ECONOMIC DEVELOPMENT POLICY COMMITTEE
Thursday, May 21, 2020
9:00 a.m. – 10:00 a.m.

Virtual/SKYPE Meeting

Call-in number: 1-323-776-6996 Access Code: 498935018#

AGENDA

1.	Introductions	
2.	Legislative update (CEO)	5 minutes
3.	CEDS update (LACDA)	15 minutes
4.	Great Plates Delivered Initiative update (WDACS)	5 minutes
5.	Business Relief Funds update (LACDA, DCBA, WDACS)	15 minutes
6.	Worker Resiliency Fund update (WDACS)	5 minutes
7.	COVID-19 Portal and Website update (DCBA)	5 minutes
8.	COVID-19 related Board items/report backs (various)	5 minutes
9.	Public comment	5 minutes

NOTE:

Please send comments to EconomicDevelopment@ceo.lacounty.gov by Wednesday May 20 at noon. They will be shared with the Committee prior to the meeting.

HOUSING
COMMUNITY
ECONOMIC

LACDA

Los Angeles County Development Authority

Comprehensive Economic Development Strategy (CEDS)
Economic Development Policy Committee Update
May 21, 2020

CEDS Process and Work Completed

A Comprehensive Economic Development Strategy (CEDS) serves as an adaptive game plan for local and regional economic development planning. It does this by establishing goals and identifying ways in which local strengths can be leveraged and barriers can be overcome to improve inclusive economic prosperity and overall quality of life for residents. The elements below reflect the requirements of the Economic Development Administration (EDA). The EDA requires that regions update their CEDS at a minimum of every five years to continue to qualify for EDA funding and assistance.

Data Analysis

- ***Summary Background*** *– extensive data analysis that demonstrates the economic development conditions of the region.*
- ***District Profiles***

Engagement

- *CEDS Committee*
- *On-site meetings*
- *Internal LACDA meetings*
- *Internal review of draft CEDS*

Dynamic SWOT

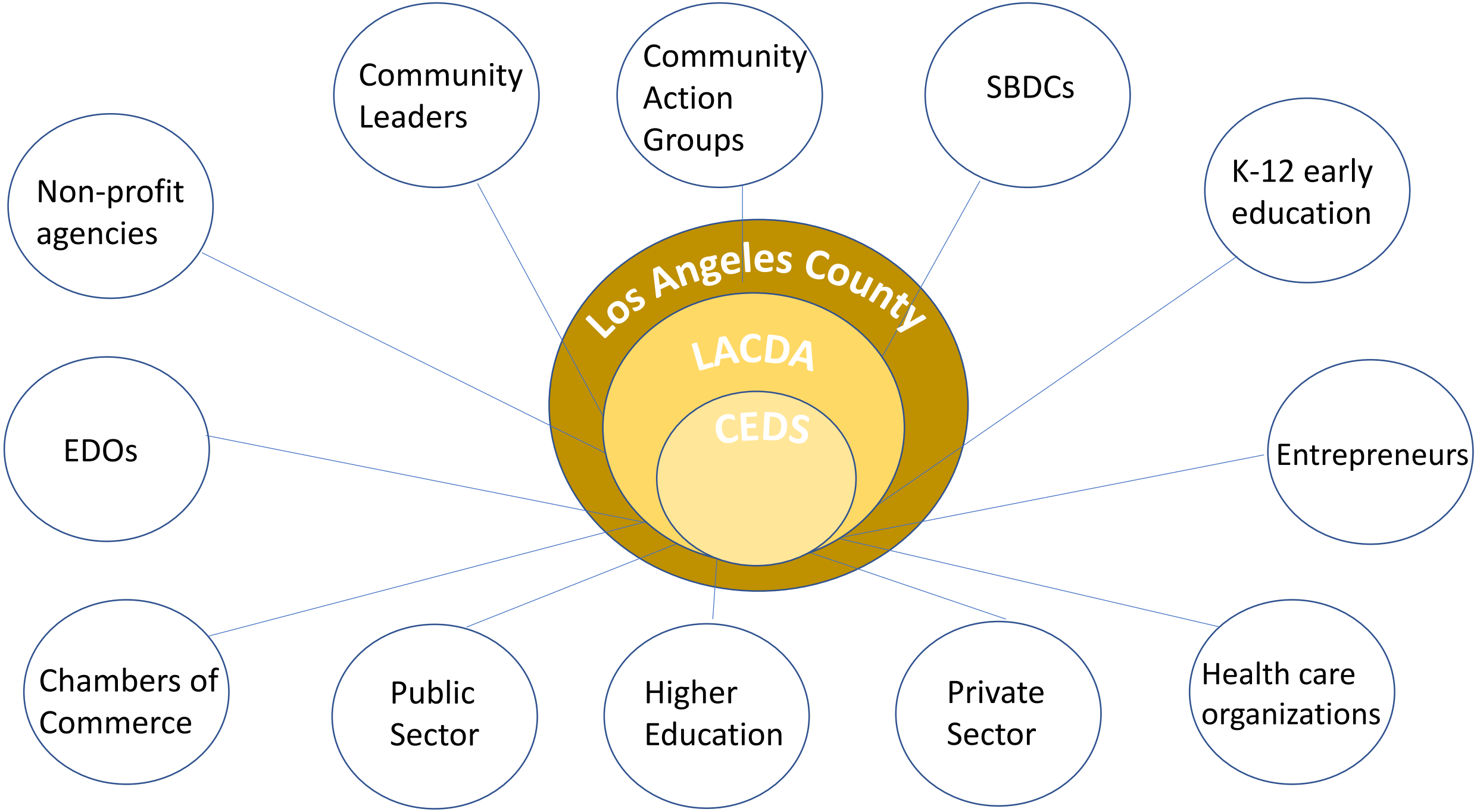
- *Analysis of regional strengths, weaknesses, opportunities and threats – derived from the engagement process.*

Strategic Plan

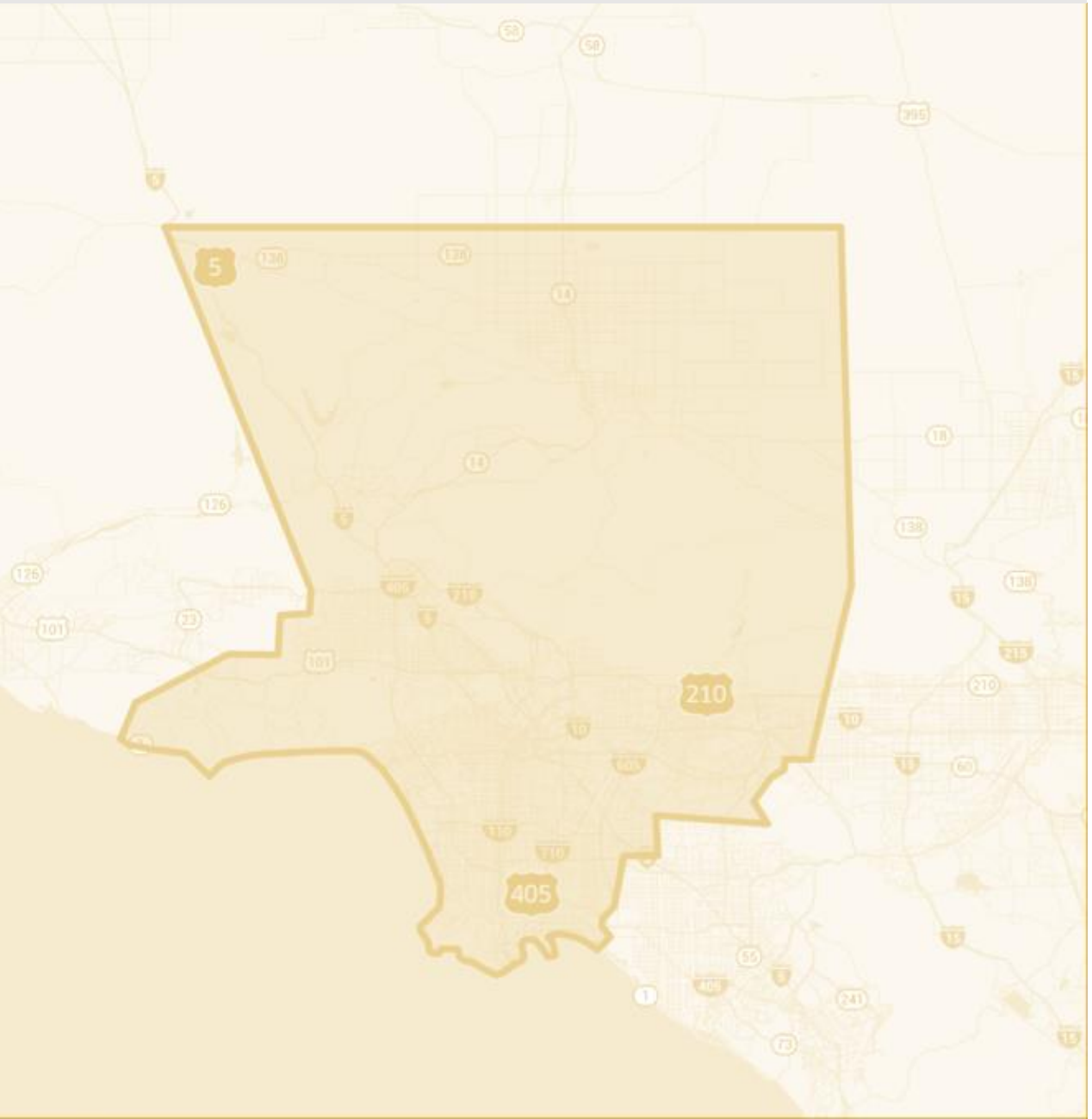
- *Rationale behind the goals and objectives*
- ***Core Principles*** *– derived from the engagement process intended to guide implementation.*

Implementation Plan

- ***Performance Metrics*** *– Indicators to measure progress of the implementation plan. Meant to be updated on an ongoing basis*


Community Leaders
Community Action Groups
SBDCs
Non-profit agencies
K-12 early education
Los Angeles County
LACDA
CEDS
EDOs
Entrepreneurs
Chambers of Commerce
Public Sector
Higher Education
Private Sector
Health care organizations

Engagement Sessions



Tuesday May 21, 2019

District 1
City of Commerce Senior Citizens Center
255 Commerce Way
Commerce, CA 90040

Wednesday May 22, 2019

District 5
Antelope Valley Transit Authority
42210 6th Street West
Lancaster, CA 93534

Thursday May 23, 2019

District 5
Pasadena City Hall
100 North Garfield Avenue
Pasadena, CA 91011

Thursday May 23, 2019

District 2
Thursday May 23, 2019
USC Sol Price School og Public Policy
620 USA McCarthy Way
Los Angeles. CA 90089

Monday June 17th, 2019

District 3
Film LA
6255 W. Sunset Boulevard
Hollywood, CA 90028

Tuesday June, 18, 2019

District 4
Studio 111
245 East Third Street
Long Beach, CA 90802

Tuesday June, 18, 2019

District 1
City of Commerce Senior Citizens Center
2555 Commerce Way
Commerce, CA 90040

Wednesday June 19, 2019

District 5
Antelope Valley Transit Authority
42210 6th Street West
Lancaster, CA 93534

Thursday June 20, 2019

District 2
USC Marshall Lloyd Grief Center for Entrepreneurial Studies
620 USC McCarthy Way
Los Angeles, CA 90089

January 8th, 2020

All Districts
Cities and Highlights Training (CHAT)
Digital Meeting

CEDS Committee

- Brett Dickstein, SBDC
- Candice Davis, Los Angeles County
- Caroline Torosis, Economic and Business Services Workforce Development Aging and Community Services
- Connie Chung, Los Angeles County Department of Regional Planning, General Plan Development/Housing
- Davis Carlisle, Charles R. Drew University of Medicine and Science
- Ernesto Bobadilla, Los Angeles County Consumer and Business Affairs
- Holley Schroeder, Santa Clarita Valley Economic Development Corporation
- Jose Gardea, Urbanism Advisors - A Place For Urban Development
- Kerry Doi, Pacific Asian Consortium in Employment
- Kimberly Kelly-Rolfe, USC Marshall Lloyd Greif Center for Entrepreneurial Studies
- Mary J. Robertson, Sr., Pacific Coast Regional Small Business Development Corporation
- Olivia Segura, LA Metro
- Seyed Jalali, Long Beach Economic Development Department
- Sharon Evans, Business Resource Group

Role:

- Review and refine materials
- Give direct feedback on strategy based on their expertise
- Attend on-site meeting
- Participate in digital review session
- Annual meeting and communication during CEDS Update over next 5 years – provide updates to strategies and objectives.

Representation from:

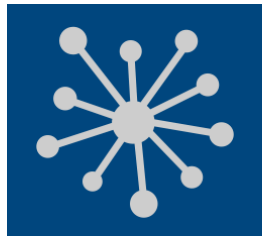
- Private sector
- Public sector
- Community leaders
- Private individuals
- Workforce boards
- Institutions
- Minority groups
- Labor groups
- Non-profits

Core Principles for Implementation

Collaboration & Partnerships

Communication

Respect, Cooperation & Trust



Innovation

Diversity

Equity & Inclusion

Strategic Use of Resources

Resiliency

Los Angeles Times

BUSINESS

California's economy will grow faster than the nation's, UCLA forecast predicts

California's growth is slowing, but the Golden State is still likely to prosper more than the U.S. overall next year, UCLA's forecast predicts

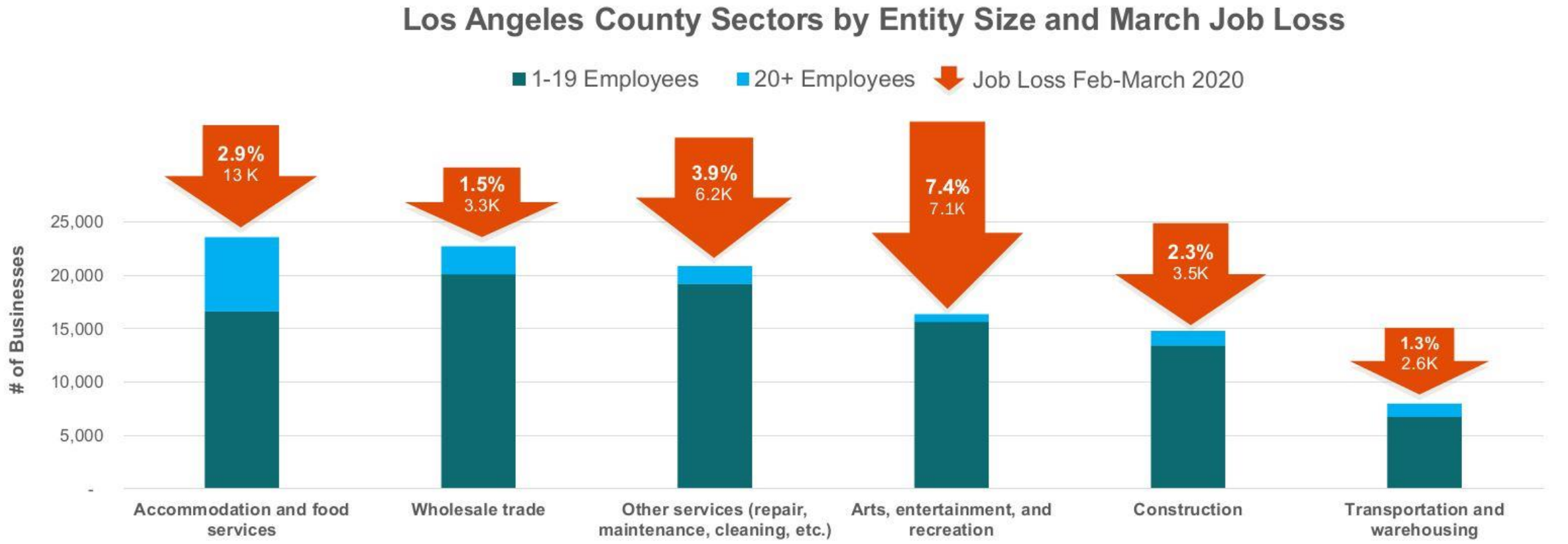
Dec. 5, 2019

BUSINESS

One-third of the U.S. economy is jammed into just 31 counties. L.A. is the biggest

Just 31 counties, or the top 1% by share, made up 32.3% of U.S. gross domestic product in 2018, led by Los Angeles County.

Dec. 19, 2019



California Employment Development Department, April 2020; NFIB 2020; Economic Census, 2017; Small Businesses considered those with 1-19 employees.

Source: Avivar Capital

Representative LA County Economic Recovery Efforts

- Business and Worker Disaster Help Center
- LA Regional Recovery Fund
- Worker Resiliency Fund
- Los Angeles County Employer Assistance Grant Fund
- Small Business Recovery Loan
- Assistance to Transit-Oriented Businesses in Response to COVID-19
- First District COVID-19 Commercial Rental Assistance Program
- Fourth District COVID-19 Business Relief Grant

CEDS Public Review/EDA Funding

May 8, 2020	EDA CARES Act funding notification to LACDA
May 21, 2020	CEDS presentation to EDPC
May 28, 2020	CARES Act application submission to EDA
May 29, 2020	CEDS public comment period opens
July 3, 2020	CEDS Public comment period closes
July 31, 2020	Final CEDS submission to EDA for approval

Final Steps & Approval

Refining the Report

Public Review of Document

Launching Implementation

The CEDS in Practice

LACDA
Los Angeles County Development Authority

May 21, 2020

TO: Economic Development Policy Committee

FROM: Davon Barbour, Director
Community and Economic Development Division

SUBJECT: COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

Background

A Comprehensive Economic Development Strategy (CEDS) serves as a tool to promote local and regional economic development planning. It does this by establishing goals and identifying ways in which local strengths can be leveraged and barriers can be overcome to improve inclusive economic prosperity and overall quality of life for residents.

The CEDS is a collaborative process that involves the input of key stakeholders, organizations, local governments, educational institutions and private industry to create an understanding of the region's current conditions and future goals. The intensive planning process culminates in strategies with outlined roles and responsibilities among stakeholders to propel the region into the implementation process that will enable Los Angeles County (County) to achieve actionable results over the five-year lifespan of the CEDS.

Following approval from the Economic Development Administration (EDA) of the United States Department of Commerce, the CEDS also provides access to state and federal funding opportunities that are critical to localities with limited access to capital. The EDA requires that regions update their CEDS every five (5) years to continue to qualify for EDA funding and assistance.

The CEDS that has been presented for consideration details the economic conditions of the diverse landscape of Los Angeles County that includes over 10 million people, 88 cities, and five (5) Supervisorial Districts. The strategy was guided by an analysis of demographic and economic data, a strengths, weaknesses, opportunities and threats (SWOT) analysis, and additional industry data to fully understand the existing conditions in the County. Through this process, County decision makers will be able to deliver more coordinated and effective community-based economic development policies, services, programs, and new initiatives.

Outreach Strategy

The delivery of the CEDS culminates several months of planning, development, meetings and further analysis to craft a useful document for implementation. On March 12, 2019, the Board of Supervisors authorized Los Angeles County Development Authority (LACDA), the County's designated EDA funds administrator, to enter into a services agreement with Camoin 310 (formerly Camoin and Associates or Camoin) to develop the five-year CEDS. Throughout the remainder of 2019, the CEDS team consisting of Camoin and LACDA staff conducted multiple outreach meetings, discussions and break-out group sessions for interested stakeholders.

A key component of the CEDS process is to include stakeholder engagement through representation from public, private and non-profit sectors per EDA guidelines. This process ultimately leads to the development of a vision statement, goals and performance measures. To provide a sense of the scope of engagement and stakeholder involvement, meetings occurred in such locations as the City of Commerce, City of Los Angeles, Lancaster, Pasadena, and Long Beach, as well as other areas of the County including Hollywood, Altadena, Santa Clarita, Stevenson Ranch and East Los Angeles.

These meetings achieved participation from a broad cross section of approximately 90 stakeholders in the realm of economic development including business owners, public sector agencies, institutions of higher education, workforce development, commercial lenders, and community development financial institutions. The results of the outreach to stakeholders and partners was much more inclusive than those listed per EDA guidelines. Examples of specific participation by key organizations included the Los Angeles Economic Development Corporation (LAEDC), Pacific Asian Consortium in Employment (PACE), Lancaster Chamber of Commerce, Foothill Workforce Development Board, Leadership for Urban Renewal Network, the East Los Angeles Chamber of Commerce, and the Small Business Development Center (SBDC) to name a few.

Concurrent with these outreach efforts, the consultant team held several interviews with each Board Office and their respective Economic Development Deputies. This culminated in a September 26, 2019, CEDS update presentation to the EDPC conducted by Camoin. This was followed by individual meetings with each of the five (5) Board Deputies and LACDA management to obtain direction on further areas of focus and specific policies goals of interest.

CEDS Document

As a document, the CEDS is supposed to be an integrated tool that identifies key economic development policies, goals and seeks strategies to achieve them through identifying and leveraging key organizations, public and private financial resources, philanthropic groups and other public agencies to meet those goals.

Some of the unique features of the proposed CEDS includes both a macro-level perspective of the County's economic strengths, challenges and resources while at the same time giving a detailed assessment of each of the five (5) Districts with the intent of providing micro-level solutions unique to specific areas of the County. The document will be updated annually over its five-year cycle to address new challenges and opportunities that may arise. Specifically, the CEDS is formatted into five (5) core elements that include:

1. *Summary Background* – An extensive data analysis that demonstrates the economic development conditions of the region.

2. *Dynamic SWOT* – An analysis of regional strengths, weaknesses, opportunities and threats – derived from the community engagement process.

3. *Core Principles* – A set of guiding principles derived from the community engagement process and intended to act as reference points throughout implementation.

4. *Strategic Plan* – A narrative outline of the rationale behind the goals and objectives for the CEDS.

5. *Implementation: Action Plan* – Indicators to measure the progress of the implementation plan. Meant to be updated on an ongoing basis over the course of the CEDS lifespan and identifies key participants who will fulfill certain objectives.

CEDS Committee

The CEDS Committee was formed to meet the requirements established by the EDA. The EDA states that the Committee should represent the main economic interests of the region, including private sector, public officials, community leaders, private individuals, workforce boards, institutions, and minority and other interested parties.

The CEDS Committee was essential in reviewing draft CEDS materials, refining strategies and advising on regional priorities from diverse perspectives. Organizational participation in the CEDS process and those members of the CEDS Committee comprise the following:

- Small Business Development Center
- Los Angeles County Development Authority
- Workforce Development Aging and Community Services
- Los Angeles County Department of Regional Planning
- Charles R. Drew University of Medicine and Science
- Los Angeles County Department of Consumer and Business Affairs
- Santa Clarita Valley Economic Development Corporation
- Urbanism Advisors - A Place for Urban Development
- Pacific Asian Consortium in Employment
- USC Marshall Lloyd Greif Center for Entrepreneurial Studies
- Pacific Coast Regional Small Business Development Corporation
- Los Angeles County Metropolitan Transportation Authority
- Long Beach Economic Development Department
- Business Resource Group

Next Steps

It is our intent to provide the draft CEDS and present it collectively to the EDPC for further discussion with the goal to make it available for a 30-day public review and comment period. This is a requirement of EDA to complete the CEDS document. In order to allow the County to seek additional EDA grant opportunities for much needed economic development priorities, it is critical that we move forward with the 30-day public review and comment period. The anticipated public noticing period is scheduled to start on May 29, 2020 and will conclude on July 3, 2020.

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Attachments