

2002 Press Releases

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LAEDC, NETWORK RE:SOURCE GROUP to Develop Countywide Kiosk Network

LOS ANGELES-- The Los Angeles County Economic Development Corporation (LAEDC) is pleased to announce that it is working exclusively with Network Re:Source Group (Los Angeles) to develop the first countywide touch screen visitor information network for Los Angeles County.

The LAEDC recognizes the importance of travel to the region and supports this effort to provide visitors to Los Angeles County with timely relevant business information to help enhance their experience while in the region. The economic impact from the estimated 39 million visitors annually translates into more than \$930 million in direct tax revenue for local governments, and the tourism industry remains LA County's second largest employing more than 310,000 people.

"There is a substantial economic gain for destinations that prove to be visitor-friendly in these post-9/11 times. In particular, the business visitor has become more prudent when selecting their destinations. The LA By Design Information Centers and website will create a new welcome mat to help visitors navigate LA County", said Jack Kyser, Chief Economist, LAEDC.

Recent economic development surveys have shown conclusively that a business visitor's experience while in a region is one of the top three influencers in the ultimate decision to locate their business there.

NRG was selected as the provider for this effort due to their experience in creating user-friendly web based technology and their expansive state-of-the-art network operating center. The LA By Design Touch Screen Centers will connect visitors with the latest information on business activities in the region, lodging and entertainment connections, and industry specific business resource information. The Centers will offer information in 13 languages and be located in high traffic areas.

Representatives from Network Re:Source Group will be meeting with business owners and public sector locations over the next 60 days to secure the initial group of locations.

"The ability to accurately and quickly tell the 'real' story of Los Angeles to the business traveler will help us grow our economy in the most productive directions. These information centers are a service of the LAEDC's Business Visitor Network Program", adds Colleen Bickham, Vice President of Marketing Department, LAEDC.

Since 1995, the LAEDC Business Development team helped in the creation of more than 68,000 jobs from 368 projects. The economic impact of those jobs translates into \$2.6 billion in salaries and more than \$263.5 million in tax revenue generated to support schools and local government in the LA County region annually.

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