The once-forgotten Los Angeles River is increasingly a destination for recreation. An appealing residential infrastructure is emerging downtown. The county rivals Silicon Valley in number of high-tech jobs. It’s not just the temperature that’s hot in Los Angeles: **Business is booming in the City of Angels.**
Los Angeles Is Hot for Business

A booming tech sector, a downtown renaissance, a mayor committed to expansion. L.A.’s the place to be.

On the eastern edge of downtown Los Angeles, on land not long ago blighted by abandoned industrial buildings, sits the La Kretz Innovation Campus. A few months from completion, the $43 million facility will symbolize a new Los Angeles: It will house LACI (L.A.’s Cleantech Incubator) and anchor the Cleantech Corridor, a four-mile strip of land along the Los Angeles River appropriated for the city’s new green economy.

In the corridor—part of the once-desolate and now thriving arts district—creative-industry employees live in converted warehouses and lofts; the area is poised to further downtown’s recent renaissance as a lively and prosperous community dotted with arts venues, restaurants, and bars. Large residential structures are going up; the once-grand Broadway shopping district is about to be transformed by one of downtown’s largest projects in the past two decades; the Broad will open on Bunker Hill in September; and two months later, Whole Foods is slated to make its debut. GQ last year called downtown L.A. “America’s next great city.”

The dynamism in DTLA—as it’s known by those who live there and tweet about it—is emblematic of the exuberance extending throughout the L.A. metropolitan area, the country’s second largest. “There’s a renewed sense of energy, optimism, and vitality,” says Kimberly Ritter-Martinez, an economist at the nonprofit Los Angeles County Economic Development Corporation (LAEDC). “People are excited. You can feel it, talking to local businesspeople, reading the newspaper. You even see it in the street, with cranes up again and people carrying shopping bags.”

The Guardian last year conducted its first global brand survey of 57 major cities, assessing assets...
BORN AND RAISED IN LA.
NOW SERVICING WORLDWIDE.

Our LA roots are deeply forged. We started here in 1939 and helped build the city – literally – growing up right alongside it. Today, Reliance is the largest metals service center company in North America, with locations in 39 states and 12 countries. We’re proud to be leading our industry from a place we’ve called home for 75 years…and counting.
like attractions, climate, safety, infrastructure—particularly transport—and economic prosperity, then calculating their buzz based on mentions in traditional and social media. Los Angeles beat out New York, London, and Paris to take the title of Most Powerful Brand City in the World.

The Guardian got it right: There is an undeniable cachet to L.A., and the climate is pretty great, with high temperatures averaging 75 degrees. As the entertainment capital of the world, the city serves up a buffet of varied cultural offerings. The city’s transportation infrastructure and geographic location have made L.A. an international trade center and offer keen advantages to local companies doing global business. The Los Angeles–Long Beach port complex is the largest in the Western Hemisphere, handling over 40% of container goods going in and out of the country, while LAX (less commonly known as Los Angeles International Airport) is the world’s sixth-busiest airport and the top gateway for goods and travelers to and from the Asia-Pacific region.

BUSINESSES AND JOBS

After a tough recession, the City of Angels has risen again, according to LAEDC’s 2015–16 forecast: GDP has been increasing steadily in L.A. County; more than 78,000 jobs were added last year across a broad swath of industry sectors, and 63,000 new jobs are projected for 2015.

On Southern California Public Radio last July, L.A. Mayor Eric Garcetti, reflecting on his first year in office, cited a few of his successes, including more than 26,000 new businesses established and a 3.1% decline in the unemployment rate. “The proof is in the pudding,” he said.

Garcetti, 44, came into office pledging to get back to basics—improving quality of life, stimulating job growth, and making it easier to do business in the city. He’s delivering: Last month he won the city council’s approval of a cut in the city’s gross receipts business tax that he—and the business community—had long sought. The day he signed it into law, another big piece of his economic agenda moved forward when the influential Los Angeles Business Council endorsed his plan to raise L.A.’s minimum wage.

In November, Garcetti targeted the cumbersome process of dealing with multiple city agencies to secure building permits, implementing a program that will consolidate functions and is expected to reduce construction times by three to six months for at least 600 buildings each year. He has helped secure film tax credits and incentives to encourage movie and television productions to stay local, and last fall he led a trade delegation to Asia, a key
Where there’s talent, there’s Korn Ferry.

And Los Angeles is where it all began. Since our founding in 1969, Korn Ferry has called Los Angeles home. The diversity and pioneering spirit of the City of Angels are deeply ingrained in our core values, inspiring organizations around the world to trust us with their most critical talent and leadership challenges.

Find out more: kornferry.com
source of L.A.’s sizable foreign investment.

After several years of debt woes, the mayor has even stabilized the city’s finances, not only balancing the budget but also establishing the largest reserves in a decade, prompting a ratings upgrade from Moody’s Investors Service in December, three months after Standard & Poor’s issued a “positive outlook” for the city.

“Los Angeles is a true melting pot and incubator of ideas, innovation, and entrepreneurial spirit,” says Chris Von Der Ahe, senior client partner and Southern California managing director at Korn Ferry, the world’s largest executive search firm and a top talent management consultancy. “The area’s business diversity is also unique, spanning an array of industries ranging from financial services and health care to consumer goods, entertainment, technology, manufacturing, education, and more.”

The company, which has been based in L.A. for 46 years and generates $1 billion in annual revenue, has itself been diversifying. While 58% of Korn Ferry’s business is still executive search, it now offers leadership development, training, and, through its Futurestep subsidiary, recruitment outsourcing. Says Von Der Ahe:

“What distinguishes us is our ability to connect the dots across a company’s entire talent continuum, helping organizations design, build, and attract their talent.”

As Von Der Ahe notes, Los Angeles has a remarkably diverse economy, with established industries including spanning consumer, aerospace and defense, finance, health care, biosciences, education, fashion, tourism and hospitality, design, media, entertainment—of course—and manufacturing.

“People think of L.A. mostly as movies and studios. It’s not seen as a manufacturing area,” says David Hannah, CEO and chairman of Reliance Steel & Aluminum Co. In fact, L.A. County is the nation’s largest manufacturing center. Reliance opened in 1939, ahead of the World War II industrial boom, and continued building its success in supplying metals to small businesses and job shops. “We were an important part of the industrial growth of Los Angeles,” says Hannah. The company grew, too, expanding to more than 300 locations worldwide and over $10 billion in revenue. Reliance became an early pioneer of the downtown renaissance when its headquarters relocated there from the industrial neighborhood of Vernon in 2001. “We’re loyal to Los Angeles,” says Hannah.

NEW GROWTH

Just as businesses like Reliance have grown with L.A., city leaders look to today’s new businesses to further expand its prosperity. In 2012, almost a year before becoming mayor, Garcetti successfully pushed the city council to extend a program through 2015 that exempts new businesses from city business taxes during their first three years of operation. Last year he launched an Entrepreneur in Residence program, hiring two entrepreneurs to help develop ideas to boost the economy.

“His goal is to make our city the leading destination for people starting new businesses,” says Jan Perry, general manager of the city’s Economic and Workforce Development
Built to deliver.

AECOM is the premier fully integrated infrastructure firm — delivering innovative design, build, finance and operating services around the world.

Our nearly 100,000 employees — including architects, engineers, designers, planners, scientists as well as management and construction services professionals — deliver visionary solutions to the challenges facing our clients in more than 150 countries. And we’re doing all of that here in Los Angeles, where AECOM is proud to be headquartered.

AECOM experts see the bigger picture, connect better ideas and create solutions that address complexity and deliver improved outcomes.

AECOM: Built to deliver a better world.
Department (EWDD), which provides services to startup ventures and small-business owners, including consulting, business courses, and financial assistance, through its BusinessSource Centers.

EWDD also helps supply businesses small and large with skilled workers. Last year Garcetti helped secure $18 million in annual funding for up to five years for an EWDD jobs program that trains and places Angelenos in growth industries. Seventeen WorkSource Centers are now operating throughout the city in areas with significant poverty, unemployment, or lack of education. “We’ve been able to harness the momentum of the recovery and put people back to work. We’ve done a lot that’s been smart in terms of leveraging the economy’s comeback and making sure we bring people along,” says Perry.

New industries and industry subsectors are adding muscle to L.A.’s established economy. Digital entertainment, for example, has been a boon to Hollywood, creating 8,000 jobs in 2014 and boosting employment there to its highest level in 10 years. Digital’s 6.5% growth over the previous year more than tripled that of all private-sector industry in the county.

Technology is rapidly becoming an economic power player, with hundreds of tech companies, including Google, Yahoo, and BuzzFeed, setting up shop on Silicon Beach, a stretch of L.A.’s Westside near the ocean. Last October, TechCrunch ranked L.A. as the fastest-growing and third-largest tech ecosystem in the country, noting its strong base of investment capital and the fact that it graduates more engineers than any other U.S. city.

The same month, LAEDC reported that L.A. County employed more than 368,500 people in high-tech jobs in 2013—9% of its total employment and more than any other metro region in the nation, even more than Santa Clara County, home of Silicon Valley. Mayor Garcetti announced the numbers as he kicked off the city’s first Innovation Week, declaring, “Los Angeles’ tech industry is now as critical to our economy as our manufacturing and entertainment sectors.”

The city, which is making a bet on the green economy, invested significantly in LACI when it began taking shape five years ago. Jobs created by the Cleantech Incubator are projected to total more than 1,600 by the end of next year. In 2014, says Michael Swords, vice president of partnerships, it raised $50 million for its companies—a significant amount for pre-revenue startups—and received a $750,000 U.S. Department of Energy grant. It’s also fielding interest from a number of organizations and the Obama administration about duplicating its model, says Swords: “If you look at the ROI on city and federal investment in just five years, it’s really incredible.”
CALIFORNIA IS AEROSPACE.

From the historic Spirit of St. Louis, to the innovative and awe-inspiring B-2 Spirit stealth bomber, to the universe-revealing James Webb Space Telescope, California has long been associated with great achievements in aerospace. And as California’s largest aerospace company, we’re continuing that legacy with the help of over 25,000 California employees, and by expanding our supplier base to include hundreds of small- and medium-sized businesses. We’re proud to be a part of an industry that generated over $62 billion to the Californian economy last year, drives innovation, and inspires the next generation. Proud to be Californian.
The Los Angeles Community College District (LACCD) has a long, storied, and proud history in L.A. County. With nine accredited colleges across 900 square miles, we have graduated more than 3 million students who have gone on to contribute to the biomedical industry, clean technology, digital media, transportation, entertainment and tourism, food manufacturing, and fashion.

California’s leading educator of African American and Latino students, LACCD is an economic engine addressing the nation’s skills gap and producing the next generation of knowledge workers for L.A.

For more info, visit laccd.edu

Connecting the World

As the world’s leading small cell company, Boingo is one of L.A.’s best tech success stories. Founded in 2001 by Sky Dayton and led by Chairman and CEO Dave Hagan, Boingo not only survived the dot com bust, it successfully went public in 2011 (NASDAQ: WIFI). Today Boingo helps the world stay connected to the people and things they love. Its vast footprint of small cell networks covers more than a million DAS and Wi-Fi locations around the globe and reaches more than 1 billion consumers annually—in places as varied as airports, stadiums, universities, and military bases.

For more, visit boingo.com

Educating Workers

The Los Angeles Community College District (LACCD) has a long, storied, and proud history in L.A. County. With nine accredited colleges across 900 square miles, we have graduated more than 3 million students who have gone on to contribute to the biomedical industry, clean technology, digital media, transportation, entertainment and tourism, food manufacturing, and fashion.

California’s leading educator of African American and Latino students, LACCD is an economic engine addressing the nation’s skills gap and producing the next generation of knowledge workers for L.A.

For more info, visit laccd.edu

Perry—not to mention an easier commute for thousands of residents. “It would help unlock the full potential of our communities.”

AECOM, an integrated infrastructure and support services firm with $19.5 billion in revenues in fiscal 2014, has played significant roles in many L.A. transportation projects, ranging from the Alameda Corridor to the ongoing LAX modernization program and building out the rapidly expanding Los Angeles Metro. “We’re pretty embedded in the fabric here,” says Joel Farrier, AECOM’s L.A. Metropolitan Area manager. “We aspire to provide our clients with end-to-end infrastructure,” from conducting preliminary studies, arranging financing, planning, and designing through construction, operation, and maintenance.

Farrier says the company is particularly proud of a current project overseeing the build-out of the Los Angeles Community College District (LACCD). “We’re helping to develop a new workforce with the skills to operate in the new economy,” he says. “We think it’s important for the future of L.A.”

Education is a point of pride for Los Angeles, which boasts three world-class research universities and well over 100 colleges and universities. The University of California, Los Angeles—UCLA—“is the most applied-to university, bringing the country’s best and brightest to this urban area,” says Keith Parker, assistant vice chancellor of government and community relations. “The intellectual capital here translates to innovation and growth.” A 2013 study
Los Angeles is a global city, and UCLA is L.A.’s public research university. With $1 billion in annual research funding and a portfolio of 2,950 inventions, UCLA brings the power of innovation to Southern California. No wonder 65% of our alumni choose to live and work here, a robust talent pool of thinkers, doers and leaders. L.A., UCLA and your business – together, the possibilities are endless. ucla.edu

Last year Northrop Grumman celebrated the 25th anniversary of the B-2 stealth bomber’s first flight with a ceremony at its Palmdale Aircraft Integration Center of Excellence.

calculated that the school generates more than $12.7 billion in economic activity for California, not to mention thousands of new jobs from tech startups.

For decades, aerospace has played a major role in fueling L.A.’s economic engine. While it has lost some thrust since its heyday, lately it’s been generating positive news. Last month Virgin Galactic announced it would build its new satellite-launching rocket in Long Beach, and Southern California has been granted a federal designation that gives it first chance to receive $1.3 billion in assistance for local aerospace projects and advanced manufacturing, L.A. will also be part of an aerospace, defense, and energy innovation hub announced last month. And President Obama’s proposed budget would set aside money for weapons systems and helping send another Rover to Mars.

At Northrop Grumman, which built the Opportunity Rover’s navigation systems, “We are on the upswing and well positioned,” says Tommy Tomlinson, vice president, global operations. “We’re hiring, and we have new, strong programs.” The company, founded in L.A. in 1939, is the largest aerospace organization in Southern California, employing 16,800 people in L.A. County. It produces military aircraft and aircraft integration systems, advanced microelectronics, space systems, and a wide variety of spacecraft components and is the industry’s leading producer of unmanned systems. Northrop Grumman maintains a strong relationship with L.A. and its universities, often hiring budding engineers as interns before they graduate. “We have a long haul commitment to
our community,” says Tomlinson, “and to investing in technology, our employees, and our future.”

**A NICE PLACE TO VISIT—AND LIVE**

The only space travel currently available to people who come to L.A. is on Disneyland’s Space Mountain. Still, they come in droves.

L.A.’s tourism and hospitality industry continues to set records. No wonder: With 75 miles of beaches; an abundance of hiking trails and surf breaks; amusement parks; more museums and theaters than any other U.S. city; art galleries and music venues galore; championship sports teams including the Dodgers, the Kings, the Lakers, and the Clippers; and world-class shopping and a sizzling food scene … what’s not to like? Even New Yorkers Jay Z and Beyoncé are rumored to be putting down roots on the left coast.

If Mayor Garcetti gets his way, many residents’ everyday lives are poised for improvement. His Great Streets initiative, a centerpiece of his Back to Basics plan, aims to revitalize many L.A. neighborhoods by adding public spaces, enhancing local culture, and increasing public safety. He’s also increasing the number of express bus lanes and bike lanes throughout the city.

A welcome symbol of the City of Angels’ redemption can be found in the Los Angeles River Master Plan. The cherished 20-year project is returning the L.A. River, which once attracted and sustained early residents, from its current state within a series of ugly concrete channels to a leafier incarnation. It is creating open spaces, trails, recreational areas, and other riverfront features that connect to surrounding communities.

“I think Los Angeles is experiencing a renaissance that I haven’t felt since I was a kid,” Mayor Garcetti said in January. “A renaissance about reclaiming this city one village at a time.”
In the 1860s, “Go West” was the advice given to those looking for adventure and prosperity. That advice rings true today; Los Angeles is a city of economic development and business growth. Learn more about how we are training our workforce for 21st century jobs, making our streets great and rolling out the welcome mat for new business.

Los Angeles is where the world wants to be.

www.ewddlacity.com