

Communication from Public

Name: Los Angeles Business Council

Date Submitted: 11/16/2021 10:16 AM

Council File No: 15-0989

Comments for Public Posting: RE: Your Strong Support for the LA Regional Marketplace and the Compete4LA initiative. Dear Councilmember Krekorian, The coalition of undersigned organizations and businesses in support of the Compete4LA initiative would like to extend our thanks and appreciation for your strong statement in support of the City's new LA Regional Marketplace – also known as “Compete4LA” – at the most recent hearing of the Ad Hoc Committee on the 2028 Olympics and Paralympic Games, Sept 21, 2021. Specifically, we commend your statement stressing the crucial importance that the new procurement program will play in realizing the economic impact of the 2028 Olympics and Paralympic Games for Los Angeles: “The economic benefits to the city will be realized if, and only if, the OCOG enthusiastically embraces our Compete4LA program.” -- LA City Councilman Paul Krekorian, Sept 21, 2021. Your statement to the Committee further underlined that this regional benefit to local small business was, “an essential part of the value proposition for Los Angeles as host city.” The coalition supporting the Compete4LA initiative shares and strongly endorses this view. The new regional marketplace and procurement program – both the new state-of-the-art online platform and the outreach effort to engage and onboard local diverse small business – are essential to achieving regional economic equity for Los Angeles and the 2028 Olympic and Paralympic Games. We commend your years of support as Chair of the Ad Hoc Committee on Jobs Creation to bring the Compete4LA initiative to the city and your instrumental leadership as Chair of the Budget Committee to fund in 2020 the long-needed overhaul of the Business Assistance Virtual Network (BAVN) platform by the City's Information Technology Agency, (ITA), and in 2021 funding the initial outreach and marketing effort by the Chief Procurement Officer (CPO). Even prior to the 2028 Games, the new regional marketplace envisioned in the Compete4LA initiative will become the clearinghouse for both public and private sector contracting opportunities, with a robust outreach effort to onboard local diverse small businesses, providing connections to trusted intermediaries for free technical assistance, targeted small business lending, and engagement with certifying programs. We believe this effort. The resulting regional marketplace will be a singular legacy of the 2028 Games,

transforming regional procurement for Los Angeles and the region. We commend your continued leadership on this issue, and for always being a true champion of local diverse small business in Los Angeles. CC: Honorable Members of the LA City Council CC: LA 28 Organizing Committee of the Olympic and Paralympic Games. Signed: Mary Leslie, President, Los Angeles Business Council Nadine Watt, Chair, Los Angeles Business Council Brad Cox, Chair, Los Angeles Business Council Institute Jennifer Berthelot-Jelovic, Founder & CEO, A SustainAble Production H. Scott Bosarge, Senior Vice President, Business Services, AEG Antonio Manning, CEO & President, Affordable Living for the Aging Dennis Huang, Executive Director & CEO, Asian Business Association Jessica Lall, President & CEO, Central City Association of Los Angeles Mark Morales, Vice President, SBA Loan Specialist, City National Bank Jimar Wilson, VP Market Leader, Southern California, Enterprise Community Partners John Adams, Co-Regional Managing Director, Gensler Gene Hale, Co-Chair, Greater Los Angeles African American Chamber of Commerce Nancy Hoffman Vanyek, Chief Executive Officer, Greater San Fernando Valley Chamber of Commerce Stephen E. Smith, Executive Vice President, Hathaway Dinwiddie Paul J. Silvern, Vice President, HR&A Advisors, Inc. Lilly Rocha, Executive Director & CEO, Latino Restaurant Association Brooke Lauter, Founder and Principal, Lauter Communications Tunua Thrash-Ntuk, Executive Director, LISC LA Jon Vein, President, Los Angeles City Tourism Board of Commissioners Matt Petersen, President & CEO, Los Angeles Cleantech Incubator (LACI) Stephen Cheung, COO and EVP, Los Angeles County Economic Development Corporation (LAEDC) Lisa McShane, Sr. Director Purchasing, Los Angeles Dodgers Sharon Coleman, President, National Association of Minority Contractors, SoCal Chapter Mark J. Robertson, Sr., President & CEO, Pacific Coast Regional Small Business Development Corporation Michael Mahdesian, Chairman, Servicon Systems Lori Tierney, IIDA, Tierney Management LLC Sonya Kay Blake, President & CEO, Valley Economic Alliance Claudette A. Moody, AVP, WSP



November 16, 2021

The Office of Councilmember Paul Krekorian
 Ad Hoc Committee on the 2028 Olympics and Paralympic Games
 Room 435, City Hall
 200 North Spring Street, Los Angeles, CA 90012

RE: Your Strong Support for the LA Regional Marketplace and the Compete4LA initiative.

Dear Councilmember Krekorian,

The coalition of undersigned organizations and businesses in support of the Compete4LA initiative would like to extend our thanks and appreciation for your strong statement in support of the City's new LA Regional Marketplace – also known as “Compete4LA” – at the most recent hearing of the Ad Hoc Committee on the 2028 Olympics and Paralympic Games, Sept 21, 2021.

Specifically, we commend your statement stressing the crucial importance that the new procurement program will play in realizing the economic impact of the 2028 Olympics and Paralympic Games for Los Angeles:

“The economic benefits to the city will be realized if, and only if, the OCOG enthusiastically embraces our Compete4LA program.”

-- LA City Councilman Paul Krekorian, Sept 21, 2021.

Your statement to the Committee further underlined that this regional benefit to local small business was, ***“an essential part of the value proposition for Los Angeles as host city.”***

The coalition supporting the Compete4LA initiative shares and strongly endorses this view. The new regional marketplace and procurement program – both the new state-of-the-art online platform and the outreach effort to engage and onboard local diverse small business – are essential to achieving regional economic equity for Los Angeles and the 2028 Olympic and Paralympic Games.

We commend your years of support as Chair of the Ad Hoc Committee on Jobs Creation to bring the Compete4LA initiative to the city and your instrumental leadership as Chair of the Budget Committee to fund in 2020 the long-needed overhaul of the Business Assistance Virtual Network (BAVN) platform by the City’s Information Technology Agency, (ITA), and in 2021 funding the initial outreach and marketing effort by the Chief Procurement Officer (CPO).

Even prior to the 2028 Games, the new regional marketplace envisioned in the Compete4LA initiative will become the clearinghouse for both public and private sector contracting opportunities, with a robust outreach effort to onboard local diverse small businesses, providing connections to trusted intermediaries for free technical assistance, targeted small business lending, and engagement with certifying programs.

We believe this effort. The resulting regional marketplace will be a singular legacy of the 2028 Games, transforming regional procurement for Los Angeles and the region. We commend your continued leadership on this issue, and for always being a true champion of local diverse small business in Los Angeles.

CC: Honorable Members of the LA City Council

CC: LA 28 Organizing Committee of the Olympic and Paralympic Games.

Signed:

Mary Leslie, President, Los Angeles Business Council
Nadine Watt, Chair, Los Angeles Business Council
Brad Cox, Chair, Los Angeles Business Council Institute
Jennifer Berthelot-Jelovic, Founder & CEO, A SustainAble Production
H. Scott Bosarge, Senior Vice President, Business Services, AEG
Antonio Manning, CEO & President, Affordable Living for the Aging
Dennis Huang, Executive Director & CEO, Asian Business Association
Jessica Lall, President & CEO, Central City Association of Los Angeles
Mark Morales, Vice President, SBA Loan Specialist, City National Bank
Jimar Wilson, VP Market Leader, Southern California, Enterprise Community Partners
John Adams, Co-Regional Managing Director, Gensler
Gene Hale, Co-Chair, Greater Los Angeles African American Chamber of Commerce
Nancy Hoffman Vanyek, Chief Executive Officer, Greater San Fernando Valley Chamber of Commerce
Stephen E. Smith, Executive Vice President, Hathaway Dinwiddie

Paul J. Silvern, Vice President, HR&A Advisors, Inc.
Lilly Rocha, Executive Director & CEO, Latino Restaurant Association
Brooke Lauter, Founder and Principal, Lauter Communications
Tunua Thrash-Ntuk, Executive Director, LISC LA
Jon Vein, President, Los Angeles City Tourism Board of Commissioners
Matt Petersen, President & CEO, Los Angeles Cleantech Incubator (LACI)
Stephen Cheung, COO and EVP, Los Angeles County Economic Development Corporation (LAEDC)
Lisa McShane, Sr. Director Purchasing, Los Angeles Dodgers
Maria Camacho, Director of Government Affairs, Los Angeles Rams
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