County of Los Angeles

ECONOMIC DEVELOPMENT POLICY COMMITTEE MEETING

DATE: Thursday, November 17, 2022
TIME: 9:00 a.m. – 10:30 a.m.

THIS MEETING WILL CONTINUE TO BE CONDUCTED VIRTUALLY TO ENSURE THE SAFETY OF MEMBERS OF THE PUBLIC AND EMPLOYEES AS PERMITTED UNDER STATE LAW.
TO PARTICIPATE IN THE MEETING CALL TELECONFERENCE NUMBER:

Join on your computer or mobile app
Click here to join the meeting
Or call in (audio only) +1 323-776-6996, 172771421#

AGENDA

Members of the Public may address the Economic Development Policy Committee on any agenda item by submitting awritten request prior to the meeting. Two (2) minutes are allowed per person in total for each item.

1. CALL TO ORDER

2. GENERAL PUBLIC COMMENT

3. PRESENTATION/DISCUSSION ITEM(S):

- Destination Crenshaw – 20 minutes
  - Jason Foster, Destination Crenshaw
- Cudahy Compensation Agreement – 10 minutes
  - Bob Moran, CEO
- Economic Opportunity Grant Program (EOG) Outreach update – 20 minutes
  - Kelly LoBianco, DEO
- Transition to new Board Chair – Hahn – 5 minutes
  - Jamie Wilson, 4th District

Agenda posted at: Agendas – Los Angeles County (lacounty.gov)

4. PUBLIC COMMENT

5. STANDING ITEMS

A. America's Job Centers of California (AJCC) Update
B. Progress on American Rescue Plan Act (ARPA) Program Implementation and Outcomes
C. Poverty Alleviation Initiative

6. ADJOURNMENT

Los Angeles County Economic Development Objectives:

- Attract, develop and retain businesses that provide quality jobs in high growth industries
- Increase employment opportunities by improving workforce development skills and employer partnerships
- Invest in infrastructure needs to improve and maintain competitiveness of LA County Region
- Coordinate across multiple County agencies to ensure that services to workers, businesses and entrepreneurs are coordinated and streamlined to facilitate a “no wrong door approach” to serving our constituents
- Work to balance jobs with housing

IF YOU WOULD LIKE TO EMAIL A COMMENT ON AN ITEM ON THE ECONOMIC DEVELOPMENT POLICY COMMITTEE AGENDA, PLEASE USE THE FOLLOWING EMAIL AND INCLUDE THE AGENDA NUMBER YOU ARE COMMENTING ON:

GSmith@opportunity.lacounty.gov

DESTINATION CRENSHAW

A Celebration of Black Los Angeles

Grow Where You're Planted

"A slum would endure if residents left as quickly as they could. A neighborhood could transform itself if people wanted to stay. It was the investment of time, money, and love that would make the difference" ~Dr. Mindy Fullilove

Destination Crenshaw

When completed, Destination Crenshaw will be the place to experience the most dynamic expression of Black American culture in the United States.

A 1.3-mile stretch of Crenshaw Boulevard will be transformed from an area that has long deserved economic investment and strategic urban planning, into a thriving commercial corridor linked by architecturally stunning community spaces and pocket parks, hundreds of newly planted trees, and over 100 commissioned works of art.

Metro Silver Line & Station
Purple Line Extension (under construction)
Purple Line Extension (approved alignment)
Harbor Subdivision
Crenshaw/LAX Transit Project (under construction)
Light Rail (LRT) Alignment & Station
At-Grade LRT
Below Grade LRT
Aerial LRT
Division 16: Southwestern Maintenance Yard
Parking
Los Angeles World Airports (LAWA)
Automated People Mover (APM)
Subject to Change
19-2586 © 2019 LACMTA
Crenshaw
Farmdale
Expo/Western
Expo/ Vermont
37th St/ USC
Jefferson/ USC
Expo Park/ USC
Martin Luther King Jr
Leimert Park
Hyde Park
Fairview Heights
Slauson
Downtown Inglewood
Westchester/ Veterans
Manchester
Station to be named
Aviation/ Century
Hawthorne/Lennox
CULVER CITY
LEIMERT PARK
BALDWIN HILLS
LADERA HEIGHTS
HYDE PARK
INGLEWOOD
MORNINGSIDE PARK
LAX
LENNOX
EXPOSITION
JEFFERSON
MARTIN LUTHER KING JR BL
LA BREA
LA CIENEGA
STOCKER
OVERHILL
ANGELES VISTA
CRENSHAW BL
ARLINGTON
48TH
54TH
SLAUSON
60TH
BUCKLER
WEST
GAGE
SOUTHWEST
FAIRVIEW
HYDEPARK
FLORENCE
CENTINELA
BEACH
LA TIJERA
8TH
VAN NESS
WESTERN
NORMANDIE
VERMONT
HOOVER
FIGUEROA
BROADWAY
MAIN
MANCHESTER
HILLCREST
90TH
MARKET
PRAIRIE
ARBOR VITAE
AIRPORT
WESTCHESTER PKWY
CENTURY
AVIATION
SEPULVEDA
108TH
405
110
1

Response by Community Engagement

Lead by LA City Councilmember Marqueece Harris-Dawson, the Destination Crenshaw project was developed through years of community engagement.

Areas of Focus:

- Social Infrastructure
- Community Ownership
- Public Safety
- Small Business Ecosystem

Giant Star of the African Diaspora

The African diaspora and centuries of subsequent migrations have spread African culture across the globe. In Los Angeles, in spite of root shock, Black LA has established a strong, interconnected community; well rooted and thriving. It has flourished in a multitude of ways that defy attempts at classification, chronology and mapping. It grows much like a rhizome with no single origin or genesis, no beginning or end – an organic network of growth that sprouts through the surface of urban LA in unexpected locations and delightfully creative ways.

Grow Where You're Planted

PERKINS+WILL STUDIO-MLA RAW INTERNATIONAL Gallagher & Associates MARQUEECE HARRIS-DAWSON COUNCILMEMBER

#DestinationCrenshaw

Our Unifying Narrative

Perkins & Will led the Crenshaw community through a process of understanding how their story can be interpreted through a process called “remembrance design.”

Simultaneous Processes:

- Architecture
- Landscape
- Art
- Interpretive Design
- Metro

Social and Environment Impacts

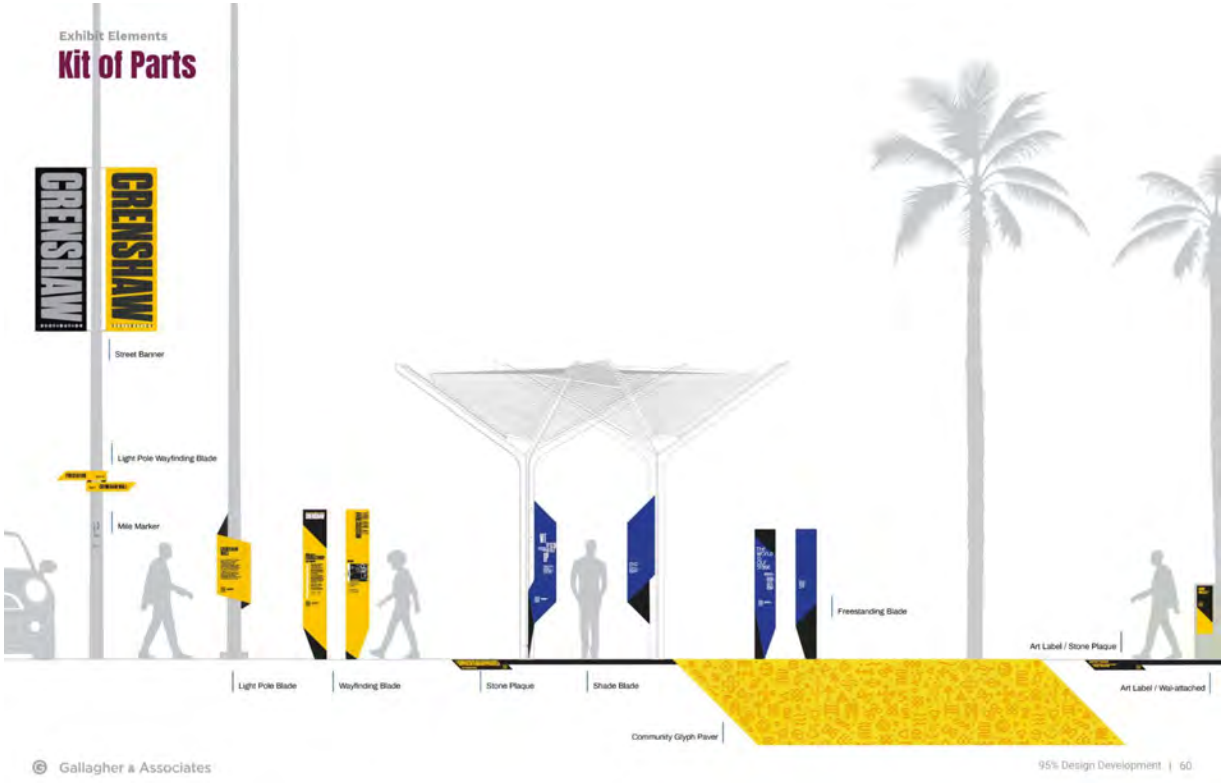
Destination Crenshaw's tree canopy will provide land cover for the South LA community by planting over 800 trees and adding 30,000 new acres of green scaping in the corridor.

- Accessible walkable space and biking areas for increased physical activity
- Interactive art and play areas
- Multigenerational gathering and socialization
- Innovating Public Safety and Maintenance for Black community

Exhibition & Design Elements

To accompany the cultural infrastructure and art elements, Destination Crenshaw will have wayfinding, digital, and augmented reality elements to curate an immersive experience for residents and visitors along the corridor.

- Historical Information about Black LA
- Artist Backgrounds
- Feedback and Storytelling Opportunities
- Directional Signage



Destination Crenshaw: Outdoor Art and Cultural Experience

6 pocket parks

100 + murals

7 large scale installations

12 unapologetically Black LA narratives

PERKINS+WILL STUDIO-MLA RAW INTERNATIONAL Gallagher & Associates

#DestinationCrenshaw

The Community Impact of DC

To stabilize the community and directly benefit Crenshaw residents, the project will be a starting point for a greater push to fight the negative effects of large public investment and speculate development.

Pipeline Creation:

- 30B in Future Infrastructure Projects
- 1% for the Arts Allocation
- Value Capture for Businesses

Financing Destination Crenshaw

As a true representation of a public private partnership, the Destination Crenshaw project has been led by public funding for the capital construction, and private philanthropy for the Public Art commissions and small business work.

Funding to Date:

- Total - $68M
  - Individual - 11M
  - Foundation - 14M
  - Public Grants - 35M
  - Other (NMTC) - 8M

Reparative Infrastructure Development

Destination Crenshaw continues to pursue repartive infrastructure solutions to better the quality of life for Crenshaw residents.

Ongoing Conversations:

- New Markets Tax Credit allocation for additional CRA investments in South LA
- Creative Economy & Workforce Pipeline Development
- Digital Equity & Broadband to Businesses and Residents
- Value Capture for Community Stabilization
- Cultural Tourism that supports South LA businesses and entrepreneurs

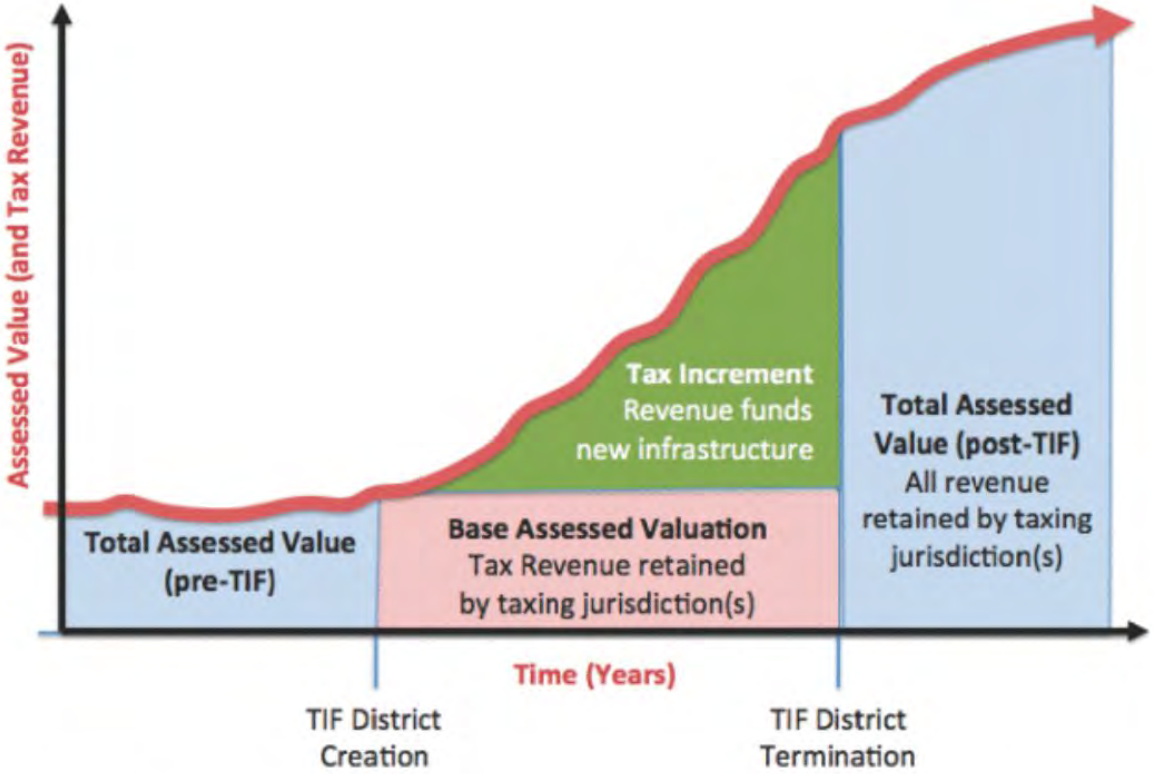


Figure 10. Tax increment finance value capture mechanism.

Special Assessment Districts:
Red Line Benefit Assessment Districts:
Los Angeles, CA

The Red Line was the Los Angeles Metro Rail system's first heavy rail line. In 1992, voters passed bond measures that created two benefit assessment districts around future Red Line stations. The districts included 1,500 properties, with a total area of over 67 million ft². By 2005, the districts were generating $20 million per year in revenue and paid for 9% of the Red Line construction (APTA, 2015a).

Photo credit: Creative Commons.

Investing in the Creative Economy

The Destination Crenshaw will create over 200+ public art commissions for Black artists based in the Crenshaw community. DC is also working to facilitate other public resources to this group.

Other opportunities:

- Mini Murals
- Incubation & Policy Creation
- Corporate Partnerships
- DC Programming

Workforce Development & Job Creation

The Destination Crenshaw project has a 70% local hire goal and will create 130+ new construction jobs and 200+ public art opportunities for early and mid-career artists.

Potential Workforce Pipelines:

- Construction Trades
- Public Art Commissions
- Public Art Conservation
- Hospitality

CAREERS IN CONSTRUCTION

The Destination Crenshaw project has an aspirational goal of hiring 70% local workers to build the project. With such a monumental project in one of Los Angeles' most iconic neighborhoods, it is imperative that this project create economic opportunities for the residents in the community.

...this could be you.

As the construction industry is booming, there continues to be opportunities to work on several projects, including Destination Crenshaw, throughout Los Angeles County. If you are interested in obtaining a career in construction, scan this code and connect with the Destination Crenshaw team who will assist you in identifying appropriate pathways to build your career.

DC Thrive Programming

Crenshaw Blvd. is home to the largest Black Business corridor on the west coast with 43 businesses. The DC THRIVE program will increase the likelihood that our indigenous Black-owned businesses will be able to grow and thrive with the DC planned improvements on the corridor.

Current Areas of Focus:

- Technical Assistance
- Social Media Support
- Business Engagement
- Access to Funding
- Research and Policy Creation

Access to Capital & TA

Destination Crenshaw is currently serves a SBA Navigator to facilitate TA and loans to the South LA community.

Current Engagement Activities:

- One-on-one Conversations
- Bi-weekly Newsletters
- Facilitation to local bank and CDFI partners
- Open Hours Hours w/ Public Counsel (starting in 2023)

Social Media & Marketing Support

Destination Crenshaw partnered with TEC Leimert to provide free social media support to South LA businesses through their Nxt Lvl program.

Our Most Recent Cohort:

- Hot and Cool Cafe/Crenshaw Coffee Co*
- Jordan's Hot Dogs*
- Swift Cafe*
- Sole Folks*
- Morris Media
- Malik Books
- Metaphor Club
- Crenshaw Yoga & Dance
- Cultural Interiors
- We Love Leimert

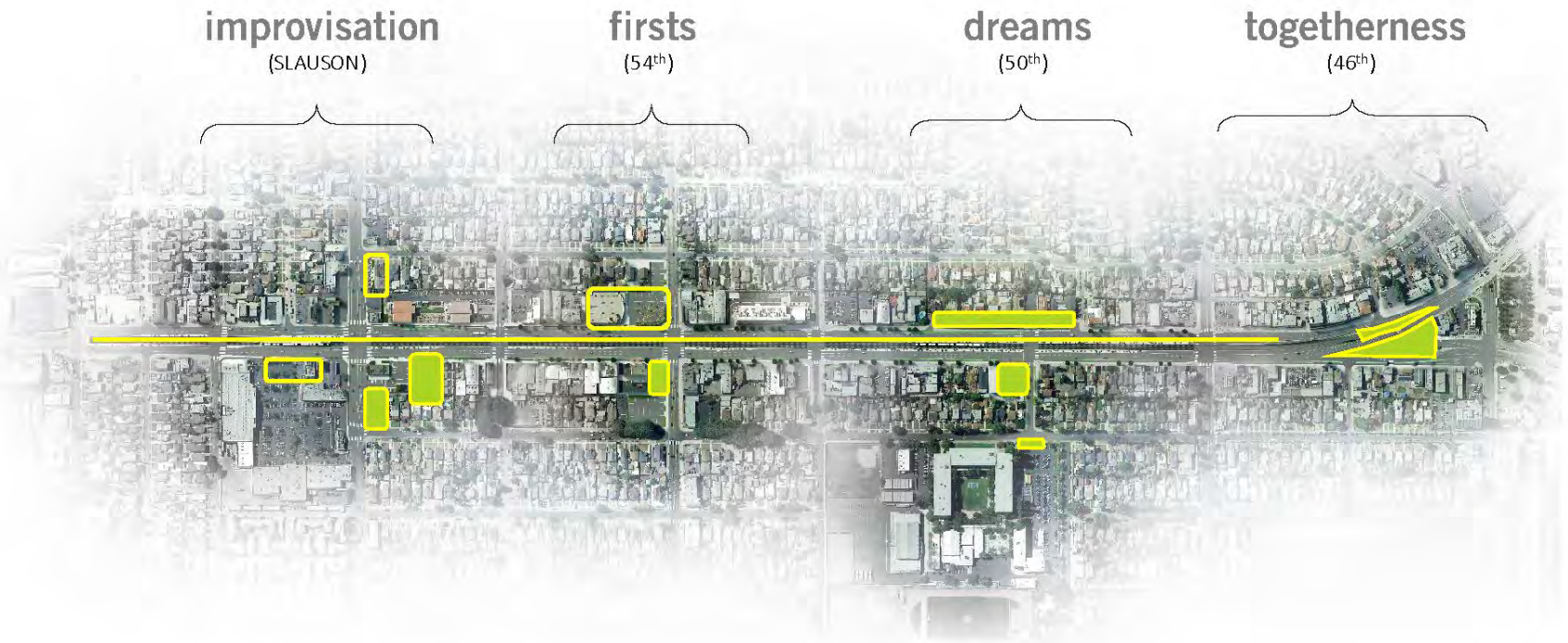
Facade & Interior Improvements

Destination Crenshaw is focusing on the Legacy Business owners on Crenshaw to execute facade and interior design improvements.

Ongoing & Upcoming Efforts:

- OTIS College Partnerships
  - Crenshaw Yoga & Dance
  - Dulan's On Crenshaw Property
- LISC LA
  - Four pending businesses to be announced soon
- Private Funding
  - Interior design pilot on Crenshaw

Destination Crenshaw – Architecture + Landscape + Art



PERKINS+WILL STUDIO-MLA RAW INTERNATIONAL Gallagher & Associates MARQUEECE HARRIS-DAWSON COUNCILMEMBER

#DestinationCrenshaw

NEVER BE LIMITED BY
PEOPLE'S

THE WALL
NEVER BE LIMITED BY OTHER PEOPLE'S LIMITED IMAG
DR. MAE JEMISON
THIS PROJECT IS SUPPORTED BY MR. & MRS. SMITH
BETHESDA
BETHESDA
GREENSHAW
Community Park

Community
Park
CRENSHAW

DESTINATION
CRENSHAW
CRENSHAW
BLACK

Thank you.

December 6, 2022

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

TAXING ENTITY COMPENSATION AGREEMENT WITH THE CITY OF CUDAHY, COUNTY OF LOS ANGELES, AND OTHER TAXING ENTITIES (ALL DISTRICTS) (3 VOTES)

SUBJECT

Recommendation to approve a Compensation Agreement between the City of Cudahy, the County of Los Angeles, and the affected taxing entities for the transfer of properties within the former Cudahy Redevelopment Project Area.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve a Compensation Agreement with the City of Cudahy and the affected taxing entities for the transfer of properties in the former Cudahy Redevelopment Project Area in accordance with Redevelopment Dissolution Law.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The former redevelopment agency of the City of Cudahy (former RDA) was dissolved on June 28, 2011, after the Governor signed into law ABx1 26 which dissolved redevelopment agencies, and after a California Supreme Court ruling, all redevelopment agencies (RDAs) in California were dissolved on February 1, 2012 (Redevelopment Dissolution Law).

While redevelopment was active, the former RDA administered the Cudahy Redevelopment Project Area and acquired properties there for redevelopment projects. Redevelopment Dissolution Law required that each successor agency in the State prepare a Long Range Property Management Plan (LRPMP) describing properties owned by its respective former RDA and plans for their disposition.

On December 16, 2015, the California Department of Finance (DoF) approved the Successor Agency's LRPMP. The LRPMP addressed six sites, which include a total of 25 parcels (see schedule attached to the Compensation Agreement). The LRPMP directed that the RDA Parcels be transferred to the City for future development. On November 9, 2020, the Oversight Board approved the transfer of the sites from the Successor Agency to the City. The Compensation Agreement must be signed by the taxing entities for the deeds of the sites be conveyed to the City.

FISCAL IMPACT/FINANCING

According to the 2005 LRPMP, the estimated value of the parcels was $14.1 million. The City, at the time of future conveyance of the sites will remit the Net Unrestricted Proceeds to the County Auditor-Controller for distribution to the taxing entities base on their pro-rata shares. The Net Unrestricted Proceeds of any site will be the sales price less the costs incurred by the City in connection with the management and disposition of the sites.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

According to Redevelopment Dissolution Law, a successor agency is required to dispose of all formerly agency-owned property and distribute the proceeds to the taxing entities. An exception is made if the successor agency wishes to transfer the property to the city that formed the RDA for future development. In that case, a compensation agreement with the taxing entities is required (see Attachment I). According to the DoF,"If the LRPMP proposes to sell or transfer the property to the city or county that created the RDA, then HSC section 34180 (f) requires that the city or county reach a compensation agreement with the affected taxing entities."

Section 34180 (f)(1): "If a city, county, or city and county wishes to retain any properties or other assets for future redevelopment activities, funded from its own funds and under its own auspices, it must reach a compensation agreement with the other taxing entities to provide payments to them in proportion to their shares of the base property tax, as determined pursuant to Section 34188, for the value of the property retained."

Upon execution of the Agreement by the County and the affected taxing entities, the Agreement will be reviewed by the Oversight Board and subsequently sent to the Department of Finance for potential review within 5 to 40 days thereafter. In addition, the Agreement requires the City to report the status of their efforts to dispose of the sites on an annual basis.

ENVIRONMENTAL DOCUMENTATION

The actions contemplated by the proposed Compensation Agreement is not a project pursuant to the CEQA because they are an activity that is excluded from the definition of a project by section 15378(b) of the State CEQA Guidelines. These proposed actions are an administrative activity of the government, which will not result in direct, or indirect changes to the environment.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

There is no known impact on current services and programs because of this action.

CONCLUSION

When the recommendations are approved by the Board, please return one approved copy of this letter and six signed originals of the Compensation Agreement to the Chief Executive Office, Policy Implementation and Alignment Branch.

Respectfully submitted,

FESIA A. DAVENPORT
Chief Executive Officer

FAD:JMN:JFO
RM:kdm

Attachments

c: Executive Office, Board of Supervisors
County Counsel
Auditor-Controller
LA County Fire
LA County Flood Control District
LA County Library
LA County Sanitation District
Public Works

MASTER AGREEMENT FOR TAXING ENTITY COMPENSATION

(City of Cudahy)

This Master Agreement for Taxing Entity Compensation (this "**Agreement**"), dated for reference purposes as of _____, 2022, is entered into by and among the following public agencies (all of which are collectively referred to herein as the "Parties" and as the "**Taxing Entities**"):

City of Cudahy, a municipal corporation ("**City**"); Los Angeles County General Fund; Los Angeles County Library; Los Angeles County Consolidated Fire District; Los Angeles County Flood Control; Greater Los Angeles County Vector Control; County Sanitation District No. 1 of Los Angeles County; Water Replenishment District of So. Cal; Educational Rev. Augmentation Fund ("ERAF"); Los Angeles County Office of Education; Los Angeles Community College District ("LACCD"); Los Angeles Unified School District ("LAUSD"), on the basis of the following facts, understandings and intentions of the Parties.

RECITALS

A. Pursuant to Assembly Bill 1X 26, enacted in June 2011, and as modified by the Supreme Court of the State of California in the matter of *California Redevelopment Association, et al. v. Ana Matosantos, et al,* Case No. S194861, and further modified by Assembly Bill 1484, enacted in June 2012, and other subsequent legislation (collectively, the "**Dissolution Act'**), the Redevelopment Agency of the City of Cudahy ("**Redevelopment Agency**") was dissolved, and pursuant to Health & Safety Code Section 34173, the City elected to serve as the successor agency to the dissolved Redevelopment Agency (the "**Successor Agency**"). Pursuant to Health and Safety Code Section 34173(g), the Successor Agency is a separate legal entity from the City.

B. Pursuant to Health and Safety Code Section 34191.5, the Successor Agency prepared a Long-Range Property Management Plan ("**LRPMP**") that addresses disposition of the real property formerly owned by the Redevelopment Agency.

C. The LRPMP was approved by Resolution of the Oversight Board to the Successor Agency (the "**Oversight Board**"), a seven-member board established pursuant to Health and Safety Code Section 34179.

D. The State Department of Finance ("**DOF**") approved the LRPMP by letter dated December 16, 2015.

E. The LRPMP provides that pursuant to Health & Safety Code Section 34191.5(c)(2), Six (6) Sites formerly owned by the Redevelopment Agency will be transferred by the Successor Agency to the City for future development.

F. On November 9th, 2020, the Oversight Board approved the transfer of the Sites, but required the deed conveying the Sites to the City not be recorded until the City and the Taxing Entities entered into this Compensation Agreement.

NOW THEREFORE, the Parties agree as follows.

1. Purpose. This Agreement is executed with reference to the facts set forth in the foregoing Recitals which are incorporated into this Agreement by this reference. The purpose of this Agreement is to address the allocation of certain prospective revenues among the taxing entities that share in the property tax base ("**Tax Base**") for property located within the Redevelopment Project Area (the "**Project Area**"), please refer to **Exhibit A,** formerly administered by the Redevelopment Agency.

2. Sites to be Conveyed for Development Consistent with Plans. The LRPMP provides that, pursuant to Health & Safety Code Section 34191.5(c)(2), Six (6) sites formerly owned by the Cudahy Redevelopment Agency will be transferred by the Successor Agency to the City for future sale and development. The Dissolution Act requires that any future development be consistent with the Redevelopment Plan adopted for the Project Area, the Implementation Plans adopted in connection with the Redevelopment Plan, the Cudahy General Plan and any other community plans applicable to the Sites (all of the foregoing, collectively, the "**Plans**"). These six (6) Sites (individually a "**Site**" and collectively, the "**Sites**") are more fully described in **Exhibit A.**

3. Compensation Arrangement. The City agrees that, consistent with the LRPMP, in connection with the subsequent conveyance of any of the Sites, the City will remit the Net Unrestricted Proceeds to the Los Angeles County Auditor-Controller for distribution to the Taxing Entities in accordance with each Taxing Entity's pro rata share of the Tax Base. "**Net Unrestricted Proceeds**" shall mean the proceeds of sale received by the City for the sale of any Site and any rental or other income received by the City not previously remitted to the Los Angeles County Auditor-Controller, less: (i) costs incurred by City for expenses incurred in connection with the management and disposition of the Site, including without limitation, costs incurred for property management, maintenance, insurance, marketing, appraisals, brokers' fees, escrow, closing costs, survey, title insurance, attorneys' and consultants' fees, and other reasonable costs incurred, including reasonable compensation for City staff performing functions associated with the management, maintenance and disposition of the Site, and any relocation costs under State or Federal relocation laws and applicable requirements, and (ii) any proceeds of sale that are restricted by virtue of the source of funds (e.g. grant funds or the proceeds of bonds) that were used for the original acquisition of the Site. Upon request, the City shall deliver to the Taxing Entities an accounting of all such costs, expenses and restricted proceeds.

4. Sale Procedures and Proceeds. The Parties acknowledge that City is obligated to convey each Site for development consistent with the Plans. The Parties further acknowledge that consistent with Government Code Section 52200 et seq. (added by Senate Bill 470 adopted in September 2013), prior to the disposition of the Sites or any part thereof, the City may be obligated to hold a noticed public hearing and prepare a report that includes, among other things (i) an explanation of why the disposition will assist in the creation, retention, or expansion of job opportunities, increased property tax revenues, and the development of affordable housing, transit priority projects and sustainable development, and (ii) an explanation of the difference between the highest and best use value and the disposition price taking into consideration development constraints and requirements, and the covenants, conditions and development costs required by the sale or lease. The City anticipates that the disposition price for a Site may be minimal when

remediation costs, the costs required for necessary public improvements and infrastructure, and other development constraints are taken into account.

4.1. Notices to Parties of Public Hearings and Disposition Status. In addition to any other notices required by this Agreement, the City shall provide written notices to each party to this Agreement as follows:

4.1.1. No less than 14 days prior to each public hearing required for disposition of the Sites or any part thereof, the City shall provide written notice to each Party to this agreement informing the party of the date, time, location, and discussion topics at the hearing; and

4.1.2. On or before January 1 of every year, the City shall provide each Party a written statement containing the following information for each Site listed on Exhibit A: (i) whether the Site or any part thereof has been dispositioned; (ii) for any Site or part thereof that has not been dispositioned, the status of any remaining development, remediation, or other prerequisites to disposition; (iii) the estimated date of disposition for any Sites not yet dispositioned; (iv) the date of disposition and sale amount for all Sites that have been dispositioned; and the Net Unrestricted Proceeds.

4.1.3. After all Sites have been dispositioned, the City shall no longer send notices required by 4.1.2., but shall send a final written notice to each Party identifying each Site, the disposition date of each Site, the sale amount, the Net Unrestricted Proceeds from each Site, and the date of transfer of the Net Unrestricted Proceeds to the Los Angeles Auditor-Controller.

5. Compensation Agreement. Health and Safety Code Section 34191.3 provides that once an LRPMP has been approved by DOF, the LRPMP supersedes all other provisions of the statute relating to the disposition and use of the former redevelopment agency's real property assets. Nonetheless, in compliance with Health and Safety Code Section 34191.5(c)(2)(A)(iii) and consistent with the previous Oversight Board action, the LRPMP provides that the City of Cudahy will enter into an agreement with the taxing entities that addresses disposition of the 6 Sites to be conveyed to the City for future development. Notwithstanding the foregoing, this section of this Agreement will not be operative if a court order, legislation or Department of Finance policy reverses the Department's directive regarding such agreements, and in such event, the City will be permitted to dispose of the Sites even if this Agreement has not been executed by all Taxing Entities. Notwithstanding the foregoing, the City agrees that it will comply with the provisions of the LRPMP that require payment of Net Unrestricted Proceeds to the Taxing Entities.

6. Term of Agreement. This Agreement shall remain in full force and effect until the Net Unrestricted Proceeds from the sale of the six (6) Sites have been paid to the County Auditor-Controller for disbursement to the Taxing Entities, at which time it shall automatically terminate.

7. Miscellaneous Provisions.

7.1 Notices. Except as otherwise specified in this Agreement, all notices to be sent pursuant to this Agreement shall be made in writing, and sent to the Parties at their respective addresses specified on the signature pages to this Agreement or to such other address as a Party may designate by written notice delivered to the other Parties in accordance with this Section. All such notices shall be sent by: (i) personal delivery, in which case notice is effective upon delivery;

(ii) certified or registered mail, return receipt requested, in which case notice shall be deemed delivered on receipt if delivery is confirmed by a return receipt; or (iii) nationally recognized overnight courier, with charges prepaid or charged to the sender's account, in which case notice is effective on delivery if delivery is confirmed by the delivery service.

7.2 Headings; Interpretation. The section headings and captions used herein are solely for convenience and shall not be used to interpret this Agreement. The Parties agree that this Agreement shall not be construed as if prepared by one of the Parties, but rather according to its fair meaning as a whole, as if all Parties had prepared it.

7.3 Action or Approval. Whenever action and/or approval by City is required under this Agreement, the City Manager or his or her designee may act on and/or approve such matter unless specifically provided otherwise, or unless the City Manager determines in his or her discretion that such action or approval requires referral to City Council for consideration.

7.4 Entire Agreement. This Agreement, including Exhibit A attached hereto and incorporated herein by this reference, contains the entire agreement among the Parties with respect to the subject matter hereof, and supersedes all prior written or oral agreements, understandings, representations or statements between the Parties with respect to the subject matter hereof.

7.5 Counterparts. This Agreement may be executed in counterparts, each of which shall be an original and all of which taken together shall constitute one instrument. The signature page of any counterpart may be detached therefrom without impairing the legal effect of the signature(s) thereon provided such signature page is attached to any other counterpart identical thereto having additional signature pages executed by the other Parties. Any executed counterpart of this Agreement may be delivered to the other Parties by facsimile and shall be deemed as binding as if an originally signed counterpart was delivered.

7.6 Severability. If any term, provision, or condition of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, the remainder of this Agreement shall continue in full force and effect unless an essential purpose of this Agreement is defeated by such invalidity or unenforceability.

7.7 No Third Party Beneficiaries. Except as expressly set forth herein, nothing contained in this Agreement is intended to or shall be deemed to confer upon any person, other than the Parties and their respective successors and assigns, any rights or remedies hereunder.

7.8 Parties Not Co-Venturers; Independent Contractor; No Agency Relationship. Nothing in this Agreement is intended to or shall establish the Parties as partners, co-venturers, or principal and agent with one another. The relationship of the Parties shall not be construed as a joint venture, equity venture, partnership or any other relationship.

7.9 Governing Law; Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of California without regard to principles of conflicts of laws. Any action to enforce or interpret this Agreement shall be filed and heard in the Superior Court of Los Angeles County, California or in the appropriate Federal District Court.

SIGNATURES ON FOLLOWING PAGES.

IN WITNESS WHEREOF, the Parties have executed this Agreement by their authorized representatives as indicated below.

CITY OF CUDAHY, a municipal corporation

By: _____

Name: _____

Title: _____

Attest by: _____

APPROVED AS TO FORM:
City Attorney

By: _____

Address for Notices:

Attn: Joshua Calhoun, Director of Finance
City of Cudahy
5220 Santa Ana Street
Cudahy, CA 90201

SIGNATURES CONTINUE ON FOLLOWING PAGES.

COUNTY OF LOS ANGELES, a political subdivision of the State of California

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____
County Counsel

Address for Notices:

Attn: Robert Moran, CEO
County of Los Angeles
500 W. Temple St., Rm 713/796
Los Angeles, CA 90012

SIGNATURES CONTINUE ON FOLLOWING PAGES.

LOS ANGELES UNIFIED SCHOOL DISTRICT, ("LAUSD")

Los Angeles Unified School District
County School Service Fund – Los Angeles
Development Center Handicapped Minor – L.A. Unified
Los Angeles Children's Center Fund

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: David D. Hart, CFO
Alberto M. Carvalho, Superintendent
Los Angeles Unified School District
333 South Beaudry Avenue
Los Angeles, CA 90017

SIGNATURES CONTINUE ON FOLLOWING PAGES.

LOS ANGELES COUNTY GENERAL FUND

Los Angeles County
LA County Accum. Cap. Outlay

By:_____

Name:_____

Title:_____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: Robert Moran, CEO
Los Angeles County General Fund
500 W. Temple St., Rm 713/796
Los Angeles, CA 90012

SIGNATURES CONTINUE ON FOLLOWING PAGES.

LOS ANGELES CO. CONSOLIDATED FIRE DISTRICT

Los Angeles Consolidated Fire District
Los Angeles County Fire ("FFW")

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: Ron Haralson/Sheila Kelliher, Fire Captain
Los Angeles Co. Consolidated Fire District
1320 N Eastern Avenue
Los Angeles, CA 90063

SIGNATURES CONTINUE ON FOLLOWING PAGES.

LOS ANGELES COUNTY FLOOD CONTROL

Los Angeles County Flood DR. IMP. District Maintenance
Los Angeles County Flood Control Maintenance

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: Mark Pestrella, Director
Los Angeles County Flood Control
900 S. Fremont Avenue
Alhambra, CA 91803

SIGNATURES CONTINUE ON FOLLOWING PAGES

CITY OF CUDAHY

Tax District #1
Light District #1
Light District #2
Light District #3

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: Joshua Calhoun, Director of Finance,
City of Cudahy
5220 Santa Ana Street
Cudahy, CA 90201

SIGNATURES CONTINUE ON FOLLOWING PAGES

ERAF

Educational Rev. Augmentation Fund
Educational Aug. Fund Impound

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

SIGNATURES CONTINUE ON FOLLOWING PAGES

LOS ANGELES COUNTY OFFICE OF EDUCATION

County School Services
Childrens Instil. Tuition Fund

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: Patricia Smith, CFO
Los Angeles County Office of Education
9300 Imperial Hwy.
Downey, CA 90242

SIGNATURES CONTINUE ON FOLLOWING PAGES

LOS ANGELES COMMUNITY COLLEGE DISTRICT, ("LACCD")

Los Angeles Community College District
Los Angeles Community College Children's Center Fund

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: Jeanette L. Gordon, CFO
Los Angeles Community College District
770 Wilshire Boulevard
Los Angeles, CA 90017

SIGNATURES CONTINUE ON FOLLOWING PAGES

LOS ANGELES COUNTY LIBRARY

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: Skye Patrick, Director
Los Angeles County Library Headquarters
7400 E. Imperial Highway
Downey, CA 90242

SIGNATURES CONTINUE ON FOLLOWING PAGES

COUNTY SANITATION DISTRICT NO. 1 OF LOS ANGELES COUNTY

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn: Robert Ferrante, General Manager /
Eaton Matthew, Department Head of Finance
County Sanitation District No. 1 of Los Angeles County
1955 Workman Mill Road
Whittier, CA 90601

SIGNATURES CONTINUE ON FOLLOWING PAGES

GREATER LOS ANGELES COUNTY VECTOR CONTROL DISTRICT

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn:
Emily Holman, Board President
Greater Los Angeles County Vector Control District
12545 Florence Avenue
Santa Fe Springs, CA 90670

SIGNATURES CONTINUE ON FOLLOWING PAGES

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

By: _____

Name: _____

Title: _____

Attest by: _____

Approved as to form:

_____

Address for Notices:

Attn:
Robert Katherman, Finance / John D. Allen, President/ Greg Black, CFO
Water Replenishment District of Southern California
4040 Paramount Boulevard
Lakewood, CA 90712

SIGNATURES CONTINUE ON FOLLOWING PAGES

EXHIBIT A

DESCRIPTION OF THE SITES

Sites to be conveyed for development consistent with the Plans:

Site No.	APN	Address	Existing Use
1	6224-001-901 6224-001-902	5256 Elizabeth Street 5260 Elizabeth Street	Elizabeth Street Residential Property
2	6224-018-911 6224-018-912 6224-018-913 6224-018-914 6224-018-915	4734 Santa Ana Street 8100 South Atlantic Avenue 4720 Santa Ana Street Santa Ana Street 8110 South Atlantic Avenue	Atlantic Avenue/ Santa Ana Street Commercial Property (Castro Tires shop)
3	6224-019-901	4610 Santa Ana Street	Santa Ana Street Residential Property
4	6224-022-900 6224-022-901 6224-022-902 6224-022-903 6224-022-904	8135 South Atlantic Avenue 8201 South Atlantic Avenue 4633 Cecilia Street 8221 South Atlantic Avenue 4629 Cecilia Street	Atlantic Avenue / Cecilia Street Commercial Property (Commercial Buildings / Other) Platinum Autobody shop
5	6224-034-900 6224-034-901 6224-034-902 6224-034-903	4819 Patata Street 8420 South Atlantic Avenue 8420 South Atlantic Avenue Patata Street	Atlantic Avenue / Patata Street Commercial Property (Commercial Building / Vacant Land)
6	6226-022-904 6226-022-905 6226-022-906 6226-022-907 6226-022-908 6226-022-909 6226-022-910 6226-022-911	No address 7644 South Atlantic Avenue 7638 South Atlantic Avenue No Address 7630 Atlantic Avenue 7630 Atlantic Avenue 7660 Atlantic Avenue 4613 Clara Street	Atlantic Avenue / Clara Street Commercial Property (Commercial Buildings / Vacant Land / Other) (The VIP Motel, Red Owl Liquor Store, La Tripa Veloz Restaurant)

Economic Opportunity Grants Program

Economic Development Policy Committee
Thursday, November 17, 2022

department of economic opportunity
COUNTY OF LOS ANGELES

An EOG Program Recap

The EOG will be targeted to those who are designated at **Highest, High, and Moderate** businesses on the COVID equity index, using the County's **Equity Explorer Mapping Tool**

LA Regional Recovery Fund: Small and Microbusiness:	Up to $15,000 and $20,000 to qualified small businesses and microentrepreneurs located the Los Angeles County, excluding the City of Los Angeles.
LA Regional COVID Fund: Nonprofits:	Up to $25,000 to qualified nonprofits located in the County of Los Angeles, its incorporated cities, and City of Los Angeles only if those organizations provide services Countywide.
Keep LA County Dining:	Up to $20,000 to qualified food industry businesses (e.g., restaurants) in Los Angeles County, excluding the City of Los Angeles.
Youth Workforce Development Partnership	Up to $25,000 to qualified non-profit organizations located in Los Angeles County, and the City of Los Angeles, that provide workforce training, job placement and career development programming to youth and young adults, ages 16-25.
California Microbusiness COVID-19 Relief Grants:	$2,500 to Microbusinesses throughout Los Angeles County, including City of Los Angeles, that face barriers to access to capital resources.

EOG Eligibility Breakdown

State Funded Microbusiness	ARP Microentrepreneur	ARP Small Business	ARP Very Small Non-profits
• For-profit business • < $50,000 gross annual revenue • Physical location in County.	• For-profit business • < $100,000 gross annual revenue • Physical location in County • Excluding City of Los Angeles	• For-profit businesses • $100,000 to $2 million gross annual revenue • Physical location in County • Excluding City of Los Angeles.	• 501(c)(3), 501(c)(6) or 501(c)(19) designation • < $1 million gross annual revenue. • Specifically providing services related to services such as housing, food insecurity, transportation, environmental, justice, homelessness, health etc.

ARP Small Non-profits	ARP Youth Workforce Partnership Non-Profits
• 501(c)(3), 501(c)(6) or 501(c)(19) designation • $1 million to $5 million gross annual revenue • Specifically providing services related to services such as housing, food insecurity, transportation, environmental, justice, homelessness, health etc.	• Very small or small non-profits • Must provide direct workforce training, job placement, or career skills program services to young adult or youth population within the County.

Program Milestones Overview

• Outreach launch, EOG Interest Link	November 2, 2022 → 5,226 Sign ups 12,000 Views as of 11/16/22
• TPA Grant Portal Open Timeframe	Mid to Late January 2023
• Grants expected to be awarded	Beginning in Mid to Late February 2023
• All EOG awarded by end of FY/22 -23	May 30 – June 30, 2023

EOG Marketing & Communications Campaign

DEO will be implementing 2 primary campaign phases for Economic Opportunity Grant program.

Phase One: Present until Application Launch

Objective: Generate interest and help businesses connect to specialized assistance in preparation for the application form.

Phase Two: Launch of Application Form

Objective: Promote application form to eligible businesses throughout LA County January 2023

EOG Marketing & Communications Campaign

Digital Strategies

1. Digital Interest Form

   https://bit.ly/EOGrants

2. Newsletter - Bi –weekly to DEO subscribers
3. Digital Toolkit

   https://socialpresskit.com/countyofla

4. Social Media

Traditional Strategies

1. Ethnic Media Briefing (Early December)
2. Press Release (Early December and January)

Metrics & Analytics

Newsletter: 155k subscribers
38% to 42% open rate
EOG Interest form total clicks: 7200+

Economic Opportunity Grant Program

Community Engagement Strategies & Recommendations

Community Engagement Strategies

DEO

- Promote across all AJCC's
- Office of Small Business Networks and Events
- Promote at East LA Entrepreneur Center opening 12/7/22
- DEO Business Development Services Events
- Board Office Training and Networks
- County Department Networks
- Council of Governments engagement
- Chambers of Commerce engagement
- Workforce Development Boards events
- CA State Go-Biz events
- Partnering with ARDI

SBDC

- SBDC Networks x 8
- Front end Interest Form contact within 48 hours
- SBDC CBO Subcontractors to create Community Level Events (Street Teams)
- One on one Technical Assistance
- Webinars in each SD (5 per month)
- Hosted EOG Informational Webpage
- Town Councils meetings
- Council of Governments engagement
- Chambers of Commerce engagement
- Workforce Development Boards events
- CA State Go-Biz events
- Training for BOS Field Deputies
- Economic Development Corporations outreach

Lendistry

- Hosted EOG Informational Webpage
- Partner with SBDC on Webinars and Outreach
- Partner with DEO at all Events
- Portal opening Press Conference in January 2023

Community Engagement Recommendations

Board Offices & Partners

- Attend upcoming EOG Webinars
- Promote Interest Form Link
- Attend DEO sponsored Small Business Events
- Invite DEO to District and Community Events
- Promote with Chambers and COGs
- E-blast EOG collateral to own networks
- Provide a link to the EOG on their Website
- Include in Organizational Newsletters
- Neighborhood and Town Council Meeting Promotion
- Promote Supervisorial District Specific EOG monthly Webinars
- Attend SBDC EOG Community Events

Digital Interest Form

https://bit.ly/EOGrants

Digital Toolkit

https://socialpresskit.com/countyofla

Coming Soon

- Webinar Dates in Each District
- Field Deputy Training Dates
- Street Team Details
- DEO Events
- Press Releases
- Launch Event

Thank you!