

## 2001 Press Releases

FOR IMMEDIATE RELEASE: November 1, 2001  
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### **EAS CREATES ECONOMIC SELF-HELP PLAN FOR COUNTY**

#### ***Economic Action Summit Brings 400 Business, Labor and Government Leaders Together to Craft Recovery Effort***

**LOS ANGELES** - In an unprecedented show of unity and leadership, nearly 400 business, labor and government leaders met today and devised a plan to boost the sagging regional economy. Attendees at the Economic Action Summit (EAS) at the Los Angeles Convention Center crafted measures that will start immediately in seven regions of the county.

At LA County Mayor Michael Antonovich's urging the board of supervisors voted Oct. 2 to convene the summit.

"The economic summit is just the start of an overall EAS game plan by which we will pull together innovative measures and traditional methods countywide to kick the economy into high-gear and restore business confidence," Antonovich said.

"I know we have been very competitive, the cities and the counties, competing for jobs and state money against each other," said Los Angeles City Mayor James Hahn. The mayor, who helped open the session by urging a spirit of cooperation, added, "I pledge cooperation with the cities, the LAEDC and state of California to see what we can do together."

More than a dozen recommendations were developed for regional implementation over the next six months. They include:

- Boost LAX/visitor recovery by developing a regional promotional program in the South Bay.
- Speed up public projects in the Gateway cities by creating a public works skills bank to coordinate and share resources between cities and expedite all public projects in the fiscal year 2001-2002 pipeline in the San Fernando Valley by creating a model for cross jurisdictional cooperation. In the North County, EAS attendees recommended focusing on fast-track approval for currently funded projects in the North County. In the Metro/South LA region, they pledged to work for adoption of an urgency ordinance supporting fast-tracking of projects.
- Put the unemployed back to work by identifying the imbalance between the supply of workers and the demand for jobs in the Metro/South L.A. region and increase awareness of available employment programs and assistance through newly created public service announcements and media exposure in the San Gabriel Valley.

"We took our cue from the Northridge and Bay Area earthquakes, after which recovery was swift because of collaborative efforts by the region's leadership," said David Abel, EAS chairman. "Now, again, we have crafted a series of strategies that should get us moving in the right direction over the next 120 days."

The brainchild of the Los Angeles County Economic Development Corp. (LAEDC), the EAS created a partnership involving the City and County of Los Angeles, area business leaders and mayors from the county's 88 cities. LAEDC earmarked \$1 million in funds to sponsor, not only the summit, but an ongoing action plan that includes economic stimulus measures, a unifying media/awareness campaign, business assistance services and progress reports every 30 days.

The six-hour economic summit featured new regional economic information derived from McKinsey Global Institute's yearlong study, U.S. Productivity 1995-2000, and remarks from USC President Steven B. Sample. The spirit of cooperation was underscored by the roster of opening speakers that included Speaker of the Assembly Robert M. Hertzberg, Los Angeles County Mayor Michael D. Antonovich and County Supervisor Zev Yaroslavsky.

To devise the game plan, participants broke into two sessions of panels. The first featured 30 experts from a variety of government and business sectors. The second utilized trained facilitators who actively guided participants to craft the recovery measures. Specific actions were devised for seven regions in the county: Gateway Cities, South Bay, Westside, Metro/South Los Angeles, San Fernando Valley, San Gabriel Valley and North County.

Representatives from those regions presented a brief summary of their work to the attendees.

In his remarks, Sample identified two industry clusters positioned for growth: biomedical technology and communications.

"Reinventing ourselves is what we are all about in Southern California," Sample said. "It's what we do best."

For more information on the Economic Action Summit (EAS), please contact Colleen Bickham at the LAEDC, (213) 622-4300, [cbickham@laedc.org](mailto:cbickham@laedc.org), or Vicki Torres/creative communication, 818-997-4180, [votorres@pacbell.net](mailto:votorres@pacbell.net)

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