

MOTION

ECONOMIC DEVELOPMENT & JOBS

The Jobs and Economic Development Incentive (JEDI) Zone program provides economic development incentives within specific geographies of the City that aim to both promote and expand business in Los Angeles. Businesses located in these zones are eligible to obtain a variety of incentives including case management of the City development permit process, permit fee reductions, business consulting, and facade improvements, among others.

Pursuant to the JEDI Zone policy, zones must meet primary or secondary eligibility criteria, be reviewed by the Economic and Workforce Development Department (EWDD), and receive approval from the City Council and Mayor. Once the request to form a JEDI Zone is received, EWDD will conduct a baseline assessment of the area based on the qualifying criteria. Requests will be processed in the order received. If a proposed JEDI Zone is found to be eligible, EWDD will analyze the area under the secondary needs criteria to assign priority areas within the proposed zone.

Highest priority within an eligible zone will be assigned to areas meeting more of the secondary needs criteria in comparison to other areas within the same zone. After completing the baseline and secondary needs assessments, EWDD will submit a transmittal to the City Council with findings and recommendations concerning the creation of the zone. Established zones will expire after five years unless extended for an additional five years. The maximum duration of a JEDI Zone will be 10 years.

Crenshaw Boulevard has numerous small businesses that provide critical goods and services to the community. Significant public investments are also under construction on this key thoroughfare, such as Destination Crenshaw and the forthcoming Metro Crenshaw/LAX Line. The JEDI Zone program presents an opportunity to leverage these activities to further support small businesses and job creation on Crenshaw Boulevard as well as other communities throughout the Council District.

I THEREFORE MOVE that the Economic and Workforce Development Department be directed to evaluate the following areas as a JEDI Zone and report to the Council with findings and recommendations on creation of the zone:

- The businesses located on:
 - (1) Crenshaw Boulevard, with the northern boundary of Martin Luther King, Jr. Boulevard and the southern boundary of 60th Street.
 - (2) Western Boulevard, with the northern boundary of Exposition Boulevard and the southern boundary of Gage Avenue.
 - (3) The area bounded by Manchester Avenue to the north, Imperial Highway to the south, Vermont Avenue to the west, and Broadway to the east.

PRESENTED BY: _____

MARQUEECE HARRIS-DAWSON
Councilmember, 8th District

SECONDED BY: _____

JUL 29 2022

M. O'Z

ORIGINAL