

Los Angeles County

A DIVERSE ECONOMY
Plays Critical Role
in LA County's
Continued Growth

MANUFACTURING / INTERNATIONAL TRADE AND LOGISTICS

While people throughout the world have long recognized Los Angeles as the creative capital of America—it is after all the home of Hollywood—few fully appreciate that Los Angeles is also the International Trade and Manufacturing Capital of America. The explosive growth of international trade between the U.S. and Asia has placed Los Angeles County at the center of globalization in the 21st century and made the region America's leading gateway to the global economy. ▶



A JOINT VENTURE WITH THE LAEDC

A JOINT VENTURE WITH THE LAEDC



Los Angeles County is an industrial/financial/cultural giant and one of the most desired destination points in the world.

Population/Business: Most populous county in the nation. More than 140 cultures and 135 languages. If a nation, its economy would be 17th largest in world. Nation's top international trade center, largest manufacturing center, and aerospace research/development capital.

Tourism: Hollywood; Aquarium of the Pacific; Magic Mountain; Universal Studios; Raging Waters; Rose Parade; Rodeo Drive; Los Angeles Zoo; 63,000 acres of County parks/gardens; 75-mile coastline; world's largest small-craft harbor.

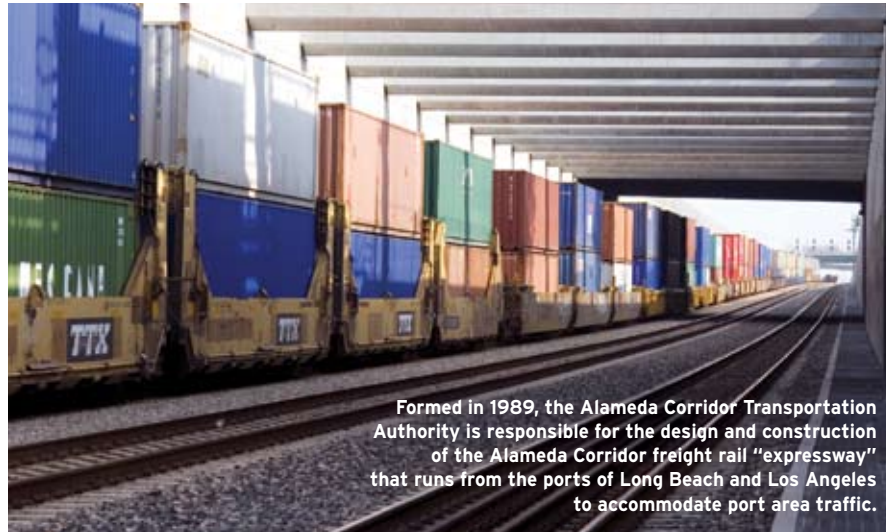
Arts and Culture: Disney Concert Hall; Hollywood Bowl; Museums of Art and Natural History; more than 300 private museums, including the Getty.

Education: Produces more college graduates and has more individuals with Ph.Ds than any other county in nation. Schools include USC, UCLA, The Claremont Colleges, Cal Tech, Jet Propulsion Laboratory, RAND, Pasadena Art Center College of Design, and Otis Art Institute.

Sports: Home of eight major professional sports teams: Dodgers, Lakers, Clippers, Sparks, Avengers, Galaxy, Chivas USA, Kings.

Transportation: 15 airports; two world-class ports; two major railroads; 25 freeways; and one of largest mass-transit systems, with subways, commuter trains, and buses.

PHOTOS COURTESY: (MAIN) PORT OF LONG BEACH; (RIGHT) ACTA



Formed in 1989, the Alameda Corridor Transportation Authority is responsible for the design and construction of the Alameda Corridor freight rail "expressway" that runs from the ports of Long Beach and Los Angeles to accommodate port area traffic.

The major conduit for transporting goods to and from the U.S. is the gigantic San Pedro Bay port complex on the Pacific Ocean, home to the nation's two largest ports: the Port of Los Angeles and the Port of Long Beach. Together, they make up the nation's largest container-shipping facility and the fifth-largest port complex in the world behind Singapore, Hong Kong, Shanghai, and Shenzhen in China.

Trucks, trains, cranes, and freight move constantly, almost round-the-clock at the two ports, which handle more than 40 percent of the nation's containerized cargo. The movement of all these goods is also a significant source of new jobs for the five-county metropolitan Los Angeles region, adding 35,000 new jobs in 2006 and increasing the average annual employment in this sector to more than 485,000 workers. Many of these jobs tend to be high-wage and are found in a variety of fields including vessel operation and servicing, cargo

handling, surface transportation, air cargo, trade finance, freight forwarding, customs brokering, and insurance.

The explosive growth of international trade between the U.S. and Asia has placed Los Angeles County at the center of globalization in the 21st century and made the region America's leading gateway to the global economy.

From the air or over land, it is an impressive sight to see shipping containers, measured in TEUs (20-foot equivalent units), labeled for worldwide shipping companies stacked symmetrically on 18-wheelers, rail cars, or oceangoing vessels. Container shipping came into widespread use in the 1960s to alleviate pilferage and hijacking on the docks, which occurred mainly on the East Coast. The ports of Los Angeles and Long Beach had the land and the transportation links to accommodate this shift and were in the best position to take advantage of this trend when compared to other major ports on the West Coast.

Today, the twin ports of Los Angeles and Long Beach handle more than 70 percent of all the containers moved through the seaports on the entire West Coast of the United States. ►

did you know?

The Tonight Show with Jay Leno is "made" in LA County, along with other hit shows such as American Idol, CSI, and Grey's Anatomy, but did you know that LA County also makes some of America's most popular products?

MADE IN LA ★ Guess? jeans ★ See's candies ★ Budweiser beer ★ Neutrogena beauty products
★ Nestlé Hot Pockets and Lean Pockets ★ Sugar In The Raw



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Business is Grand in Los Angeles County.

The \$2 billion Grand Avenue project – Phase I of which is designed by world-renowned architect Frank Gehry and set to break ground in late 2007 – will transform the civic and cultural districts of downtown Los Angeles into a vibrant new regional center which will showcase entertainment venues, restaurants and retail mixed with a hotel and up to 2,600 new housing units. Its 16-acre park will become the new "Central Park" of Los Angeles.

The project – a partnership between the County and City of Los Angeles and private enterprise – is just one of many that will assure that the County maintains its position as a major business center.

Los Angeles County means business. It is the nation's top international trade center, largest manufacturing center, and home to the highest concentration of design-based industries, including aerospace, engineering and architecture, biotechnology and health sciences, automotive design, fashion and textiles, food manufacturing and processing, home furnishings, toy design and entertainment.

If a nation, the County would have the 17th largest economy in the world.

Los Angeles County: We do business good.

Los Angeles County, California: the #1 County in the #1 State.
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"To Enrich Lives Through Effective and Caring Service."





Port of Los Angeles

The Port of Los Angeles is key to Southern California's economic dominance, and has been the leading container port in the U.S. for seven consecutive years. This thriving seaport not only sustains its competitive edge with record-setting cargo operations, but it also is known for its groundbreaking environmental initiatives, progressive security measures, and diverse recreational and educational facilities.

In 2006, the Ports of Los Angeles and Long Beach approved the landmark San Pedro Bay Ports Clean Air Action Plan, the first plan of its kind in the world aiming to reduce air emissions by 45 percent within five years for all mobile sources. Solidifying its role as an environmental steward, the Port remains committed to managing resources and conducting Port developments and operations in both an environmentally and fiscally responsible manner.

The Port of Los Angeles celebrates its Centennial anniversary in 2007 with a series of activities culminating in a community birthday party on December 9.

For more information about the Port of Los Angeles and its rich history, please visit portoflosangeles.org.

International trade accounts for 12 percent of Southern California's total economic activity, including shipments from Port Hueneme (Y-nee-mee) in Ventura County and international air cargo at Los Angeles International (LAX) and Los Angeles/Ontario International (ONT) airports. Experts estimate that with an expected 10 percent annual growth rate, the current volume of 16 million TEU containers moving through the Los Angeles and Long Beach ports will grow to 20 million containers by the end of the decade.

The total value of two-way trade handled at the Los Angeles Customs District—America's largest—is expected to grow by 13.3 percent to \$373.4 billion in 2007, well ahead of the second-place New York Customs District and third-place Detroit, which has been hard-hit by foreign competition and slumping auto sales. In fact, in 2006, the Los Angeles Customs District became the first customs district in the nation to surpass \$300 billion in annual trade value. That same year, Los Angeles also became the first customs district to import more than \$100 billion worth of goods from China.

The largest export commodity group sent from the LA Customs District in 2006 was "electrical apparatus" with a value of \$12.1 billion, followed by plastics and polymers; silk, wool, and other fabrics; and iron alloys and steel. The top import commodities were electronic machinery, recording devices, toys, apparel, and machinery, with an overall value of \$34.4 billion.

The total value of two-way trade handled at the Los Angeles Customs District, America's largest, is expected to grow by 13.3 percent to \$373.4 billion in 2007, well ahead of the second-place New York Customs District and third-place Detroit.

The World Trade Center Association LA-Long Beach supports international business development.



PHOTO COURTESY OF LONG BEACH CVB

With Los Angeles County now firmly established as the principal U.S. distribution hub for Asia, it should come as no surprise that China is today the largest trading partner with LA, followed by Japan, South Korea, and Taiwan. However, Germany, Australia, and the UK also show up on the roster of LA's top 10 trading partners.

The assumption is accurate that neighboring Mexico and Canada are major trading partners for Los Angeles, but the U.S. Census Bureau notes that cargo moving between the north and south generally is transported by ground transportation via trains and trucks. The value of these goods is included in border customs districts such as San Diego, Seattle, and similar entry points.

From the air looking down at the ports, it is routine to see containers unloaded from ships and arranged on docks into milelong trains for a journey on the Alameda Corridor, which funnels trains eastward in a below-grade trench to a huge rail complex southeast of downtown Los Angeles and out to the rest of the country. Even more containers are loaded onto trucks and moved to rail yards, distribution centers, and warehouses.

A record amount of freight flowed off arriving ships at the ports in 2006, but this system is approaching capacity. Recently, plans to expand the capacity of the port, rail, and highway systems have raised concerns about the environmental, health, and land-use issues associated with the growing volume of trade. In recognition of the need to address these issues, the ports of Los Angeles and Long Beach teamed up with local, state, and federal agencies ▶

did you know?

- MADE IN LA ★ Boeing C17 Globemaster military aircraft ★ BCBG Max Azria clothing
- ★ Miller beer ★ Pratt & Whitney Rocketdyne's rocket engines ★ Avon cosmetics
- ★ American Apparel clothing

PORT OF CALL TO THE WORLD'S LARGEST HYBRID VEHICLES



When it comes to reducing air emissions and minimizing environmental impact, no seaport in the world has developed a more comprehensive strategy than the Port of Los Angeles. In fact, we're the first port to introduce Alternative Maritime Power™ (AMP™) for cargo ships. AMP-equipped ships "plug in" to a shore-side electrical power source, eliminating ship emissions while docked. It's just one more way we're leading the industry forward. The Port of Los Angeles — A cleaner port. A brighter future.

www.portoflosangeles.org





Russell Goldsmith
Chairman and
Chief Executive Officer
City National Bank

Russell Goldsmith leads the largest bank headquartered in Southern California. Founded 53 years ago, City National Bank offers a complete array of financial services to the entrepreneurs, business professionals, manufacturers, and small-to-mid-sized companies that have helped make California the world's eighth largest economy.

Mr. Goldsmith joined City National's board of directors in 1978 and became its CEO in 1995. He took a bank with slightly more than \$3 billion in assets and turned it into a major player in the financial services industry. During his 12-year tenure, City National has strengthened its cash management, international banking and wealth management capabilities, opened dozens of new offices, and expanded into Northern California, New York City, and Nevada. Today, the company is California's premier private and business bank, with nearly \$16 billion in assets and \$57 billion in client investments under management or administration.

Mr. Goldsmith is active in his community. Among other things, he currently chairs the Los Angeles Economy & Jobs Committee, an alliance of business, labor, and civic leaders who make recommendations aimed at improving the local economy.

to develop an unprecedented joint action to improve air quality in the South Coast Air Basin. In November 2006, Los Angeles Mayor Antonio Villaraigosa and Long Beach Mayor Bob Foster commended the ports for adopting the landmark "San Pedro Bay Ports Clean Air Action Plan," a sweeping plan aimed at significantly reducing the health risks posed by air pollution from port-related ships, trains, trucks, terminal equipment, and harbor craft. The plan calls for more than 45 percent reduction in sulphur oxide (SOx), nitrogen oxide (NOx), and diesel particulate matter. The ports are currently hard at work crafting a Clean Truck Program that will reduce emissions from the 16,000 regular-call trucks at both ports by 80 percent over the next five years. As is often the case with California's leadership on environmental issues, what the local ports are doing for the environment is now being studied for adoption by ports around the world.

Port of Los Angeles Executive Director Geraldine Knatz said, "We don't see a conflict between growing our business and being environmentally responsible. Our strategy is to 'grow green'—we can grow and still clean the air."

With the Clean Air Action Plan, the ports have established goals by which to evaluate new infrastructure projects, such as Burlington Northern Santa Fe Railroad's (BNFS) proposal to build a new rail yard north of Terminal Island, connected to the Alameda Corridor. Dubbed the Southern California International Gateway (SCIG), the proposed project would alleviate pressure on the BNFS Hobart's rail yard, located southeast of downtown Los Angeles. Hobart is the busiest intermodal rail yard in the nation, handling more than 1.5 million container lifts in 2006. The new SCIG facility is proposed to be the cleanest, greenest facility of its kind ever built, employing electric cranes, cleaner-burning trains, LNG or equivalent yard tractors, and a clean truck-drayage fleet operation, with 100 percent of the fleet being 2007 or newer trucks upon the opening of the facility.

The ports of Los Angeles and Long Beach have adopted The Clean Air Action Plan to improve air quality in the South Coast Air Basin.

Union Pacific has also proposed a similar environmentally friendly upgrade to its Intermodal Container Transfer Facility just north of the ports. The \$300 million upgrade (which would also reduce lighting, noise, and air pollution through the use of new yard equipment) would double the facility's current capacity to handle 700,000 containers annually.

These two rail proposals, if approved, would eliminate millions of container truck miles annually from local freeways, reducing congestion and improving traffic safety in the region.

Among other proposals being considered to meet longer-term demands to move cargo throughout the region are would-be "inland ports"—rail transfer yards 60 to 100 miles east or north of Los Angeles. Under this system, containers would be randomly loaded at the docks and routed by rail to large inland yards, where they would be sorted by location, assembled onto trains, and sent to destinations across the country.

While Southern California ports keep the nation's imports and exports moving, it is important to note that the region's manufacturers also play a key role in the business dynamics of the region and, indeed, the nation. ►

ZIM integrated shipping services is one of seven shipping lines served at the Port of Los Angeles.



PHOTO COURTESY OF PORT OF LOS ANGELES

did you know?

- MADE IN LA ★ "Cal Spas" hot tubs, gazebos, saunas, barbeque islands
- ★ Brighton purses ★ Bentley outdoor furniture ★ Dacor kitchen appliances
- ★ Panavision motion picture cameras



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We believe in the power of the entrepreneur.sm

With more than 16,000 manufacturing establishments, Los Angeles County employs more people in manufacturing than any other county in America. In 2006, its average job count exceeded 462,000 workers, compared with Chicago at 390,000 and Detroit at fewer than 270,000 manufacturing jobs, according to the U.S. Bureau of Labor Statistics. Surrounding areas also have significant manufacturing activity. Indeed, greater Southern California has more than 900,000 people employed in manufacturing, one of the largest concentrations in the nation.

Emphasizing creativity and entrepreneurship—the hallmarks of the Los Angeles success story—it is important to note that manufacturing in Southern California tends to be in small to medium-size firms, often in high-tech activities. They are supported by a well-established network of business and financial-services institutions, including major banks like City National Bank, which has headquarters in Los Angeles County and is so committed to business growth in the region that its CEO, Russell Goldsmith, is the chairman of the Economy and Jobs Committee for the city of Los Angeles.

The largest manufacturing sector in Los Angeles County in 2006 was computers and electronic products, averaging 60,000 jobs and contributing substantially to the trade export sector. This was followed by the apparel industry, contributing 59,800 jobs, and transportation equipment (including aerospace products and parts) with 51,200 jobs, again contributing to trade exports. Fabricated metal products and food products were also significant players, employing 49,000 and 42,700, respectively.

Despite the overall decline in aerospace and defense employment in California in recent decades, there still are a variety of major defense programs under way in Southern California. One of the most visible is the C-17 “Globemaster” military cargo plane produced by the Boeing Corporation in Long Beach and widely recognized as the world’s finest air lifter. It not only is a workhorse for the U.S. military, but also flies humanitarian rescue missions to places such as New Orleans, Pakistan, and Indonesia. And it adds to Los Angeles County’s export activity, as Boeing has made several significant C-17 sales to Great Britain, Australia, and Canada. In addition to the 5,500 skilled workers who assemble the C-17 at the Long Beach plant, Boeing contracts with more than 600 suppliers in 42 states, generating \$8.4 billion in total U.S. economic impact from production of the aircraft.

Los Angeles County employs more people in manufacturing than any other county in America.

The multiservice C-17 has delivered cargo in every worldwide operation since the 1990s.



PHOTO COURTESY OF BOEING

Production of major subassemblies is also done in the region on three fighter jets: the F/A-18, the F-22, and the F-35, or Joint Strike Fighter. Research is being done in the Antelope Valley at the north end of the county on a variety of unmanned aircrafts. While complete commercial airliners are no longer built in the region, a large subcontracting business remains, including the production of the main body section for Boeing’s 747 in the city of Hawthorne in the South Bay area of Los Angeles County. In addition, sophisticated satellites are produced by Boeing and Northrop Grumman in El Segundo and Redondo Beach.

Manufacturers are drawn to the region by the enormous pool of skilled labor, access to world markets through the region’s ports and airports, and business-friendly utilities like the city of Los Angeles’ Department of Water and Power and the Southern California Edison (SCE) Company, which serves most of the rest of the county. Both utilities have a strong commitment to economic development and offer special programs ▶

did you know?

- MADE IN LA ★ Cogent Inc. automated fingerprint technologies ★ Karen Kane clothing
 ★ Seven for All Mankind denim apparel ★ LA Dodgers Dodger Dog hot dogs
 ★ Medtronic MiniMed insulin infusion pumps



PHOTO COURTESY OF PORT OF LONG BEACH

The Port of Long Beach supports more than 316,000 careers and jobs in Southern California.

Major Trading Partners of the LA Customs District (2006)

Actual Value (\$Billions)

- China: \$126.0
- Japan: \$50.7
- South Korea: \$20.7
- Taiwan: \$16.7
- Germany: \$9.7
- Malaysia: \$9.7
- Thailand: \$9.0
- Singapore: \$8.2
- Australia: \$7.9
- UK: \$5.4

Source: LAEDC Economic Research

Electricity Isn't The Only Power We Provide

Whether you're considering a move to Southern California or looking for incentives to stay in the region, SCE's Economic and Business Development team offers no-fee consulting services that deliver the resources necessary for your business to thrive in Southern California.

- We partner with Southern California businesses through:
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Vernon was founded in 1905 as an exclusively industrial city, and still maintains its industrial focus more than 100 years later.

An Industrial Environment: The City of Vernon provides an ideal environment for industry within its five-square-mile area. As a result, the Vernon business community includes a wide variety of business activities, ranging from import/export distribution to heavy manufacturing, and provides approximately 44,000 jobs for southern Californians.

Manufacturing Center: There are currently about 400 manufacturing businesses in Vernon making products including steel tubing, furniture, sausage, designer jeans, bathroom fixtures, light fixtures, pumps, frozen meals, plastic bags, cardboard boxes, pastries, snack foods, lingerie, compressed gases, concrete, cosmetics, cheese, plastic containers, forgings, castings, glass containers, and pillows.

Economically Attractive: Vernon is consistently ranked as one of the least expensive California cities in which to operate a business. Vernon costs for electricity are often significantly lower than other southern California locations.

If you need to manufacture in Southern California, you should be in Vernon.

to help targeted manufacturers maintain a competitive edge in the global economy. SCE is also a prime example of the substantial infrastructure planning now taking place. SCE is preparing for the region's burgeoning population, business growth, and rising consumption with an unprecedented \$11 billion capital investment program to ensure future service reliability for customers in its 11-county, 50,000 square-mile service territory. Among the 88 cities in LA County, some are strategically positioned to create business-friendly environments for manufacturers. A prime example is the city of Vernon, in the southeast region of the county, which offers some of the lowest electrical rates in California. Vernon boasts more than 1,200 businesses employing more than 44,000 people within its 5.2 square miles. Goods ranging from high fashion denim jeans, such as those made by Seven for All Mankind, to popular foods and snacks including Farmer John hot dogs, a favorite of LA Dodger baseball fans, are manufactured in Vernon.

Similar to the region's twin ports, Los Angeles' regional airports have experienced growing pains too. To paraphrase the Federal Express ad, cargo which absolutely, positively has to be there overnight often is sent by dedicated carrier or in the bellies of passenger aircraft.

LAX and its satellite to the east, Los Angeles/Ontario International Airport, are leading export gateways, responsible for moving 54 percent (by value) of all California exports in 2006. The value of all air cargo (imports and exports) moved through LAX rose by 7.8 percent to \$80.2 billion. Because of the high value of items exported by air (relative to their weight), a characteristic that makes the economics of freight particularly attractive, air cargo exported via LAX was worth \$42 billion in 2006, nearly as much as the \$48 billion value of the exports at the combined LA-Long Beach seaport complex.

And while LAX moved the vast majority of air cargo in the region, its sister airport LA/Ontario International experienced a 45 percent increase in its cargo volumes by weight. ONT is the West Coast hub of all UPS air freight operations and is also a major distribution point for FedEx. A new 110-acre air cargo complex will further add to ONT's attractiveness as an air cargo airport.

SCE's \$11 billion capital investment program will ensure future service reliability for its customers.

The No. 1 international gateway to Asia/Pacific, LAX is served by nearly 90 passenger and cargo airlines.



PHOTO COURTESY OF LAX

With the continuing rapid growth of international trade activity in the region, the volume of international passenger travel is also increasing at the region's airports, and nowhere more so than at Los Angeles International Airport. Not only is LAX the largest international gateway airport in all of California, but more people begin or end their air travel at LAX than any other airport in the world. Los Angeles World Airports officials are working with the major airlines on plans to modernize and improve the airfields, terminals, concessions, security and baggage systems, rental-car facilities, and access routes to LAX in an effort to significantly improve the experience and satisfaction of both business and leisure travelers who will visit the Los Angeles area in the future. The city of Los Angeles is committed to maintaining LAX's position as the No. 1 airport in the world for origins and destinations.

There is also a growing need to accommodate more travel and tourism on the water. The cruise-line industry in Los Angeles/Long Beach (each port has a cruise terminal) is the nation's fourth-busiest arrival and ▶

did you know?

- MADE IN LA ★ Sweet'N Low ★ Robinson helicopters ★ Brown Jordan outdoor patio furniture
- ★ SteelCase office furniture ★ St. Ives beauty products ★ Forever 21 clothing
- ★ Royal Truck Body utility trucks

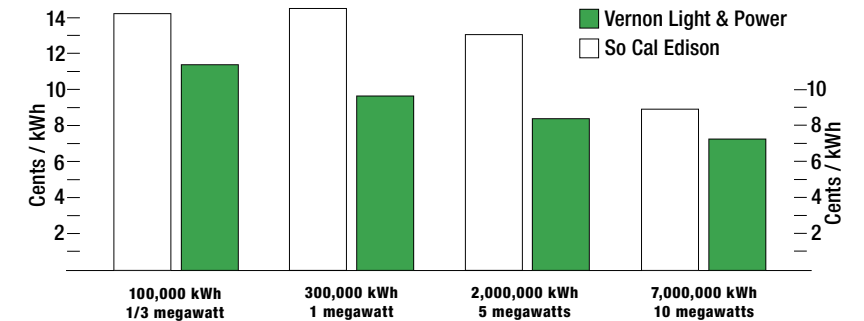


IF YOU NEED TO MANUFACTURE IN SOUTHERN CALIFORNIA, YOU SHOULD BE IN VERNON.

VERNON - SOUTHERN CALIFORNIA'S BEST KEPT MANUFACTURING SECRET.

Located roughly 4 miles from downtown Los Angeles, the City of Vernon has been exclusively industrial since its founding over 100 years ago. Everything about the City of Vernon is oriented toward industry - the entire City is zoned for industrial activity, city services are tailored to industrial needs, and manufacturing level utilities are reliable and attractively priced.

VERY ATTRACTIVE ELECTRIC RATES



Note: Chart for comparative purposes only, individual company billings subject to multiple factors.

VERNON LIGHT & POWER

While the City of Vernon supplies all the necessary utilities - electricity, natural gas, water, fiber optics - at attractive rates, the City's electric rates are one of the City's most manufacturing friendly features. The chart above provides rate comparisons with SoCal Edison, the primary supplier of electricity in Southern California.

SERVICES TAILORED TO MANUFACTURING

MANAGEMENT AND ADMINISTRATION

The Vernon City Council and the City Administration are constantly seeking ways to improve the City's business friendly environment and economic attractiveness. The City is committed to maintaining infrastructure, services, and utility rates that support the intense utilization associated with manufacturing activities.

COMMUNITY SERVICES DEPARTMENT

The City has zoning regulations that are industrially oriented and a staff that deals with industrial facilities and manufacturing operations every day. Permit costs are low and processing time comparatively short, even on complex industrial facilities and unusual manufacturing activities.

VERNON FIRE DEPARTMENT

The Vernon Fire Department is 1 of only 12 California fire departments to hold a Class 1 rating from the Insurance Services Office (ISO). The department's continued Class 1 rating along with extensive training in hazardous industrial emergencies, demonstrates the City's commitment to manufacturing.

VERNON POLICE DEPARTMENT

The Police Department covers the City's 5 square miles with 50 sworn officers and the latest crime fighting technologies, generating low crime statistics more typical of affluent suburbs than an exclusively industrial city. The department's Industrial Relations Unit specializes in providing services specifically designed for industry.

ENVIRONMENTAL HEALTH DEPARTMENT

The City is 1 of only 4 California cities with an internal Environmental Health Department, and the City's department is certified by Cal EPA as a Certified Unified Program Agency (CUPA) allowing the department to function as a one-stop resource for most environmental issues.



CITY OF VERNON
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The Manufacturing and International Trade Capital of America

Los Angeles County

LA County employs more people in manufacturing and international trade than any other county in the nation. Through its combined ports of Los Angeles and Long Beach, LA County is America's #1 gateway to the global economy.

LA County is...
LA County is...
LA County is...
LA County is...
LA County is...
LA County is...

- **#1 in Manufacturing jobs (462,000)**
- **#1 in International Trade (\$329 billion in 2006)**
- **#1 in minority- and women-owned businesses**
- **Home to more than 244,000 businesses and 10.2 million people representing every country, language, and culture in the world today**

With a richly diverse labor force of more than 4 million people, of which over 1 million are college graduates, LA County is the smart place to relocate or expand your business. Call the LAEDC today to help get you there.



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departure point for vacations at sea.

A 2007 study conducted by Martin Associates, a consulting firm, showed that the cruise industry's economic contributions to the Los Angeles area in 2006 were that it provided 2,400 jobs, generated more than \$89 million in salaries, and produced \$9.7 million in state and local tax revenue.

In the cruise business, Los Angeles trails only Miami, Port Everglades, and Port Canaveral in Florida, which mainly offer cruises to the Bahamas and the Caribbean. California port destinations include Hawaii, Mexico, Panama, and indirectly, Asia. Recent cruise-industry figures ranked Long Beach seventh nationally and San Diego 11th nationally in cruise traffic. Los Angeles had 226 cruise ship arrivals in 2006, with predictions that traffic would grow to 400 a year by 2020.

Cruise-industry passengers spent \$44.7 million in the Los Angeles/Long Beach area in 2006 on hotel stays, restaurants, and vacation clothing. Crew members spent \$23 million on clothing, shoes, and electronics. Cruise lines spent \$144.9 million on items such as groceries, fuel, flowers, and ship maintenance.

Bill Allen, President and CEO of the Los Angeles County Economic Development Corporation notes that "more than 1 million people in Los Angeles County are employed today in the fields of manufacturing, international trade, logistics, and tourism. And every congressional district in the U.S. benefits from the activity at our ports. It is clear that Americans all across this country are reaping the benefits of the investments made generations ago to build the world-class ports and airports in our region that have become the economic engines of our growth. The challenge today is to commit the resources necessary to reinvest in these critical assets in order to sustain this prosperity for future generations."

Maggie Kilgore is a freelance journalist and teacher who has traveled extensively. She has recently published a memoir titled "Remember to Laugh: Writing My Way Around the World." *Kilgore lives in Santa Monica, CA.*