

Altadena Chamber of Commerce

Power Breakfast Presentation

LA County Department of Economic Opportunity

Business Services Presentation

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November 1, 2023



**department
of economic
opportunity**
COUNTY OF LOS ANGELES

Who We Are

Creating a thriving future for all!



Vision







An equitable economy with thriving communities, inclusive and sustainable growth, and opportunity and mobility for all.



Mission

DEO creates quality jobs, helps small businesses and high-road employers start and grow, and builds vibrant local communities and spaces.

Ongoing Challenges in LA's Economic Development Ecosystem

-  **LA County's labor participation rate ranks 9th out of 12 peer counties¹**
-  **Residents report lack of skills as the #1 barrier to finding a job in LA County²**
-  **LA County ranks 11th out of 12 peers in Cost of Living Adjusted earnings³**
-  **White residents in LA, on average, earn 2x the income of Black residents and 3x that of Latinx⁴ residents**
-  **LA County ranks last among peers in the ease of doing business⁵**
-  **LA County only retains ~50% of its Bachelor's degree graduates, ranking 6th against peers¹**

1. Peer counties identified by various factors including economic output, population size, and geographic characteristics and include Cook County, IL (Chicago); Dallas County, TX (Dallas); District of Columbia (Washington, DC); Fulton County, GA (Atlanta); Harris County, TX (Houston); Miami Dade County, FL (Miami); San Diego County, CA (San Diego); San Francisco County, CA (San Francisco); Santa Clara County, CA (San Jose); Suffolk County, MA (Boston); Richmond County, Kings County, New York County, Queens County, Bronx County, NY (New York City)
2. McKinsey American Opportunity Survey (April 2022)
3. Cost of Living Index (COLI) provides a baseline for understanding how regional costs of living compare to the nation and to each other. The index is comprised of six major categories: grocery items, housing, utilities, transportation, health care, and miscellaneous goods and services
4. "Latinx" defined as "White Hispanic" or "Latino" while "White" defined as "White Non-Hispanic or Latino." All other Hispanic/Latino included within respective racial groups. "Some other race" excluded from sample and analysis
5. Methodology used by Doing Business North America to measure ease of doing business

Unlocking LA County's Economic Potential

Current Economic Assets and Opportunities

Assets

- Highest GDP of any county in the nation
- Diverse industries and businesses
- Massive infrastructure (including Ports)
- Small business power (300,000+ small businesses in LA County)
- World-class educational institutions
- Anchor and pillar institutions

Opportunities

- Disparate impacts of COVID
- Underinvested communities not yet realizing full potential: high housing costs, higher unemployment & poverty rates, & fewer college degrees/credentials
- Importance of social supports for disadvantaged workers (child-care, digital divide, etc.)
- Urgency to address climate change

DEPARTMENT OF ECONOMIC OPPORTUNITY

Work, Live & Do Business

DEO Strategies and Services



- Regional Economic Approach
- Jobs and Training
- Entrepreneurship Development
- Small Business Services
- Certifications and Contracting
- Industry Cluster Development
- Business Attraction to Drive New Investments
- Real Estate and Capital Development

America's Job Centers of California & East LA Entrepreneur Center



- Help **residents** connect to job preparation, training, and new career pathways with family sustaining wages
- Help **small businesses and high growth sector employers** connect to a diverse talent pipeline that supports sustainable and inclusive growth

- Helps **LA County small business owners** start or grow a business, access one-on-one business counseling services, connect to technical assistance, attend business development webinars & workshops and more!

Build Back Better

DEO is committed to helping communities & businesses build back better.



DEO is responsible for \$156.7M in American Rescue Plan Act (ARPA) funds across 15 programs for small businesses and workers hardest hit by the pandemic and in historically disinvested communities



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Creating Pathways for Business Success

DEO leverages our services, regional expertise and partnerships to support LA County businesses, non-profits, and social enterprises to certify, grow and thrive.

Office of Small Business & Entrepreneurship Center

We work closely with you to create an action plan to start and grow a business in LA County. Our team of business services experts will then find personalized solutions that will help meet business goals and become contract ready. Get assistance with LA County certification programs and winning County procurement awards.

APEX Accelerator (formerly known as Procurement Technical Assistance Centers)

Funded by the Department of Defense Office of Small Business Programs, APEX provides 1:1 technical assistance to businesses interested in selling products or services to federal, state, and local governments.





Government Procurement Assistance

Navigating Registrations

The government buys items and services to meet operational needs and programs delivered to the public at every jurisdictional level.

Selling your products or services to the government starts with Registration on a procurement platform.

Get help with registering with the right agency and create a profile today!

Navigating Certifications

Most government agencies, if not all, have certification programs designed to assist small and diverse businesses in successfully winning awards.

There is typically limited reciprocity between various levels of government. Get help in starting in the right direction and consultation on navigating the numerous certification requirements at federal, state or local levels!

Navigating Solicitations

The government buys items and services through different solicitation methods.

Request for proposal (RFP), Request for Information (RFI), Request for Statement of Qualifications (RFSQ), Request for Bids (RFB) and other mechanisms are all methods buyers will purchase goods and services.

Get help with understanding processes to win awards!

Certifications

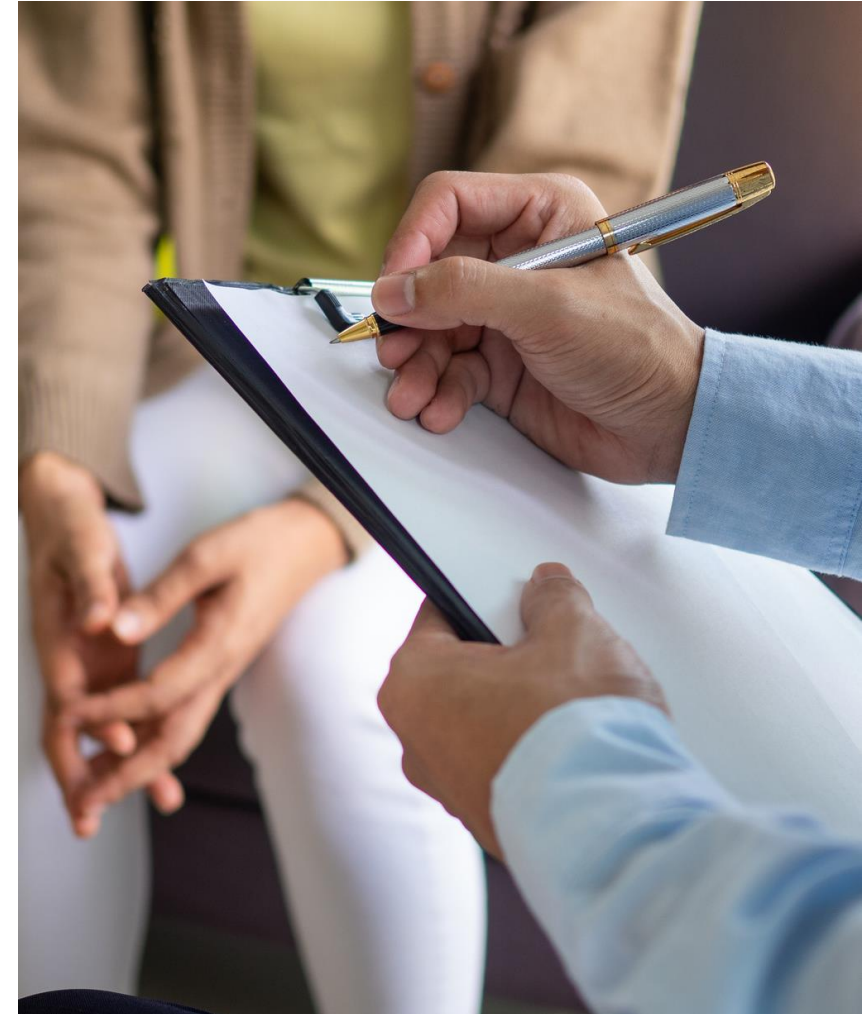
The DEO's OSB administers the County's certification programs to provide benefits to participating businesses competing and winning County procurement awards.

Certifications: Local Small Business Enterprise (LSBE); Disabled Veteran Business Enterprise; Social Enterprise; Women Business Enterprise; Minority Business Enterprise; LGBTQQ+ Business Enterprise; Disadvantaged Business Enterprise

Workshops: Trainings on how to get certified, which certifications may be right for you and how to do business with various County departments.

Counseling: Book a free counseling on how to become certified as diverse and small business for LA County contracting and procurement opportunities.

Referrals: We provide referrals to our APEX Accelerator programs that can guide and support clients through the journey of government marketplace.



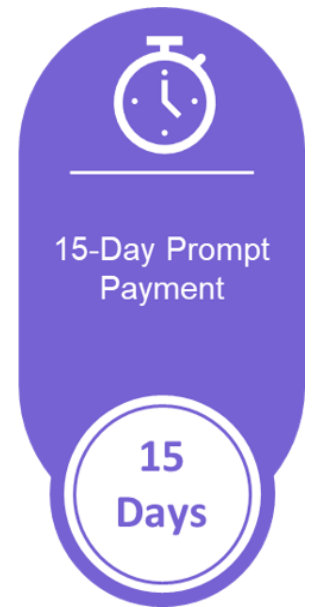
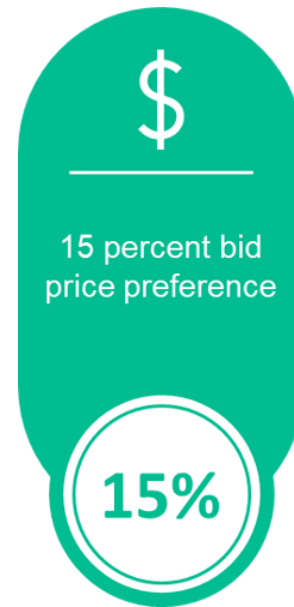
Preference Program Enterprise Benefits

Certification benefits are designed to make your business or non-profit more competitive in the County marketplace.

Ensure your business or nonprofit is **paid promptly** within 15 days of an approved undisputed invoice.

Access to **direct purchase pathways** for commodities or services under \$25,000 through a Simplified Acquisition Process.

Provide a passive **marketing** by being listed in our public certified business database.



Community Business Enterprise Benefits

- Provide marketing support for the business by being listed our public certified business database.
- Encourage utilization of CBE certified vendors through the 25% utilization solicitation participation goal for County of Los Angeles.
- Increase opportunities for subcontracting through goals for both government contracting and large prime contracting.
- Access to APEX industry clusters by participation type.

COMMUNITY
BUSINESS ENTERPRISE
(CBE)* 25%
participation goal

Women Owned
Business Enterprise
(WBE)

Lesbian, Gay, Bisexual,
Transgender, Queer &
Questioning (LGBTQQ)

Minority Business
Enterprise (MBE)

Disadvantaged
Business Enterprise
(DBE)

DOING BUSINESS AT A GLANCE

Below are some statistics on how Doing Business With Los Angeles County can help your business reach new levels of success.

\$10.7B

ANNUAL
PURCHASING
AND CONTRACT
SPENDING -
FISCAL YEAR
2022

25K

REQUISITIONS
AWARDED BY
COUNTY
DEPARTMENTS

\$943M

ANNUAL
SPENDING TO
CERTIFIED
BUSINESSES -
FISCAL YEAR
2022

1,654

ACTIVE
PREFERENCE
PROGRAM
ENTITY
CERTIFIED
VENDORS

7

AVERAGE
NUMBER OF
DAYS TO PAY
PREFERENCE
PROGRAM
ENTITY
CERTIFIED
VENDORS

Legal Aid for Small Business

DEO has teamed up with Bet Tzedek Legal Services and Public Counsel to provide free legal assistance to small businesses impacted by the pandemic. Through this partnership, we're connecting LA Region's small business owners with legal experts who can provide them with help ranging from basic legal information and guides regarding the legal issues impacting them to representation by an attorney to help address their immediate and long-term legal issues.

Free legal help + trainings
for small businesses

BET TZEDEK
PUBLIC COUNSEL
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Commercial Leasing
Intellectual Property
Contracts
Choice of Entity
COVID-19 Laws
RENT

1-866-375-9511
<https://lalegalhelp.org>

Services Offered:

- Webinars and Presentations** - Get access to webinars, presentations and guides that provide small business owners with important knowledge on critical business law issues.
- Direct Client Representation for eligible businesses** - small business owners who meet the eligibility requirements can be placed with an attorney who will directly represent them on a wide range of legal matters.
- Small Business Academy** - Like legal boot camp for small businesses - owners will attend three-hour courses designed to sharpen their legal I.Q. around a number of topics, and the opportunity to meet one-on-one with experts for individualized advice on various legal topics.

Join Our Upcoming Webinar on Commercial Leases

Our legal partners will be hosting a "Know your Rights" webinar on commercial leasing for small business on July 19th. Topics will include, general commercial lease issues, county tenant protections resolution and commercial rent debt negotiation tips.



**Scan QR Code to
Register today!**

Workforce Assistance

Talent Recruitment: We conduct one-on-one counseling sessions with your business to identify opportunities to recruit and hire new and diverse talent.

Employee Upskilling: We assist your business with the development of a low to no-cost customized training program to build a pipeline of qualified workers to meet your workforce needs, including your incumbent workers.

Talent Development Programs: We save your business time and money by connecting you to our workforce programs that help expand your business while leveraging our subsidized wages funds. This includes Apprenticeship technical assistance.

Layoff Aversion: We help your business avoid layoffs by identifying preventative measures that can keep your business on track for success.

Credits & Incentives: We provide your business guidance and assistance in applying for new and established workforce related tax credits and incentives.



Pandemic Recovery Rapid Reemployment

Pandemic Recovery Rapid Reemployment (PRRR) Los Angeles County helps small businesses in LA County streamline their hiring process, reduce payroll costs, and build a new team!

Apply Today



Program Benefits:

- **Reduce payroll costs!** Hire local qualified talents with up to 100% of program wages covered.
- **Career services support!** Access specialized career services customized to your business and industry needs
- **On the job training!** Provide hands-on specialized training to new hires in various industry sectors with up to 90% of program wages covered



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Youth@Work ELEVATE!



Businesses in LA County can boost their workforce and elevate a career! Partner with us to get your business a highly motivated youth intern with 100% of the internship covered for up to 400 hours.



**Scan the QR code to
learn more!**

Contact DEO's Office of Small Business



Schedule a Free Appointment

<https://bit.ly/BizCounseling>

<https://bit.ly/APEXAppointment>



Visit Us?

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Call Us

844.432.4900

Request a Speaker

BizEvents@opportunity.lacounty.gov



Email Us

osb@opportunity.lacounty.gov

Apex@opportunity.lacounty.gov

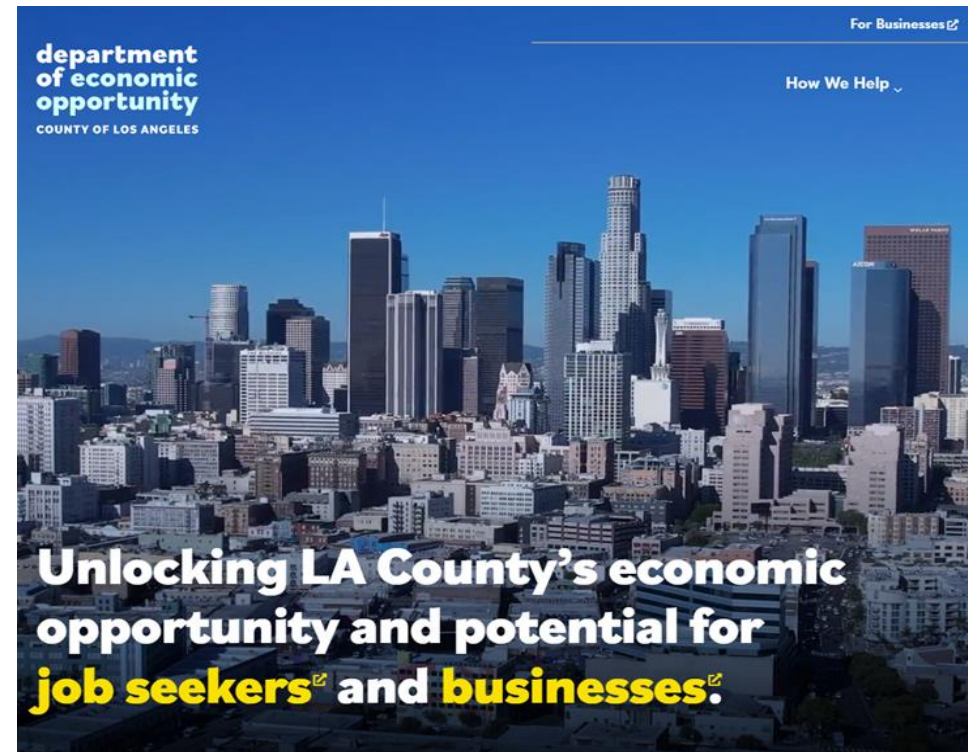


RSVP for Upcoming Webinars

<https://bit.ly/DEOBizEvents>

DEO Website

<https://opportunity.lacounty.gov/>



Grow. Succeed. Thrive.

DEO Quick Links

Scan QR Codes to Access Resources



DEO Newsletter Sign Up

Link: bit.ly/SubscribeDEO



**Youth@Work Elevate
(For Youth)**

Link: bit.ly/YouthElevate



PRRR (For Businesses)

Link: bit.ly/HireLocalTalent



Careers for a Cause

Link: linktr.ee/careers4acause



**Youth@Work Elevate
(For Businesses)**

Link: bit.ly/ElevateOurYouth



PRRR (For Job Seekers)

Link: bit.ly/GetCareerReady

Constituent Services and Events

Email: deo@opportunity.lacounty.gov

Schedule an AJCC Tour

Email : deo@opportunity.lacounty.gov

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Grow. Succeed. Thrive.

Questions?
Thank you!