

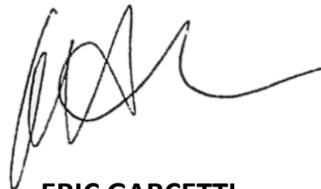
TRANSMITTAL

To: **THE COUNCIL**

Date: **10/06/22**

From: **THE MAYOR**

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.

A handwritten signature in black ink, appearing to read 'Eric Garcetti', with a long horizontal flourish extending to the right.

(Andre Herndon) for

ERIC GARCETTI
Mayor

CITY OF LOS ANGELES

CALIFORNIA

CAROLYN M. HULL
GENERAL MANAGER



ERIC GARCETTI
MAYOR

**ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT**

1200 W. 7TH STREET
LOS ANGELES, CA 90017

October 3, 2022

Council File: 13-0934-S2 and
22-0101

Council District: 4

Contact Persons & Phone Numbers:

Vanessa Willis (213) 744-9321

Daysi Hernandez (213) 744-9340

The Honorable Eric Garcetti
Mayor, City of Los Angeles
Room 303, City Hall

Attention: Heleen Ramirez, Legislative Coordinator

**TRANSMITTAL: RECOMMENDATION TO ESTABLISH THE RESEDA BOULEVARD
CORRIDOR BETWEEN GAULT STREET AND VANOWEN STREET AS A JOBS AND
ECONOMIC DEVELOPMENT INCENTIVE (JEDI) ZONE IN COUNCIL DISTRICT
FOUR.**

The General Manager of the Economic and Workforce Development Department (EWDD) respectfully requests that your Office review and approve this transmittal and forward to the City Council for further consideration.

SUMMARY

The approval of this action will establish a City JEDI zone for a portion of the Reseda Boulevard Corridor bounded by Gault Street to the north and Vanowen Street to the south in Council District 4 (CD4), consistent with the approved Jobs and Economic Development Incentive Zones (JEDI Zones) Establishment Policy and Incentive Plan, (JEDI Establishment Policy), as adopted on March 6, 2020 and revised on November 2, 2021 (C.F. 13-0934-S2).

JEDI Zones are defined areas where local economic incentives will be used to enhance existing businesses and attract new businesses and industries that will result in increased economic development and growth in the City of Los Angeles, particularly in communities that have been historically underinvested.

On January 26, 2022, the Council directed the Economic and Workforce Development Department (EWDD) to evaluate a proposed JEDI Zone for an area of Reseda in CD4 (C.F. 22-0101). EWDD has conducted a baseline evaluation of the proposed Reseda

JEDI Zone in order to assess the proposed JEDI Zone's economic conditions, make recommendations for establishment of the JEDI Zone and determine business incentives to enhance economic development in the corridor through a Business Incentive Plan.

RECOMMENDATIONS

The General Manager of EWDD or designee, respectfully requests that the City Council, subject to the approval of the Mayor as required:

1. DESIGNATE the Reseda Boulevard Corridor in CD4, bounded by Gault Street to the north and Vanowen Street to the south, as a City of Los Angeles JEDI Zone, (Reseda JEDI Zone), for a period of five years.
2. AUTHORIZE EWDD to implement a Business Incentive Plan for the area, as set forth herein, consistent with the adopted JEDI Zone Establishment Policy, including providing permit subsidies of up to \$10,000 for up to twenty (20) businesses within the Reseda JEDI Zone, with a total allocation of up to \$200,000 from previously appropriated JEDI Program funds.

FISCAL IMPACT STATEMENT

There is no impact to the General Fund. During the establishment of the JEDI Zone program, the City Council and Mayor authorized the use of \$1,000,000 of former Urban Development Action Grant (UDAG) funds to provide permit fee reductions for businesses located in designated JEDI Zones (C.F. 13-0934-S2).

DISCUSSION

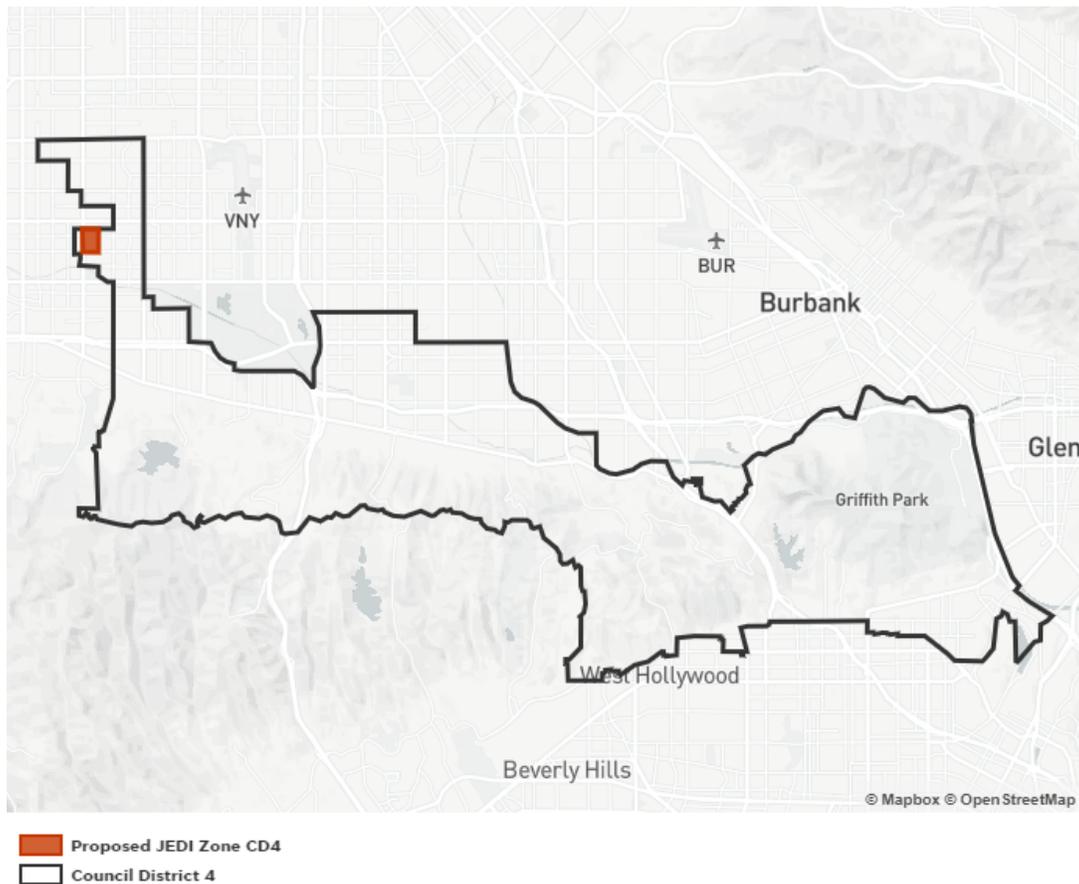
The JEDI Zone Program goal is to promote economic development activity, encourage and attract investments, and create jobs and expand business opportunities in economically distressed and underinvested areas through incentives, services, and resources to businesses located within designated JEDI Zones.

Proposed Location

Council (C.F. 22-0101) requested EWDD to conduct a baseline evaluation of a proposed JEDI Zone along the Reseda Boulevard corridor in CD4. The proposed Reseda JEDI Zone is bounded by Gault Street to the north, Vanowen Street to the south, Reseda Boulevard to the west, and Etiwanda Avenue to the east. According to Google maps, the distance of the proposed Reseda JEDI Zone is 1.26 miles and is comprised of five (5) adjoining Census block groups (#060671323012 Block Group, #060671323022 Block Group, #060371327002 Block Group, #060371310241 Block Group and #060371310242 Block Group).

Map 1 below, illustrates the proposed Reseda JEDI Zone location within CD4.

Proposed Reseda JEDI Zone Location



Economic/Income Status

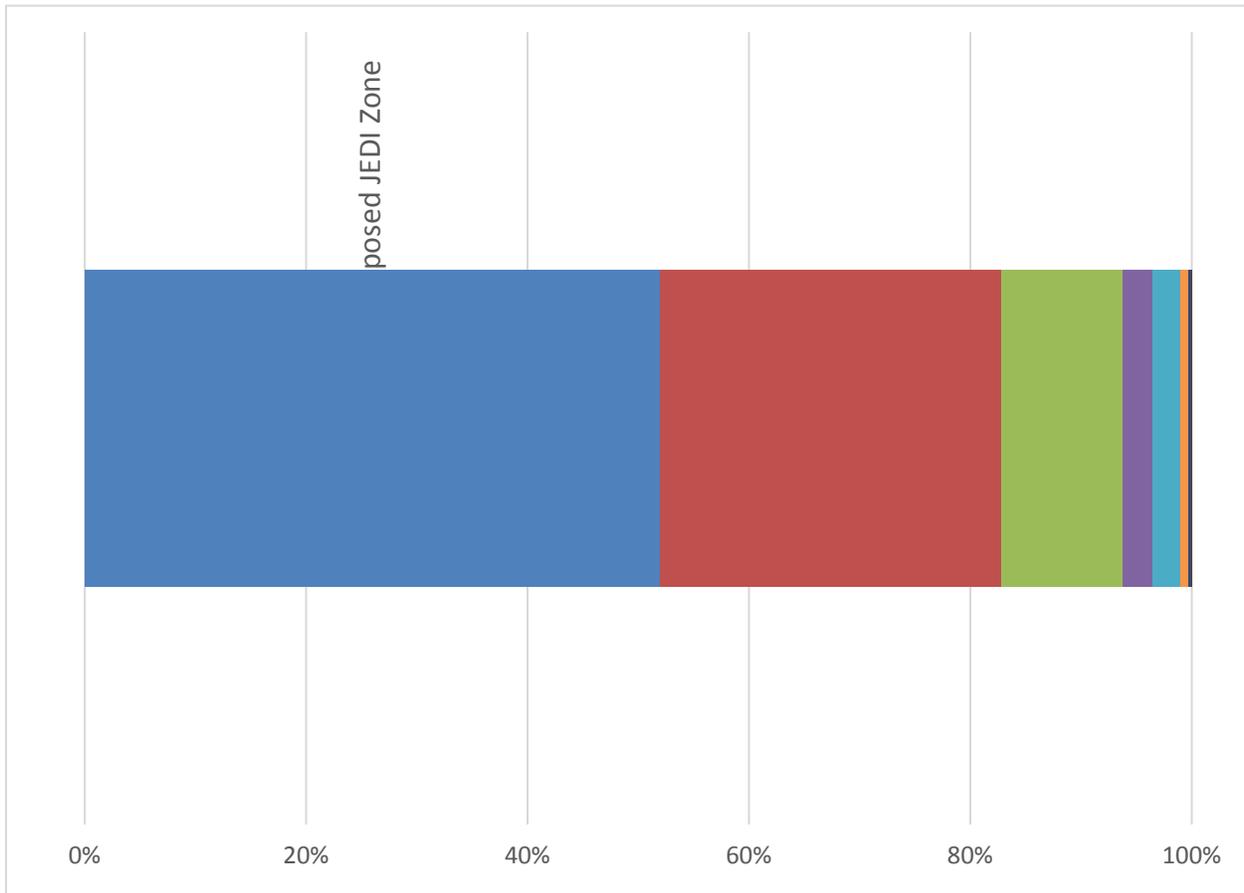
According to the most recent economic data available, CD4’s median household income is \$100,801. For context, the median household income in the City of Los Angeles is \$65,290. The percent of the population living below the poverty level within CD4 is 8.8%. While 16.6% of the population is below the poverty level within the City as a whole.

Demographics

The proposed Reseda JEDI Zone is located in a neighborhood identified as Reseda with approximately 27,690 total residents, predominately Hispanic/Latino. According to the *US Census Bureau ACS 5-year 2016-2020* data, the Hispanic/Latino population is 52.04% of the total population, followed by the White population at 30.24%.

Graph 1 below, contains the ethnic/population breakdown of the proposed Reseda JEDI Zone area.

**GRAPH 1 –
Demographics Population of Proposed JEDI Zone**



Source: ESRI ACS Race and Hispanic Origin Variables, ACS-5 year 2016-2020

BUSINESS ENVIRONMENT

There are two hundred and thirty-two (232) businesses that have a City of Los Angeles - Business Tax Registration Certificate (BTRC) in the proposed Reseda JEDI Zone. The area businesses span across a diverse range of industries, including janitorial services, automotive services, merchandise stores, restaurants, and other personal services. The industries with the highest count in the proposed JEDI Zone are detailed in the truncated table below. The full listing of the 232 actively registered businesses with the City of Los Angeles - Office of Finance as of July 14, 2022, can be found in Attachment 1 of this report.

**TABLE 1 –
Active Businesses NAICS Industry Codes within the Proposed JEDI Zones**

NAICS Industry Code	NAICS Primary Description	Count of Active Businesses
561720	Janitorial services	21
531100	Lessors of real estate (including mini warehouses & self-storage units)	18
811110	Automotive mechanical & electrical repair & maintenance	17
812990	All other personal services	15
233210	Single Family Housing Construction (1997 NAICS)	10
811120	Automotive body, paint, interior, & glass repair	10
441300	Automotive parts, accessories, & tire stores	7
452000	General merchandise stores	7
424990	Other miscellaneous nondurable goods	6
722110	Full-service restaurants	6
541990	All other professional, scientific, & technical services	5
454390	Other direct selling establishments (including door-to-door retailing, frozen food plan providers, party plan merchandisers, & coffee-break service providers)	4
561730	Landscaping services	4
	Grand Total*	232

**List has been truncated due to length.*

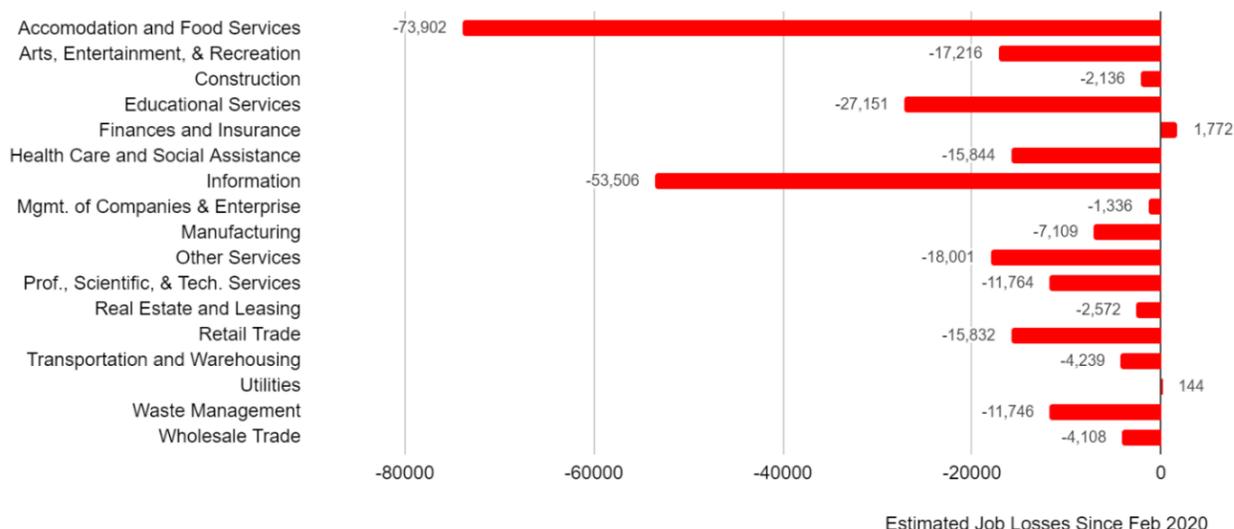
COVID-19 PANDEMIC IMPACT

As a result of the Coronavirus 2019 (COVID-19) health pandemic, local businesses have been facing declining sales, operational challenges, and financial uncertainty. Certain industries such as the low-wage service industries and the people of color predominantly employed in them are in the throes of a deep recession that has left other industries, professions, and demographics relatively untouched. Businesses involving close human contact including restaurants, gyms, hair salons, and movie theaters are suffering excessively. According to the LAEDC Pathways for Economic Resiliency Report, it is a trying time for Los Angeles County businesses due to strict closure guidelines and the slow recovery which has limited revenue for an extended period. From March 1, 2020 to August 31, 2020, Yelp reported more temporary and permanent business closures in Los Angeles than any other metropolitan areas in the country with approximately 15,000 total business closures of which approximately 7,500 businesses are permanently closed.

Implementation of the JEDI Zone program, can assist area businesses negatively impacted by the COVID-19 pandemic and prevent the permanent closures of small and

minority-owned businesses.

**GRAPH 2 –
Controller’s Office Job Losses by Industry
By Industry**



Source: Controller’s Office

JEDI Zone Eligibility Analysis

The JEDI Establishment Policy outlines that a proposed JEDI Zone must meet one of the following six Primary Eligible Criteria:

1. City-established EIFD District; or
2. City-established CRIA District; or
3. Within a designated Opportunity Zone; or
4. Focus Area designated by Citywide Economic Development Strategy; or
5. Promise Zone Community; or
6. Economic assessment using the secondary needs assessment criteria. An area must meet four secondary needs assessment criteria to qualify as eligible for a JEDI Zone.

The JEDI Policy states that priority will be given to those proposed JEDI Zone areas with the greatest need by evaluating for factors indicating distress in the following Secondary Needs Assessment categories:

1. Qualifies as low and moderate-income (LMI) area as defined by the U.S. Department of Housing and Urban Development (HUD). The area must have at least fifty-one percent (51%) of the residents be LMI persons.
2. An average unemployment rate that is at least three percent (3%) higher than the Citywide rate.
3. Deteriorated commercial structures, based on the physical deterioration of buildings/improvements; abandonment of properties; chronic high occupancy turnover rates or chronic high vacancy rates in commercial or industrial buildings; significant declines in property values or abnormally low property values relative to other areas in the community; or known or suspected environmental contamination.

4. More than fifty percent (50%) of the buildings in the area are zoned for commercial, retail, or industrial uses.
5. Contains at least one City priority project, defined at the time the JEDI Zone is created.
6. Within the project area boundary of the former Community Redevelopment Agency of the City of Los Angeles (CRA/LA) that was active at the time of the dissolution of the Community Redevelopment Agency.

Primary Qualifying Criteria for the Proposed Reseda Node JEDI Zone

The JEDI Establishment Policy requires for proposed areas to satisfy one of six (6) primary eligibility criteria to qualify for a baseline evaluation to be designated as a JEDI Zone. The proposed Reseda JEDI Zone area is located within a Federally designated Opportunity Zone that fulfills the primary qualifying criterion for the area's nomination as a JEDI Zone.

On June 22, 2022, City Council adopted programmatic changes to the JEDI Establishment Policy which adjusted the qualifying criteria to allow businesses on both sides of a boundary street to qualify for the benefits of the JEDI Zone program, so long as one side of the street qualifies under the primary eligibility criteria (C.F. 13-0934-S2). This report will therefore include and evaluate the block groups surrounding the boundary streets that split commercial corridors.

**MAP 2 –
Economic Incentives Overlay Map**

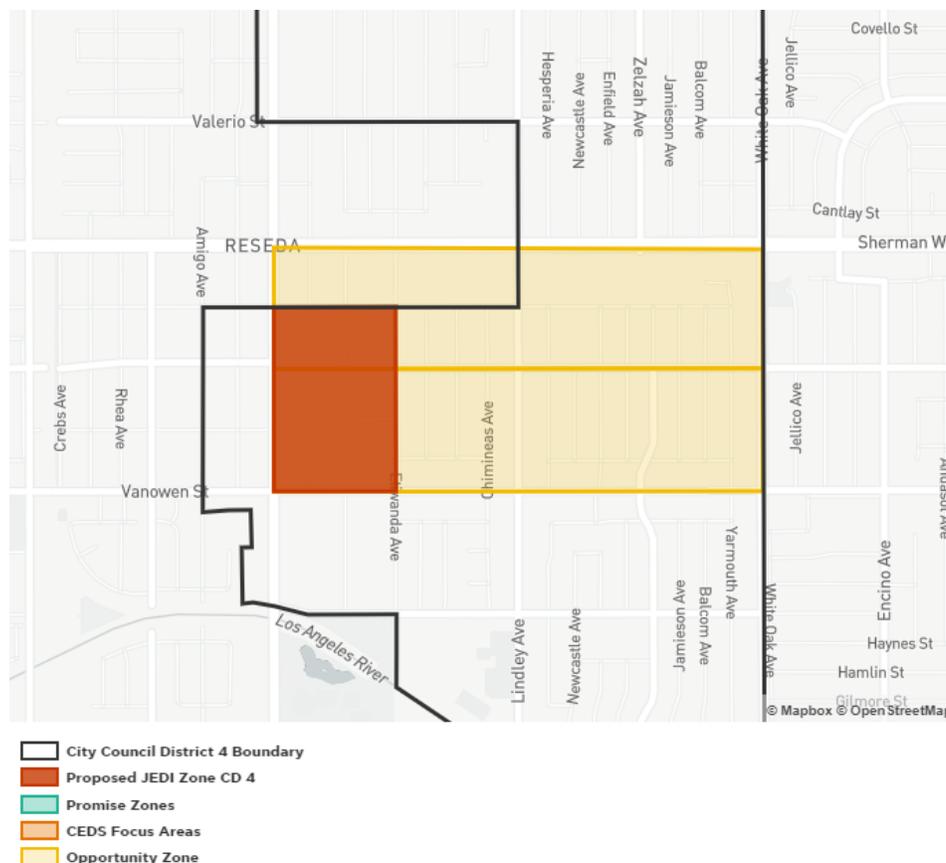


Table 2 below provides a summary of the primary qualifying criteria that have been met.

**TABLE 2 –
Summary of Primary Qualifying Criteria**

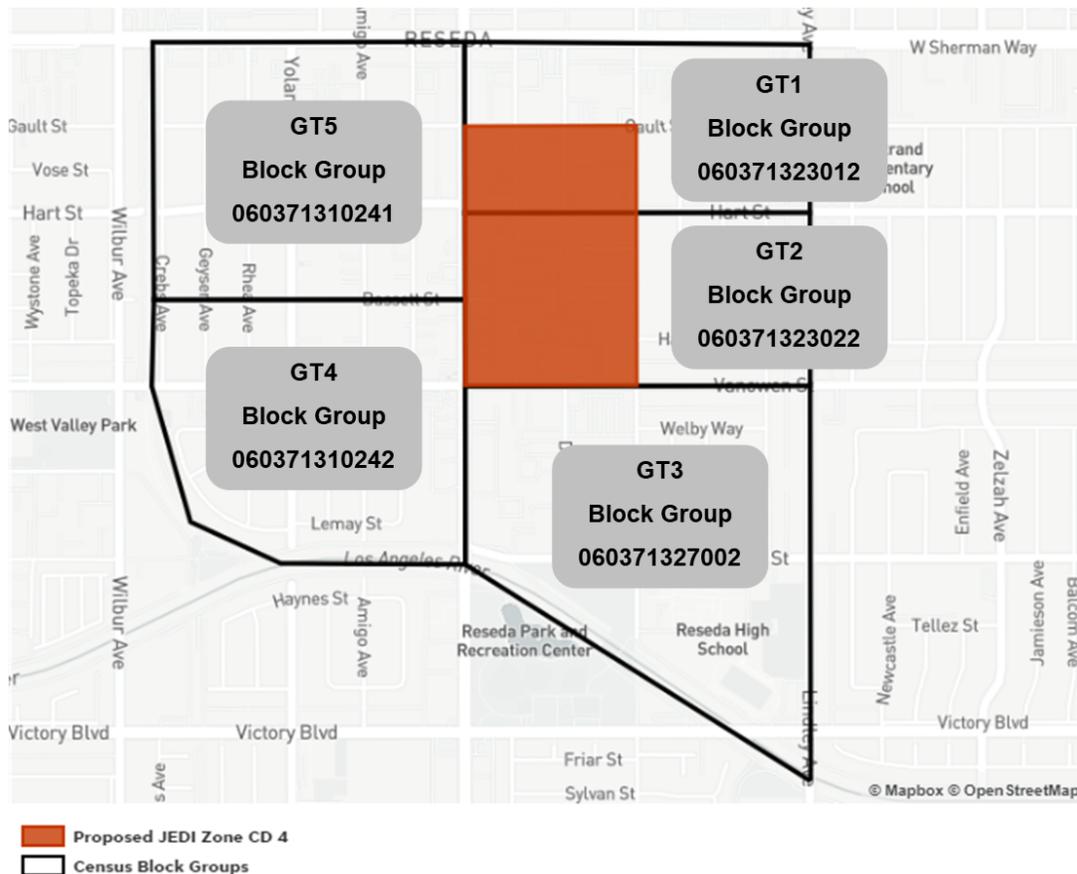
Primary Qualifying Criteria	Qualification Status
City-established EIFD District	N/A
City-established CRIA District	N/A
Within a designated Opportunity Zone	Meets Criteria
Focus Area designated by Citywide Economic Development Strategy	Does Not Meet Criteria
Promise Zone Community	Does Not Meet Criteria
Economic assessment establishing four criteria in the Secondary Needs Assessment.	N/A

Secondary Needs Assessment

The Secondary Needs Assessment is an analysis of additional measures that indicate an economically distressed area and assigns priority to a proposed JEDI Zone. To deliver targeted, place-based services and small business support to proposed JEDI Zone areas demonstrating the greatest need, the following Secondary Needs Assessment criteria are evaluated to determine the highest priority within the determined eligible JEDI Zone.

1. Unemployment
2. Low and Moderate Income Area
3. Blight
4. Commercial Industrial and Retail Usage
5. Within an Identified City Priority Project
6. Within a Former Community Redevelopment Agency Project Area

MAP 3 – Proposed Reseda JEDI Zone Map Annotated with Census Block Groups



The proposed Reseda JEDI Zone is comprised of five adjoining census block groups: Census Tract #060671323012 Block Group #1 (GT 1), Census Tract #060671323022 Block Group #2 (GT 2), Census Tract #060371327002 Block Group #3 (GT 3), Census Tract #060371310242 Block Group #4 (GT 4), and Census Tract #060371310241 Block Group #5 (GT 5). Map 3 identifies the Census Tract Block Groups that comprise the proposed Reseda JEDI Zone.

Unemployment

A proposed Reseda JEDI Zone must demonstrate that the area has an average unemployment rate that is 3% higher than the average Citywide unemployment rate. EWDD obtained access to unemployment figures that can be averaged over a period of time providing a methodology to measure unemployment over a historical period. This methodology allows for a sustained and persistent basis for a designation of need.

For the Citywide average rate, California State Employment Development Department (EDD) May 2022 current preliminary data was applied.

The 2020 U.S. Census American Community Survey 5-year, is the data source for the unemployment rate in council districts. This data is updated annually each December. This unemployment rate source can be apportioned to the City, Council District, and smaller granularity, providing for comparison within the census tracts and census block groups comprising the eligible area.

**TABLE 3 –
Average Unemployment Rates 2016-2020**

	Unemployment Rate Area
	4.5% Unemployment Rate City of Los Angeles, CA
	6.8% Unemployment Rate Council District 4
	4.7% Unemployment Rate Reseda Proposed JEDI Zone

Sources: EDD 2020 Unemployment Rate in May 2022; US Census ACS 5-year, ending 2020

**TABLE 4 –
Unemployment Rate by Census Block Group**

Unemployment Rate	
Block Group 060371323012	3.72%
Block Group 060371323022	2.63%
Block Group 060371327002	4.34%
Block Group 060371310242	10.33%
Block Group 060371310241	2.85%

Sources: US Census Bureau ACS 5-year 2016-2020

Most of the proposed Reseda JEDI Zone does **not** meet the criteria of an average unemployment rate at least 3% higher than the average Citywide median. Out of 5 Census Block Groups, one block group qualifies under the JEDI Zone needs assessment criteria. In December 2020, the unemployment rate in Los Angeles City was at 12.4%. Currently, the unemployment rates are unavailable for the Council District. EWDD will continue to work to secure more current unemployment rates that can be apportioned to census tracts and block groups.

Low- and Moderate-Income Area

As specified in the JEDI Zone Establishment Policy, proposed areas with 50% or more of its residents that are Low and Moderate Income (LMI) persons as defined by the U.S. Department of Housing and Urban Development (HUD), qualify as an economically distressed area and meets the secondary needs assessment benchmark criteria. HUD defines LMI income categories as:

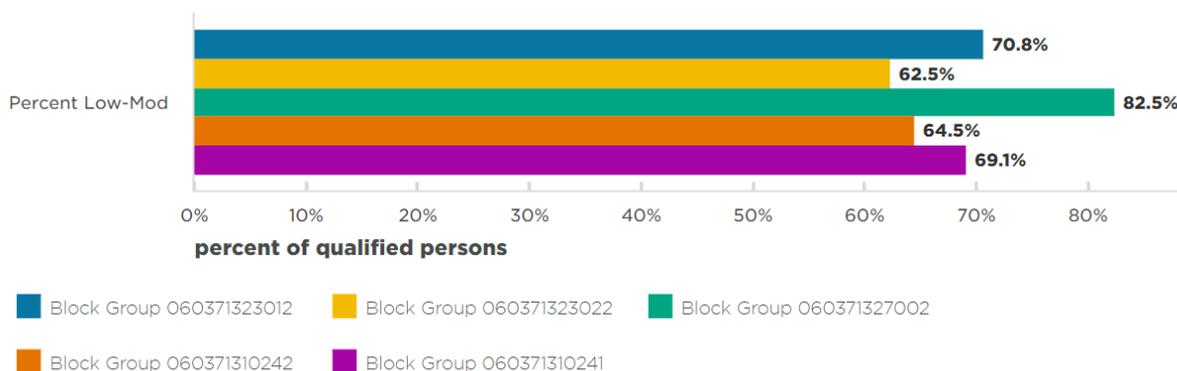
- Low Income: up to 50% of Area Median Income
- Moderate Income: Up to 80% of Area Median Income

HUD designates an area as LMI when at least fifty-one percent (51%) of the area

households are low to moderate-income. Approximately seventy percent (69.88%) of the area residents within the 5 census tract blocks that comprise the proposed JEDI Zone are LMI.

EWDD averaged the LMI rates within the five (5) census tract block groups within the proposed JEDI Zone to determine priority. All five census tract block groups **meet** the distress benchmark of 51% or more of its households as LMI persons.

**GRAPH 3-
LMI Households by Census Block Group**



Source: HUD Low-Mod (LMISD) 2021

Blight

Economic blight is a secondary needs assessment criteria and is the visible and physical decline of a property or neighborhood as evidenced by the presence of deteriorated commercial structures and buildings/improvements; abandonment of properties; chronic high occupancy turnover rates or chronic high vacancy rates in commercial or industrial buildings; significant declines in property values or abnormally low property values relative to other areas in the community; or known or suspected environmental contamination.

On June 27, 2022, EWDD staff conducted a site visit and found the physical condition of the buildings to have deferred maintenance and moderate deterioration. Although there are a few large retailers and franchises in the area, there are also a number of vacancies that leave room for new growth and a variety of industries. There are a number of outdated signages and unkept vegetation that could be addressed through the JEDI Zone’s Façade Improvement Program to make the area more inviting.

Certain areas within the proposed Reseda JEDI Zone are in good physical condition, particularly the areas on Vanowen Street in Block Group #060371327002 (GT 3), on Reseda Boulevard from Vanowen Street to Bassest Street in Block Group #060371310242 (GT 4), and on Reseda Boulevard from Bassett Street to Hart Street in Block Group #060671323022 (GT 2). These areas are composed of mostly large retailers and franchises, with a few small retail spaces and medical offices. Refer to Attachment 2 – Site Visit Photos. EWDD’s assessment concluded that the proposed

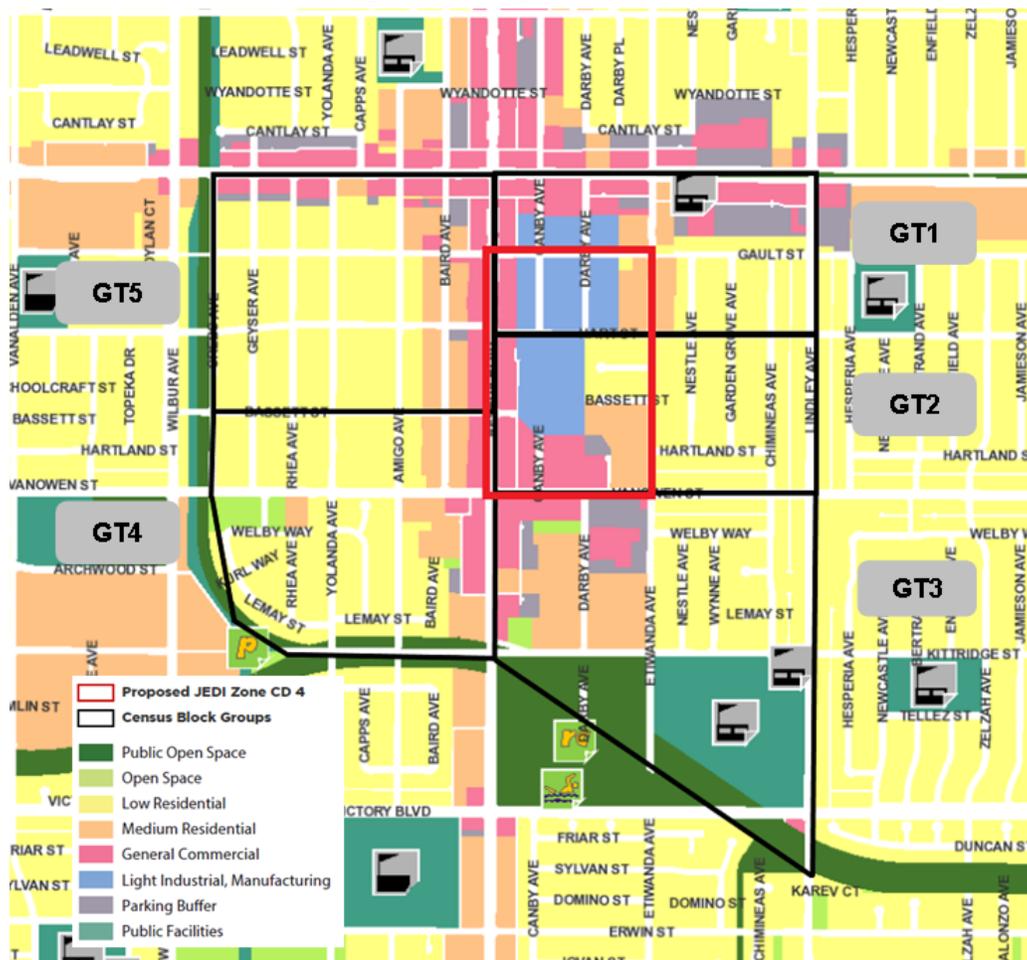
Reseda JEDI Zone area **partially meets** the blight criteria.

Commercial Industrial and Retail Usage

The JEDI Zone program is a place-based economic development program designed to assist businesses, boost job creation and encourage investment in distressed commercial, industrial and retail areas. For an area to be designated as a JEDI Zone, a secondary needs assessment to determine if the proposed Zone contains 50% or more commercial, industrial and retail uses must be supported.

The block groups comprising the proposed Reseda JEDI Zone are predominately residential. See below, Map 4 – Zoning and Usage of Structures illustrates the commercial and public open space zoning and usage within the proposed JEDI Zone. Block Group #060671323012 (GT1) is more than 50% commercial and is the only one of the five census tract block groups within the proposed Reseda JEDI Zone that **meets** the criteria.

**MAP 4 –
Zoning and Usage of Structures**



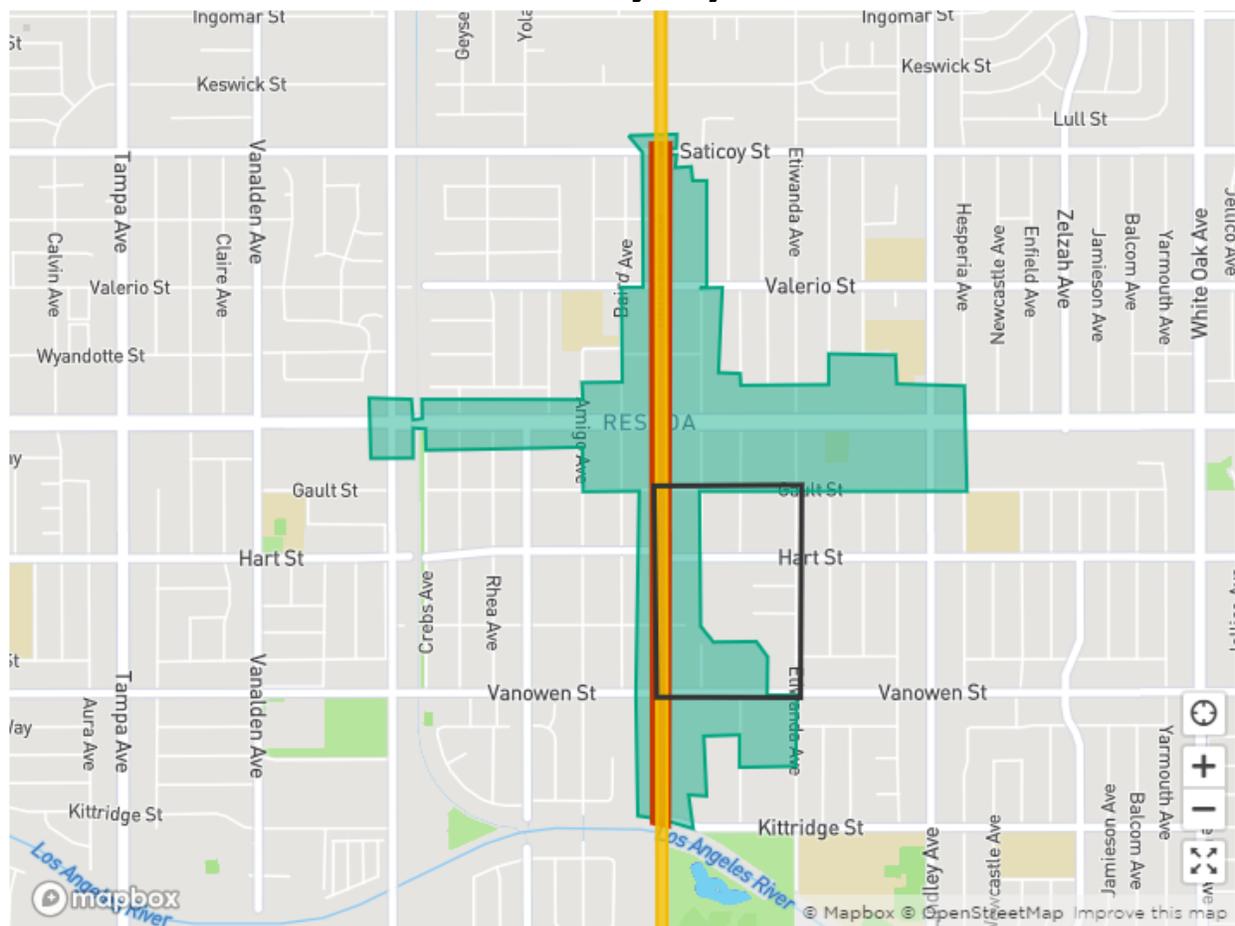
Source: Zone Information and Map Access System (ZIMAS)

Identified City Priority Project

A proposed JEDI Zone must contain at least one City priority project to meet the secondary needs assessment criteria identified in the JEDI Establishment Zone policy. The proposed Reseda JEDI Zone is within the boundaries of three City priority projects, the Reseda Central Business District Community Design Overlay, the Reseda Boulevard Complete Street project, and the Reseda Rising Commercial Façade Improvement Program.

Map 5 identifies the locations of the priority projects in reference to the proposed JEDI Zone.

**MAP 5-
CD 4 Priority Projects**



-  Proposed JEDI Zone CD4
-  Reseda Boulevard Complete Street Project
-  Reseda Rising Commercial Façade Improvement Project
-  Reseda Central Business District Community Design Overlay

The Reseda Central Business District Community Design Overlay (CDO) aims to guide the development of revitalizing and improving the physical appearance of the business district. The boundaries of the CDO encompass the commercial corridor along Reseda

Boulevard between Kittridge Street and north of Saticoy. The Reseda Boulevard Complete Street project plans to rebuild streets in need of physical repairs while adding safety and environmentally beneficial improvements. The project area includes Reseda Boulevard between Victory Boulevard and Parthenia Street. The Reseda Rising Commercial Façade Improvement Program is designed to revitalize the main commercial corridors of Reseda and Canoga Park by improving the exteriors of small commercial storefronts. The façade improvement funds are available to storefronts on Reseda Boulevard between Saticoy Street and the north side of Kittridge Street.

Former Community Redevelopment Project Area

A proposed JEDI Zone must also be within the boundaries of a former Community Redevelopment Project Area that was active at the time of the dissolution of the Community Redevelopment Agency of the City of Los Angeles (CRA/LA) to meet the criteria in the JEDI Policy.

On December 13, 1994, the Reseda/Canoga Park Assistance Project Area was adopted and expired on December 13, 2016. The proposed Reseda JEDI Zone is within the boundaries of the Reseda/Canoga Park Assistance Project Area. This CRA was active at the time of the dissolution of the CRA/LA in 2012.

Map 6, below, displays that the entire proposed Reseda JEDI Zone located within the CRA/LA Reseda/Canoga Park Earthquake Disaster Assistance Project Area that **meets** the eligibility criteria of being an active plan area before the dissolution of the CRA.

**MAP 6 –
Reseda/Canoga Park Earthquake Disaster Assistance Project Area**

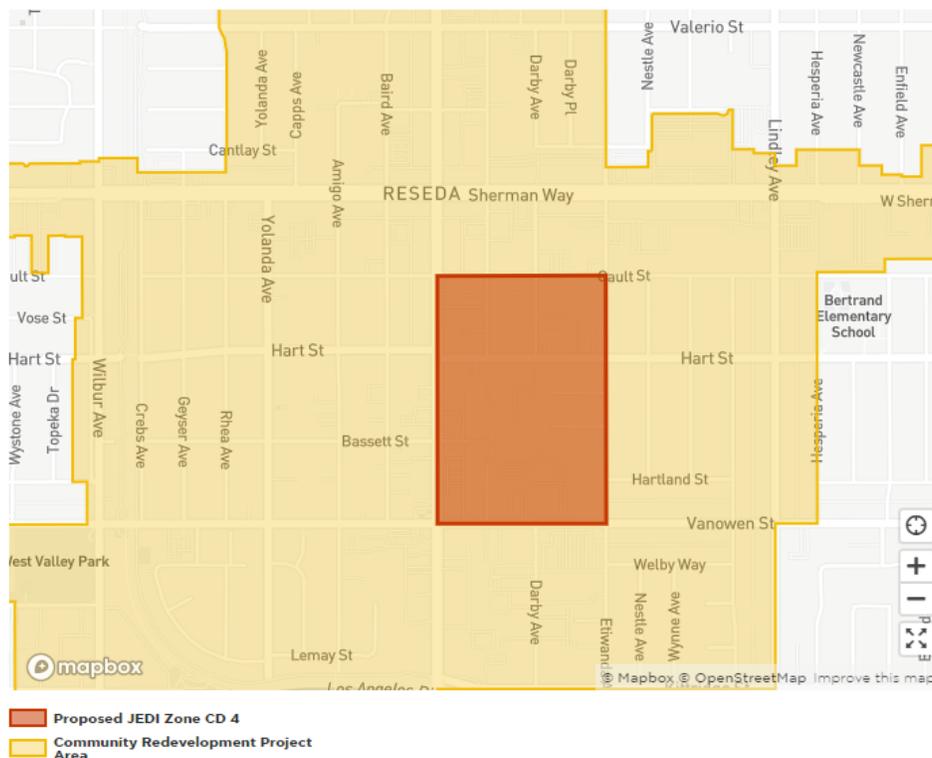


Table 5 below, provides a Summary of the Secondary Needs Assessment Qualifications for the proposed Reseda JEDI Zone, indicating which criteria is either met or not met in the proposed area .

**TABLE 5 –
Summary of Secondary Needs Assessment**

Secondary Needs Criteria	GT1	GT2	GT3	GT4	GT5
Unemployment Non-seasonal unemployment rate that is at least 3% higher than the Citywide rate.	Does Not Meet Criteria			Meets Criteria	Does Not Meet Criteria
Low and Moderate Income Qualifies as a low and moderate-income (LMI) area as defined by the HUD. An area where at least 51% of the residents are LMI persons.	Meets Criteria				
Blight Deteriorated commercial or residential structures, based on the physical deterioration of buildings/improvements; abandonment of properties; chronic high occupancy turnover rates or chronic high vacancy rates in commercial or industrial buildings; significant declines in property values or abnormally low property values relative to other areas in the community; or known or suspected environmental contamination, as evaluated by EWDD.	Meets Criteria	Does Not Meet Criteria			Meets Criteria
Commercial Industrial and Retail Usage The area is more than 50% commercial, retail, or industrial uses.	Meets Criteria	Does Not Meet Criteria			
Contains an Identified City Priority Project Contains at least one City priority project, defined at the time the JEDI Zone is created which can be identified as part of an adopted community plan.	Meets Criteria				
Former Community Redevelopment Area Within the boundary of a Community Development Plan	Meets Criteria				

Area that was active at the time of the dissolution of the Community Redevelopment Agency



Recommended JEDI Zone

EWDD's evaluation of the area's needs determined that all census block groups in the proposed JEDI Zone meets the criteria of an underserved community in one or more areas. The JEDI Zone policies' intent is to identify priority within a qualified area by greatest need. To expend City resources in a coordinated economic development delivery system, each JEDI Zone designated area is imagined containing 20 - 50 businesses. The proposed Reseda node is too large and contains too many businesses to be impactful.

The area's scoring the highest benchmarks indicating distress are Census Block Group GT1, GT4, and GT5.

On June 27, 2022, City Council approved changes to the qualifying criteria allowing businesses on both sides of a street to qualify for the benefits of the JEDI Zone program, so long as one side of the street qualifies (C.F. 13-0934-S2). Therefore, the JEDI Zone recommendation will be inclusive of both sides of the Reseda Boulevard commercial corridor and the area between the qualified block groups. While GT2 and GT3 did not meet the minimum of four secondary needs criteria, the change to the program's policy is intended to allow non-qualifying areas that adjoin qualified areas to make use of the benefits of the program because of the corresponding economic conditions in both areas.

Based on the assessment and the JEDI Establishment Policy, EWDD recommends the Reseda JEDI Zone begin on Reseda Boulevard at Gault Street, and end at Vanowen Street.

Business Incentive Plan

If the Reseda JEDI Zone is adopted, EWDD will provide the JEDI Zone area businesses with an overview of the available benefits, conduct a business assessment, and organize the information and services to determine those most valuable to each stakeholder. EWDD will determine the most effective methods to implement the incentives and enhanced services, including publications and interactive communication technologies. Based on the area economic distress analysis, individual business assessments, and the demonstrated needs, the following, but not limited to, incentives and enhanced services will be offered within the recommended Reseda Boulevard JEDI Zone area:

- 1. Priority Support Program** – one-on-one business consultation, promote and assist with access to City Programs for businesses, and provide a customized package of incentives and services to help businesses reach their goals.
- 2. Business Development Support** – case management and coordination between businesses and City departments during all phases of development, including entitlement, permitting, and construction, if applicable.

3. **Fee Reductions for Development Permits** – provide up to \$10,000.00 in expediting and/or permitting fees incurred through the development permitting process for eligible projects. Subsidy can be used for either City Planning Department or Department of Building and Safety fees not to exceed \$10,000.00 per project.
4. **Façade Improvement Program** – provide funds to improve the exterior appearance of eligible businesses to make them more inviting to walk and shop and assist with business retention for eligible improvements under CDBG funding regulations.
5. **Employer’s Connection** – Provide compensation to employer during staff training, if eligible.
6. **Compliance Assistance** – Facilitate resources to help businesses maintain compliance with land use and building and safety codes and regulations.
7. **Access to Capital** – Connect businesses with lenders that are actively seeking to invest and bring funding opportunities to the City and JEDI Zone area.
8. **Loan Program Fee and Interest Reduction** – Reduce interest rate and fees of Microloan program products, extend payment schedule, and offer loan restructuring to assist with business operations and retention, if permitted under CDBG regulations.

Next Steps

Upon approval of the JEDI Zone designation by the City Council and Mayor, a coordinated and branded campaign to promote the package of targeted incentives to stakeholders in the JEDI Zone will be launched by EWDD. The JEDI Zone branded campaign will include publications, visualizations, and presentations, where appropriate. EWDD will conduct outreach in the JEDI Zones to assess businesses needs and will also conduct biennial performance reports to review the activities and benefits resulting from the JEDI Zone Program.

Biennial Performance Reports

EWDD will report to City Council and Mayor on the JEDI Zone’s progress and performance. The report will include a summary of activity in a designated area and a determination of whether adjustments to the JEDI Zone Program are needed.

Five Year Impact Report

After the five-year designation, EWDD will conduct an assessment of the JEDI Zone detailing the impact on the area, including the following:

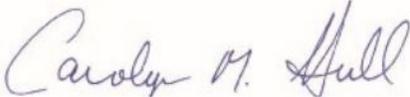
- The number of new and relocating businesses in the JEDI Zone.
- The number of pre-existing businesses participating in JEDI Incentives.
- The overall percent of businesses helped within JEDI Zone.
- The number of new jobs created as a result of JEDI incentives.
- Number of businesses retained
- Number of businesses that received capital
- The amount of new investment and capital placed in the JEDI Zone

At the conclusion of the five-year designation of the Reseda JEDI Zone, EWDD in consultation with the Council Office will have the option to submit to the City Council and Mayor a recommendation for the renewal of the JEDI Zone designation for an additional 5 years. The maximum duration of a JEDI Zone designation will be 10 years.

CONCLUSION

The coronavirus health pandemic has shed light on the financial fragility of many small businesses and the significant economic impact they have experienced, particularly in areas that were underinvested prior to the pandemic. As with any financial crisis, business viability and success are often dependent upon external resources, assistance, and factors beyond the control of the company. The City and EWDD should continue to identify and target small businesses in the City's most vulnerable communities for investment and assistance to retain and grow as well as recruit new businesses to create jobs and promote community development.

The JEDI Zone designation can serve as a vehicle to provide new or revamped programs to address the gap in geographically targeted services in distressed areas. The recommended Reseda area's appointment as a JEDI Zone can improve job growth, and positively affect business attraction, retention, and expansion.



CAROLYN M. HULL
General Manager

CH:FJ:DH:JDR:vw

Attachments

NAICS Industry Code	PRIMARY_NAICS_DESCRIPTION	Count of Active Businesses
561720	Janitorial services	21
531100	Lessors of real estate (including mini warehouses & self-storage units)	18
811110	Automotive mechanical & electrical repair & maintenance	17
812990	All other personal services	15
233210	Single Family Housing Construction (1997 NAICS)	10
811120	Automotive body, paint, interior, & glass repair	10
441300	Automotive parts, accessories, & tire stores	7
452000	General merchandise stores	7
424990	Other miscellaneous nondurable goods	6
722110	Full-service restaurants	6
541990	All other professional, scientific, & technical services	5
	Other direct selling establishments (including door-to-door retailing, frozen food plan providers, party plan merchandisers, & coffee-break service providers)	4
561730	Landscaping services	4
453990	All other miscellaneous store retailers (including tobacco, candle, & trophy shops)	3
488000	Support activities for transportation (including motor vehicle towing)	3
561500	Travel arrangement & reservation services	3
	Other automotive repair & maintenance (including oil change & lubrication shops & car washes)	3
811190		3
238990	All other specialty trade contractors	2
423940	Jewelry, watch, precious stone, & precious metals	2
442200	Home furnishings stores	2
492000	Couriers & messengers	2
532100	Automotive equipment rental & leasing	2
561740	Carpet & upholstery cleaning services	2
611000	Educational services (including schools, colleges, & universities)	2
624410	Child day care services	2
	Other amusement & recreation services (including golf courses, skiing facilities, marinas, fitness centers, bowling centers, skating rinks, miniature golf courses)	2
713900		2
812111	Barber shops	2
812113	Nail salons	2
888888	Medical Marijuana Collective	2
235210	Painting and Wall Covering Contractors (1997 NAICS)	1
238340	Tile & terrazzo contractors	1
311400	Fruit & vegetable preserving & speciality food mfg.	1
311800	Bakeries & tortilla mfg.	1
311900	Other food mfg. (including coffee, tea, flavoring, & seasonings)	1
335000	Electrical equipment, appliance, & component mfg.	1
336000	Transportation equipment mfg.	1
423400	Professional & commercial equipment & supplies	1
423700	Hardware, & plumbing & heating equipment & supplies	1
424300	Apparel, piece goods, & notions	1
425120	Wholesale trade agents & brokers	1
441110	New car dealers	1
441229	All other motor vehicle dealers	1
444190	Other building materials dealers	1
445100	Grocery stores (including supermarkets & convenience stores without gas)	1
445220	Fish & seafood markets	1

445230	Fruit & vegetable markets	1
445310	Beer, wine & liquor stores	1
446120	Cosmetics, beauty supplies, & perfume stores	1
448210	Shoe stores	1
448310	Jewelry stores	1
453220	Gift, novelty, & souvenir stores	1
454210	Vending machine operators	1
485990	Other transit & ground passenger transportation	1
512100	Motion picture & video industries (except video rental)	1
531210	Offices of real estate agents & brokers	1
532230	Video tape & disc rental	1
532290	Other consumer goods rental	1
541213	Tax preparation services	1
541320	Landscape architecture services	1
541330	Engineering services	1
541600	Management, scientific, & technical consulting services	1
561300	Employment services	1
621400	Outpatient care centers	1
621610	Home health care services	1
711510	Independent artists, writers, & performers	1
722211	Limited-service eating places	1
811420	Reupholstery & furniture repair	1
811490	Other personal & household goods repair & maintenance	1
812310	Coin-operated laundries & drycleaners	1
(blank)	(blank)	26
Grand Total		232

Proposed JEDI Zone Council District 4

Visual Evaluation

Façade Improvement



There is graffiti and color blocking differences on some buildings in the proposed area that could be addressed through the JEDI Zone's façade improvement program.

Façade Improvement



The exteriors consisting of bars and outdated signage that does not readily convey what the stores offer.

Vacancies

Throughout the proposed JEDI Zone there are multiple vacancies.





Surrounding Block groups

- Storefronts in areas identified as GT 2, 3 and 4 have been identified to be well maintained and more presentable to consumers.

