The Valley Economic Alliance

THE VALLEY ECONOMIC ALLIANCE ADOPTS COVID-19 RECOVERY PLAN
Valley of the Stars – Rising will drive economic recovery in the Valley

Sherman Oaks, California – The Valley Economic Alliance ("Alliance"), the premiere economic development organization in the San Fernando Valley, announced its Board of Directors unanimously approved a strategic map to lead an economic recovery in the Valley that is fast, strong, and inclusive.

"The *Valley of the Stars – Rising* campaign is designed to jump start the Valley's economy in response to the impact of the COVID-19 crisis," said Sonya Blake, President & CEO. "This map implements key elements of our Strategic Plan in ways that are tailored to meet current challenges and develop our long-term vision of economic prosperity that lifts everyone in the Valley."

Some highlights of the *Valley of the Stars – Rising* recovery map include: bringing urgently needed capital and technical assistance to Valley businesses; getting Valley residents back to work, with virtual career fairs and training connections; identifying shovel ready projects for funding opportunities, and; marketing the *Valley of the Stars* and stimulating spending in Valley neighborhoods. "Our *Back to Business* webinars are one example under this map," said Blake.

"We are facing the greatest economic crisis the San Fernando Valley has ever experienced, and it's all hands on deck," stated Fred Gaines, Chairman of the Alliance. "The Alliance has already begun to mobilize the Valley business community, work with public and private equity leaders, and execute our strategies for recovery. We will be the leading catalyst to stimulate the economic resurgence of the Valley to ensure our region remains a great place to live, work, learn and play. Leaders who share this vision are invited to join us."

About The Valley Economic Alliance

The Valley Economic Alliance ("Alliance") is a 501(c)3, tax-exempt non-profit organized in 1994. Consisting of an unprecedented coalition of partnerships, the Alliance helps address issues impacting the San Fernando Valley through its strong alliance of business, education, government, and community partners. A highly effective organization, the Alliance was instrumental in bringing the Los Angeles County Metropolitan Transportation Authority Orange Line and Project Grad to the Valley and has saved thousands of jobs through its business assistance programs. The Alliance continues to work with its partners to facilitate economic development in the Valley. For more information about the Alliance, visit www.thevalley.net.

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CAPITAL
Virtual conference(s) to connect businesses with urgently needed capital and business assistance

WORKS
Virtual career fair(s) connecting residents with jobs at local employers

LEGACY
Establish an endowment to support continuation of the work

DEALS
Online platform(s) that promote consumer spending at local businesses

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"Valley of the Stars - Rising"
Recovery Strategic Map

At the center of the Valley's economic resilience and recovery, the Alliance will be the leading catalyst to stimulate economic development and mobilize stakeholders along with VICA, UCC, and others to promote the Valley and realize The Valley Dream: an affordable place to live, a good job, and a good quality of life.

SCHOOLS
Corporations "adopt-a-high-school" and provide mentoring, internships, and jobs for promising students

BUILDS & MOVES
Promote private and public development, including housing and transportation

ARTS & LEISURE
Market the Valley as an emerging destination for arts, culture & leisure

NEIGHBORHOODS
Promote the Valley as a livable community through beautification and neighborhood pride

TECH
Position the Valley as a tech/biotech hub featuring centers such as CSUN and Toolbox