

## **Communication from Public**

**Name:** Central City Association  
**Date Submitted:** 05/23/2019 09:37 AM  
**Council File No:** 19-0078  
**Comments for Public Posting:**



May 23, 2019

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

**Re: Support for Los Angeles City Council Motion 19-0078 to Create a Regional Procurement Platform**

Dear Councilmember Krekorian,

Established in 1924, Central City Association (CCA) is dedicated to advancing policies and projects that enhance Downtown Los Angeles' vibrancy and increase investment in the region. CCA represents more than 400 businesses, trade associations, and nonprofit organizations that are committed to spurring equitable economic development and growing local businesses. **With that in mind, we are strongly supportive of Council motion 19-0078 to analyze the feasibility of creating a regional procurement portal focused on small, minority, and disadvantaged businesses across Los Angeles.**

Our region is undergoing an unprecedented level of investment in public infrastructure with projects and initiatives like Measure M, Measure H, Proposition HHH and the LAX Modernization Program. We will also host several major sporting and entertainment events in the coming years, including the 2022 Super Bowl, 2026 World Cup, 2028 Olympics, and more. Our public and private leaders have the chance to ensure that the benefits of these considerable investments extend to every Los Angeles community.

Developing a regional procurement platform will create business-to-business opportunities, catalyze economic development, and support equity in the benefits from major projects and events. It will do so by:

- Taking advantage of high-profile events to create a clearinghouse of procurement opportunities and small businesses databases for buyers and suppliers alike;
- Simplifying and streamlining the process for small businesses to find procurement opportunities;
- And, strengthening accountability measures for prime contractors through detailed tracking.

This is a successful and proven model that has worked elsewhere, most notably for the 2012 London Olympics where their regional procurement platform achieved over 200,000 businesses registered, with more than 75% of contracts awarded to small and medium businesses. Los Angeles should replicate this model to take advantage of the momentum and historic investment in our region.

Sincerely,

A handwritten signature in blue ink, appearing to read "J Lall", is written over a light blue horizontal line.

Jessica Lall  
President & CEO, Central City Association of Los Angeles

cc: Councilmember Bob Blumenfield  
Councilmember Marqueece Harris-Dawson