

Newsletter

February 2021 Highlights

The mission of The Valley Economic Alliance is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley.

In This Issue

- COVID-19 Updates
- Employment
- Making Your Impact
- Investor Spotlight
- Alliance Supporters are Making Moves
- Calendar of Events

COVID-19 Updates



The Valley Economic Alliance

COVID-19 Resources For Valley Small Businesses

Several programs are currently available to strengthen the Valley's local small businesses during the economic downturn triggered by the COVID-19 pandemic.

Learn how to access COVID-19 Business Assistance

TheValley.net/COVID19

CONNECT WITH RESOURCES CONCERNING:

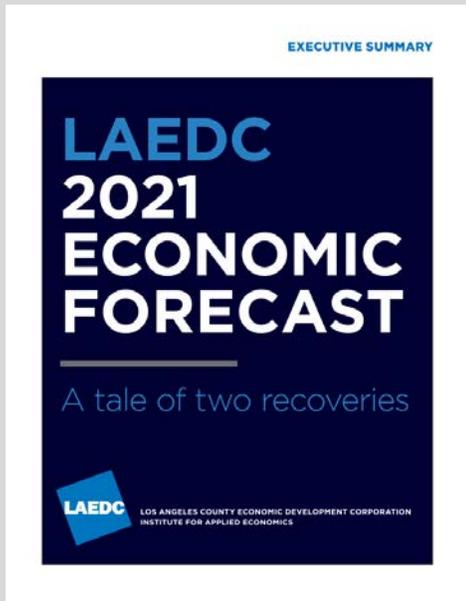
- Business Grants
- Business Loans
- Business Assistance
- General Assistance

For additional information and business assistance, contact:
Michael Carter
Economic & Workforce Development Manager
mcarter@economicalliance.org
818-379-7000

Business Assistance and Resources

The Alliance administers a variety of free programs that provide assistance and resources to businesses. Programs include grant resources, loan packaging, marketing planning, and procurement and contracting.

Our Business Assistance team will guide you through an assessment to determine



EXECUTIVE SUMMARY

LAEDC 2021 ECONOMIC FORECAST

A tale of two recoveries

LAEDC LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION
INSTITUTE FOR APPLIED ECONOMICS

On February 17, LAEDC has released its **2021 Economic Forecast**, which frames the economic toll of the pandemic in terms of impact to LA's people, and provides an employment outlook by industry so that we can collaboratively develop effective recovery strategies.

Click here to access Economic Forecast

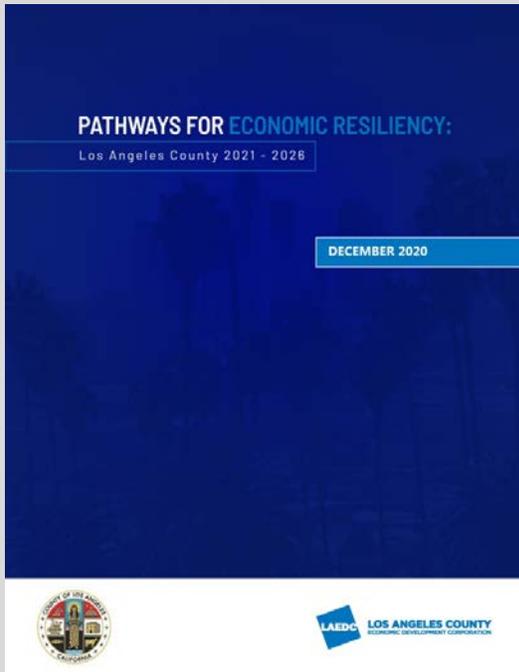
FOUND/LA Small Business Recovery Fund Round 3

Application Window Opens
Monday, February 15, 2021 @ 9:00am
Application Window Closes

the critical areas for immediate action.

Click below for more information or contact Michael Carter, Economic & Workforce Development Manager at mcarter@economicalliance.org for assistance.

More



On February 9, the **Los Angeles County Department of Workforce Development, Aging and Community Services (WDACS)** released an in-depth report on the economic impacts of COVID-19 and the most viable pathways for recovery for the County’s industries, workers, and communities.

Click here to access Report

Sunday, February 21, 2021 @ 11:59pm
Winners Selected & Notified:
Wednesday, February 24, 2021

- Bricks and mortar businesses serving the neighborhood in which they’re located, where customers can come in during business hours;
- Business must be located in LA County

More

APPLY TODAY FOR A \$25,000 AMBER GRANT FOR WOMEN

WomensNet founded the Amber Grant Foundation in 1998. The Foundation was set up with one goal in mind: to honor the memory of a very special young woman, Amber Wigdahl, who died at just 19 years old — before realizing her business dreams.

Applying is simple. Just take a few minutes to tell us about yourself and your business dream. No long, complicated forms to fill out. We announce the \$10,000 Amber Grant recipient the first week of every month.

View Application



The California Grants Portal (a project by the California State Library) is your one destination to find all grants and loans offered on a competitive or first-come basis by California state agencies.

More

Employment

Unemployment in the Valley	December 2020	November 2020
Burbank	10.4%	10.3%
Calabasas	6.7%	6.6%
Glendale	9.9%	10.2%
Los Angeles	10.6%	10.5%
San Fernando	10.1%	10.0%

Unemployment Rates (data not seasonally adjusted). Source CA Employment Development Department

The Valley Works Job Board is available for job seekers to connect with various industry employers. This free on-line job board provides the following:

- **Employer Cards** – Click on any of the Employer Cards to go to the Employer Pages to view jobs available.
- **Supplemental Employers Pavilion** – In this section, you can access the “Jobs” pages of our partners.
- **Video Library** – View expert videos on writing your resume and cover letter, interviewing well, and optimizing your LinkedIn profile among other topics.

Sign up now at www.thevalley.net/job-seekers/

Making Your Impact



UCC Government Affairs Committee is at the forefront advocating on behalf of the San Fernando Valley small business community, addressing the latest important state and federal legislation that impacts businesses. The committee actively educates its members and the community on the impact that government can have on a community

[More](#)



To encourage local giving for causes in The Valley, we are conducting the Give Where You Live campaign.

[**Donate Now**](#)

Volunteer Opportunities

We are seeking some energetic, creative, and reliable volunteers to assist us in advancing our mission to help businesses endure through the COVID-19 crisis and stimulate Valley-wide recovery and prosperity.

Volunteer positions are available in graphic design, website design, social media management, and event management. If you're interested in volunteering, please complete our Volunteer Form to get started.

[**Volunteer Sign Up Form**](#)

Investor Spotlight



It is not easy being a sole proprietor or running a small business. We understand and offer different accounts and services designed specifically for you.

Work with one of our experienced bankers to find the best options for your business.

SMALL BUSINESS BANKING ACCOUNTS

SMALL BUSINESS CHECKING

Our Small Business Checking account is the perfect choice for many businesses. Up to 200 items are included each month.

SMALL BUSINESS INTEREST CHECKING

Available to qualifying sole-proprietors and nonprofit organizations only, our small Business Interest Checking accounts give you what you need without making you pay for what you don't.

SBA PREFERRED LENDER

We provide SBA 7(a) loans from \$250,000 to \$5 million and will process your loan quickly. All loan applicants must meet the program's eligibility criteria.

SIMPLIFIED PENSION PLAN

Retirement planning seems complicated, but a Simplified Employee Pension (SEP) makes it easier. A SEP is a low-cost and simple to administer way to allow employers to set aside money in retirement accounts for themselves and employees.

BUSINESS CREDIT LINES

Do more with our lines of credit designed specifically for small businesses. Contact us to learn more about our competitive interest rates, streamlined approval process and no prepayment penalties.

Use an SBA 504 loan to purchase fixed assets such as real estate, machinery and equipment that have a minimum useful life of 10 years. We provide financing between \$250,000 to \$8 million, and proceeds cannot be used for working capital.

[Learn more at pacwest.com.](http://pacwest.com)

Pacific Western Bank is an equal opportunity lender. This is not a commitment to lend. All offers of credit are subject to credit approval.



Invest in The Alliance

Make your impact by funding our job retention and attraction programs while receiving valuable recognition and benefits. Contact Jacqui Matsumoto at jmatsumoto@economicalliance.org or click below for more information.

More

Alliance Supporters Are Making Moves



The Valley Economic Alliance welcomes **Kathleen McIntyre** of California Manufacturing Technology Consulting to our Board of Director. With over a 40-year career in manufacturing management and strategic planning, Kathleen will be an asset to our Economic Development Committee.

More

David Honda, Foundation Director for Fernando Awards announced that Fernandeno Tataviam Band of Mission Indians now holds a seat on the board represented by Chief Vice President Mark Villaseñor.

More



School of
Management

California
Lutheran
University

Cal Lutheran Donor Redirects \$4.8 Million From Management School

A Thousand Oaks resident who donated \$4.8 million for a building at the California Lutheran University School of Management has decided to redirect the money to help support students and entrepreneurship.

[More](#)

Calendar of Events

The Consolidated Appropriations Act (CAA), passed on Dec. 27, 2020, included significant extensions and enhancements to the Employer Retention Credit (ERC). The Coronavirus Aid, Relief, and Economic Security (CARES) Act had previously disallowed recipients of the Paycheck Protection Program (PPP) loan to take advantage of this credit. With the passage of the CAA, businesses can now potentially benefit from both the ERC and PPP loan. Join Baker Tilly's tax professionals for one of two exclusive client webinars discussing changes to the ERC and what it could mean for you and your business on **Tuesday, February 16, and Thursday, February 18 at 12Noon.**

[Click here for Registration Information](#)

What Shape Should You Be? Strategic Re-Structuring for Valley Nonprofits is about exploring mergers, back-office consolidations, and partnerships that are more than MOUs or informal agreements. These nonprofit "shapes" are options for strategic restructuring. This free workshop will overview these options, including ways to find out more about what might work for a particular nonprofit.

Speakers will be Carrie Harlow, Nonprofit Sustainability Initiative; Jennifer Vanore, Ph.D., UniHealth Foundation (managing funder of NSI), as well as past NSI participants Brittney Weissman, NAMI Greater Los Angeles County; and Joan Maltese, Ph.D., Child Development Institute, who will share lessons learned with strategic restructuring. The workshop's co-hosts are Valley Nonprofit Resources, Community Foundation of the Valleys, and NSI. Nonprofit EDs and other leaders from the San Fernando and Santa Clarita Valleys are encouraged to bring along a Board member to this event since Board support is essential for success.



The workshop now will be held by Zoom on **Wednesday, February 24, 4:00PM-5:30 PM** for more information and to register contact Ashley Wright, VNR's Project Coordinator at 818/677-2774 or ashley.wright.2@csun.edu.

Getting PPP Loan Ready

Small businesses now have access to much-needed funds with the PPP Round 2.

Join us for an education and resource network-building event aimed at answering questions about PPP loans on **Thursday, February 25 from 11:00 AM - 12:00 PM**.

Keynote Speaker: Ben Raju – Los Angeles District Director, US SBA

Q & A with Panel of Expert Lenders

Small businesses now have access to much-needed funds with the PPP Round 2.

- Never applied for funding or applied previously? Find out if you are eligible.
- Meet expert traditional and alternative lenders learn their best practices and preparation techniques.
- Get all your questions answered about PPP loans and making your business loan-ready during the live Q & A.

[Click here to register](#)

Boosting Sales for California Manufacturers

IAPMO R&T will host a free webinar for California manufacturers sharing how exporting their products can increase sales and find out the best prospects for your product in global markets on **Tuesday, February 23 from 1:00 PM - 2:00 p.m.**

Featured topics include:

- Potential benefits for manufacturers.
- Expanding business growth.
- Business opportunity includes a sampling of supplier needs for the Baja Aerospace (Mexico) sector.

[Click here to register](#)

Policy on Tap and a discussion on Homelessness

If you are concerned about Homelessness, then be sure and register for the Greater San Fernando Valley Chamber for their Policy on Tap series on **Tuesday, February 23 from 4:00PM - 5:00PM**.

Panelists are Councilmember Paul Krekorian, Chris Perkins from the San Fernando Valley Community Mental Health Center, and Wendy Greuel, Commissioner for the Los Angeles Homeless Services Authority who will share their thoughts on homelessness.

The Valley Economic Alliance
Back to Business Webinar Series
WHAT YOU NEED TO KNOW
Get valuable information to help you weather the economic downturn and plan for your re-opening.
Thursday, February 25
11:00 AM - 12:00 PM
Getting PPP Loan Ready
Small businesses now have access to much-needed funds with the PPP Round 2.
• Never applied for funding or applied previously? Find out if you are eligible.
• Meet expert traditional and alternative lenders learn their best practices and preparation techniques.
• Get all your questions answered about PPP loans and making your business loan-ready during the live Q & A.
Keynote Speaker:
Ben Raju
Los Angeles District Director,
US SBA
Q & A with Panel of Expert Lenders
[Register Now](#)

WEBINAR PRESENTATION
BOOSTING SALES FOR CALIFORNIA MANUFACTURERS
FEBRUARY 23 | 1 - 2PM
IAPMO R&T will host a free webinar for California manufacturers sharing how exporting their products can increase sales.
FEATURED TOPICS:
Potential benefits for manufacturers, including:
• Increase manufacturing production capacity
• Diversify market risk
• More resilient, responsive to changing environment.
Expanding business growth:
• Access more customers.
• Increase sales.
• Boost profits.
Business opportunity:
• Baja California (Mexico) aerospace sector can be a source of business growth.
• Represents \$1.5 billion in supplier needs.
• Represents the aerospace and defense companies.
TARGETED AEROSPACE U.S. SUPPLIERS OF:
• Electronic components, cables, harnesses
• Seals
• Fasteners
• Molding and plastic extrusion
• Fluid pipes and fuel parts
• Machining -CNC and conventional
• Sheet metal manufacturing
• Tool design and manufacturing
• Welding processes
• Forging
• Metal finishing
• Metal stamping
• Metal parts coating
Please join us Tuesday, Feb. 23 for our one hour webinar to find out the best prospects for your products in global markets. [Register Here.](#)
PRESENTED BY IAPMO R&T, ASME, and others. WWW.IAPMOR&T.ORG

This is a free event and space is limited.

Click here to Register



The United Chambers of Commerce of the San Fernando Valley will present their sixth annual Inspirational Women of the San Fernando Valley on **Thursday, February 25, from 10:00 AM - 11:00 AM.**

The Inspirational Women of the San Fernando Valley award recognizes women who have been an inspiration while trailblazing on a path to making the San Fernando Valley a better place. The committee seeks nominations from across all industries, including for-profit, non-profit, education, government, and law enforcement. This year's honorees are Lydia Floyd, Georgianna Junco-Kelman, Miri Rossitto, Kim Goldberg-Roth, and Rachel Sumekh.



More Information and Registration

The Livable and Sustainable Committee presents a conversation with Los Angeles City Attorney Mike Feuer on **Thursday, March 11 from 9:30 AM - 10:30 AM.**

- Public Safety
- Gun violence prevention
- Quality of life City-wide
- Consumer protection
- Justice system reform

Registration is free but required.

Please register by March 9 by emailing ataslakian@economicalliance.org to receive call-in information.

Virtual Trade Mission to Kenya March 16, April 20, April 21, 2021

Presented by the City of LA Mayor's Office of International Affairs, this Virtual Trade Mission to Kenya is a fact-finding mission that provides qualifying California companies with cutting-edge market insights and crucial connections into one of the most vibrant economies in Africa. The mission will prepare and equip companies with the background and connections to be successful in future in-person trade missions to the country. The mission is focused on

The Valley Economic Alliance
L.A. 2.0: Rising to Our Challenges and Emerging A Stronger Valley
Thursday, March 11, 2021
9:30 AM - 10:30 AM
Via Zoom

A conversation with LA's chief lawyer and prosecutor since July, 2013.

- Public safety
- Gun violence prevention
- Quality of life City-wide
- Consumer protection
- Justice system reform

Registration is free, but required.
Please register by March 9 by emailing ataslakian@economicalliance.org to receive call-in information.

emerging opportunities in housing and construction, sustainability, and smart city solutions.

[Click here to apply](#)



VIRTUAL TRADE MISSION TO KENYA
MARCH 16-18, 2021

Co-sponsors: **West Valley Economic Alliance**
Los Angeles International Airport Authority
California State University of Fullerton

Hosted by: **Embassy of Kenya in Los Angeles**

Consulate General of the Republic of Kenya in Los Angeles

Mayor's Office of International Affairs

This Virtual Trade Mission to Kenya is a fact finding mission that provides qualifying California companies with cutting edge market insights and crucial connections into one of the most vibrant economies in Africa. The mission will prepare and equip companies with the background and connections to be successful in future in-person trade missions to the country. The mission is focused on emerging opportunities in housing and construction, sustainability, and smart city solutions.

CONNECT WITH EAST AFRICA

Kenya is considered the economic, commercial, financial, and logistics hub of East Africa and a springboard into the greater East and Central Africa region. As one of the fastest growing economies on the continent, Kenya has a highly educated, talented, and technology savvy English speaking population.

- **Kenya Vision 2030**, the long-term development blueprint for the country, aims to transform Kenya into a newly industrializing, middle-income country that provides a high quality of life to all its citizens by 2030.
- Known as **"Silicon Savannah"**, Kenya is an **emerging tech leader** in Africa where 72 percent of people have mobile money accounts.
- With a two-million housing unit deficit, the government has a goal to **build 500,000 homes by 2023**.
- With annual growth in the demand for electricity is estimated at 6.7 percent, the government aims to achieve **universal electricity access by 2022**.
- Kenya has dramatically improved its **business environment** according to the World Bank's Ease of Doing Business Index. The country rose from the rank of 136th in 2013 to 96th in 2020, making it one of the easiest places to do business in Sub-Saharan Africa.
- Kenya is one of the first countries to ratify the **Africa Continental Free Trade Area**, connecting it with a collective market of more than 1.2 billion people and up to \$3 trillion in total GDP.
- Through the **Ports of Mombasa and Lamu** (under construction), Kenya is the sea gateway to the larger East and Central Africa region, including Uganda, Rwanda, Burundi, DR Congo, South Sudan, and parts of Ethiopia and Tanzania.

With the busiest container port complex in the Western Hemisphere and the 3rd busiest airport in the world in your backyard, L.A. companies are in the best position to connect with Kenya, one of the most dynamic and largest markets in Africa. Please contact Mission@valley.org if you have any questions.

SECTORS

- Housing & Construction
- Sustainability
- Smart city solutions

APPLY TODAY
bit.ly/LA-Kenya

The Valley Economic Alliance | www.TheValley.net

