

2001 Press Releases

FOR IMMEDIATE RELEASE: November 29, 2001

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EAS WORKING GROUPS IDENTIFY \$255 MILLION FOR ECONOMIC RECOVERY

Aftermath of Nov. 1 Economic Action Summit Unites Cities & Governments in Cooperative and Imaginative Partnerships Across the Region

LOS ANGELES - The Nov. 1 Economic Action Summit (EAS) that brought together more than 350 government, labor and business leaders has, in 30 days, sparked a rush of creative and unifying efforts at all levels of government, fighting to restore economic prosperity to the Los Angeles region.

New tourism promotion campaigns have been launched, cities have joined together to create joint databases and to lobby for federal and state funds, and stalled public works projects throughout the region are being targeted for fast approval and construction.

"If there is one thing you can take away from this conference, it's that it jump-started a countywide economic development infrastructure dedicated to using cooperative efforts to move fast on economic recovery," said Lee Harrington, President and CEO of the Los Angeles County Economic Development Corp. (LAEDC). "It has brought together city officials in various regions throughout the county to work on ways to strengthen our county's economy and competitiveness."

A combined effort of the Los Angeles County Economic Development Corporation (LAEDC), the City and County of Los Angeles, area business leaders and mayors from the county's 88 cities, the EAS on Nov. 1 drew more than 350 business, government and labor leaders to the Los Angeles Convention Center. Los Angeles County Mayor Michael Antonovich played a key role in organizing the effort. A countywide action plan of economic stimulus measures was devised which will be monitored over the next 90 days.

The efforts are listed in a 30-day report card released by the LAEDC to help coordinate and track the economic recovery efforts. Those efforts include:

- The LAcad package - A \$700,000 2 for 1 hotel and attractions tourism marketing campaign undertaken by the Los Angeles Convention and Visitors Bureau that, through partnerships with the state and other CVBs, was able to obtain \$2 million in radio advertising time.
- DineLA - An imaginative dining discount campaign by Los Angeles Mayor Jim Hahn that involves more than 150 restaurants. A similar retail effort is currently in the planning stages, ShopLA.
- Cataloging of public works projects for fast-tracking at all levels of government, including Los Angeles county and city, the San Fernando Valley and the San Gabriel Valley where up to \$38 million in school district capital improvement projects have been identified as fast-tracking targets.
- Planned activation of an 800 number and a unified assistance program by WorkSource California undertaken by the county to assist job seekers and provide business assistance throughout the region.

The regional efforts are in addition to state economic recovery efforts that include an additional \$5 million "Stay and Play" California tourism promotion campaign, identification of \$200 million in Caltrans projects

targeted for acceleration and \$10 million in employee training funds to assist impacted businesses in the tourism, transportation, security and other industries.

Progress reports will be issued every 30 days covering the specific actions devised at the state, county and city level, as well as for seven regions in the county: Gateway Cities, Metro/South Los Angeles, San Fernando Valley, San Gabriel Valley, North County, South Bay and Westside.

For a copy of the 30-Day Report Card, please log on to <http://laedc.org/economicstrategysummit.html>. A narrative version of the report card onsite contains more details.

For more information on the Economic Action Summit (EAS) or to get faxed or email copies of the 30-Day Report Card, please contact Colleen Bickham at the LAEDC, (213) 622-4300, cbickham@laedc.org or Vicki Torres, 818-997-4180, votorres@pacbell.net

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