

The Honorable Paul Krekorian
Chair, Ad Hoc on Comprehensive Job Creation Plan Cmte.
City of Los Angeles
200 N. Spring St., Room 435
Los Angeles, CA 90012

RE: Los Angeles City Council Motion 19-0078 - Support

Dear Councilmember Krekorian,

Enterprise Community Partners - Southern California (Enterprise) would like to express its strong support for Los Angeles City Council motion 19-0078 – analyzing the feasibility of creating a regional procurement portal focused on small, minority, and disadvantaged businesses across Los Angeles.

At Enterprise, our mission is to create opportunity for low- and moderate-income people through affordable housing in diverse, thriving communities, and supporting and preserving small businesses are critical to creating thriving communities and opportunities for people. The greater Los Angeles area is experiencing a historic amount of investment in public infrastructure projects, such as Measure M (>\$140 billion), Measure HHH (\$1.2 billion), and the LAX Modernization Program (~\$4 billion). It is also amidst a boom in the number of major sporting and entertainment events in the pipeline, including the 2022 Super Bowl, 2023 US Open Golf Championship, 2026 World Cup, and more.

Our local communities have expressed their support for these projects and events through their votes, their voices, and their wallets. It is now incumbent upon our public and private leaders to ensure that the benefits of these major investments are felt throughout every community in Los Angeles, and one of the most impactful ways we can do this is to open up procurement opportunities for LA's small, minority, and disadvantaged businesses.

Developing a regional procurement platform will create business-to-business opportunities, spur economic development, and create equity in the benefits reaped from major investments and events.

This is a successful and proven model that has worked elsewhere, including in the United Kingdom, for the 2012 London Olympics where their regional procurement platform, CompeteFor, experienced over 200,000 businesses registering, with more than 75% of the contracts having been awarded to small and medium businesses. Los Angeles should now replicate this model to take advantage of the momentum and unprecedented investment in our region.

We thank you for considering our input and welcome discussing with your team.

Best,



Jacqueline Waggoner
Vice President and Market Leader, Southern California
Enterprise Community Partners

CC: The Honorable Bob Blumenfield, Councilmember, City of Los Angeles
The Honorable Marqueece Harris-Dawson, Councilmember, City of Los Angeles