on a number of issues due to these uniquely challenging times.

Housing and healthcare have been SCLC's top two priority issues, and the pandemic has only served to reinforce their importance. SCLC held meetings with top state legislators including Assembly Speaker Anthony Rendon, Senate President Pro Tem Toni Atkins, Senate Majority Leader Bob Hertzberg, Senator Mike McGuire, and Assemblymember David Chiu. SCLC lent its support to the Senate Housing Package of Legislation at the end of 2020 (though it failed to pass) and has remained vocal in support of bills that will significantly increase the production of new and much needed housing, especially housing affordable to low- and middle-income Californians. Likewise, SCLC has opposed bills that would be a detriment to housing production and/or affordability.



In regard to the pandemic, the Leadership Council co-sponsored a public service announcement with five other prominent organizations that encouraged Californians to get vaccinated. The "Do It For" commercial was aired especially in disadvantaged communities that had lower rates of vaccination. SCLC also focused on California's economic recovery, which led to meetings with Governor Gavin Newsom, DeeDee Myers, Senior Advisor and Director of the Governor's Office of Business and Development (GO-Biz) and United States Speaker of the House of Representatives Nancy Pelosi. SCLC also worked with SCAG on the development of an Inclusive Economic Recovery Strategy (IERS) for our region and coordinated with dozens of business and industry groups throughout our state in response to economic issues related to the pandemic and recovery.

PERSONAL IMPACT

BRITEWORKS, INC. (Covina, CA)

BriteWorks is a woman-owned, Latinx business, providing commercial cleaning and janitorial services to businesses for 25 years. LAEDC has provided assistance to BriteWorks on programs related to incentives, workforce, PPE and Covid19 related programs. In addition, during the past year, BriteWork's status as a Disadvantaged Business Enterprise was being challenged by a competitor and LAEDC participated in LA Metro's Transportation Advisory Council hearings to voice support for the authenticity and professionalism of Briteworks to continue with their contract for cleaning and disinfecting MTA buses. That was successfully resolved, sustaining 155 jobs.

"You recommended a variety of programs and introductions to service providers that could assist us with business challenges, and introduced us to business incentive programs, to help sustain and grow our business. With the fast-changing economy, it's reassuring to know that there are people like you at the LAEDC that really care about helping to keep our local businesses strong, sustaining jobs in our economy."

— ANITA RON

President, *BriteWorks, Inc.*

STRINGKING (Compton, CA)

"Thank you for your important help with StringKing's relocation/expansion from the Gardena area to the City of Compton. We value your expertise with the City of Compton engaging both the Assistant City Manager and Building Director to advocate on our behalf to streamline permitting and other city matters, as well as introducing us to California Manufacturing Technology Consulting, Southern California Edison and the local America's Job Center of California in Compton, and advising us on many programs and incentives including the California Competes Tax Credit."

"I am pleased to report that we finally received our Temporary Certificate of Occupancy (TCO) in March. This is a 100,000-square foot cutting and sewing manufacturing facility that will be producing much needed personal protective equipment (PPE) as well as custom fit uniforms for the U.S. Army and Navy. We now employ 350 individuals but urgently need to ramp up and hire about 200 more workers."

"Without your persistence, access to key contacts and resources, and backing us with the City of Compton, we would not have been able to operate at this magnitude and at this critical time."

— JAKE MCCAMPBELL

Founder/President, *StringKing*

PERSONAL IMPACT

JOHNNY ROCKETS (Long Beach, CA)

LAEDC assisted Johnny Rockets' owner, Becky Benam, during the COVID-19 pandemic. The Downtown Long Beach business is woman-owned and has 8 employees. Our District Director advised the business about available SBA loans, grants, special restaurant recovery grant, as well as City of Long Beach programs including grants and workforce assistance, as well as LA County programs through the Los Angeles County Development Authority (LACDA).

As a result of LAEDC technical business assistance and advisement, the business received a \$30,000 CARES Act Employer Assistance Grant through the County's Workforce Development, Aging and Community Services



(WDACS) Department. She also received a \$20,000 loan from LACDA through its Transit Oriented Communities Small Business Recovery Loan Program.

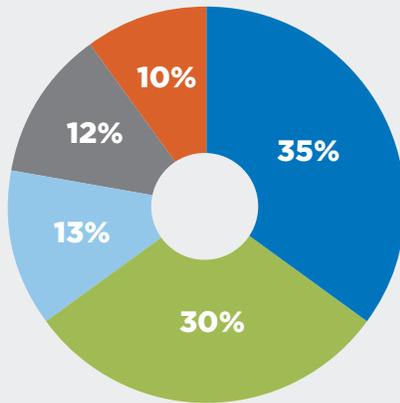
“In the past ten years that I have been running my restaurant I have gone through so many difficulties. Yet I never gave up and I never asked for help from any organizations. Coronavirus caught me off guard... Perhaps I could close the restaurant, go home and keep my savings, but I decided to do the opposite. Mainly for the sake of my employees and my sense of responsibility towards the society. Thank you for looking out for us and assisting our business.”

— **BECKY BENAM**

Owner, Johnny Rockets

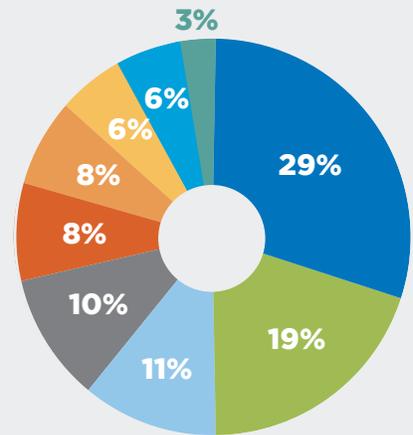
LAEDC FINANCIAL SUMMARY FY 2020-21

86% of LAEDC's operating budget goes directly to program services.



FUNDING

- **35%** Private Sources
- **30%** State/Federal Agencies
- **13%** County
- **12%** Local Government/Agencies
- **10%** Portfolio Draw



EXPENDITURES

- **29%** Business Assistance & WTCLA
- **19%** Industry Cluster & Workforce Development
- **11%** Admin, IT, HR, Executives & Overhead
- **10%** Consulting and Research
- **8%** Marketing & Communications
- **8%** CARES Act Programs
- **6%** Public Events
- **6%** Center of Economic Development
- **3%** Strategic Relations

ABOUT LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION (LAEDC)

LAEDC's vision is a reimagined Los Angeles regional economy – growing, equitable, sustainable, and resilient – that provides a healthy and high standard of living for all. We pursue this vision via highly collaborative economic development leadership, objective economic research and analysis, strategic assistance to business, education and government, and targeted public policy. LAEDC was established in 1981 as a 501c3 nonprofit, public benefit organization.



LAEDC thanks the Board of Supervisors and CEO of Los Angeles County for their continuing support.

LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

Collectively Advancing Opportunity and Prosperity for All

444 S. Flower Street, 37th Floor
Los Angeles, CA 90071

www.LAEDC.org / info@LAEDC.org



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