

## Communication from Public

**Name:** The Valley Economic Alliance

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**Comments for Public Posting:** The Valley Economic Alliance is pleased to submit written comment on the LA28 working groups.



June 13, 2023

TO: City of Los Angeles Ad Hoc Committee on the 2028 Olympics and Paralympic Games

Thank you to Committee Chair Councilmember Price, Committee Members Council Members Yaroslavsky, Rodriguez, Krekorian, and Blumenfield, Council staff, and members of the public.

The Valley Economic Alliance is a non-profit alliance of businesses, government, education, and community organizations. Our mission is to raise standards of living and economic vitality across the five-city region including Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. In doing so, we represent over 2 million residents and 160,000 businesses. We serve the community by providing free business advising and by promoting real estate revitalization, workforce development, housing development, environmental sustainability, and overall smart and equitable regional growth. We are pleased to report that LA28 is a valued partner of The Alliance, helping to make our procurement technical assistance programs and services possible.

As a member of the LA28 Community Business and Procurement working group, I have a front-row seat to their work. The working group has already met to review and offer input into the team's policies and strategies for economic empowerment including small business and workforce development and contracting opportunities we are already referring Valley businesses to the opportunities posted in LA-RAMP. I have also seen first-hand the community-based and visionary plans laid forth at community meetings by LA28's Vice President of Impact Erikk Aldridge, who participated alongside myself and others in the City of Los Angeles's recent AccessingLA Summit and its "Koi Pond" pitch fest for emerging businesses. In addition, LA28 will be an integral component at The Alliance's June 16 Next Level Business & Capital Summit at LA Mission College in Sylmar. As a panel discussion participant along with LA Metro, LACCD, and the Hollywood Burbank Airport, Erikk will be highlighting contracting opportunities for businesses located in the San Fernando Valley region, an area which often misses out on opportunities promoted throughout the LA basin.

The Alliance is thrilled to be a part of this effort and looks forward to partnering with LA28 to ensure its success.

Sincerely,

Sonya Kay Blake,  
President & CEO