

# Newsletter

## March 2021 Highlights

*The mission of The Valley Economic Alliance is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley.*

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## COVID-19 Updates



### COVID-19 RESOURCE SHEET

The available information, resources, loans, grants, and tools for assisting businesses during the Covid-19 pandemic shift over time. While this is not an exhaustive list, the resources listed below are current as of **3/17/2021**. Valley Economic Alliance staff will update these resources as frequently as we can. Please check back often.

#### **Business Grants**

##### **Found/LA Small Business Recovery Fund**

<https://www.foundla.org/covid-recovery-fund-for-small-businesses/>

Eligible business owners based on the criteria below can apply for grant support from FOUND/LA through one of our operating partners during open application windows. Applicants will submit complete applications and required documents. Those who meet the eligibility requirements will be entered into a pool of eligible applicants. On designated selection days, grant recipients will be randomly selected from this pool until all funds are expended. The size of the grant will be between \$5,000 and \$25,000 depending on the size of the business. **Round 4: UPCOMING Application Window Opens Monday, March 15, 2021 @ 9:00am Application Window Closes Sunday, March 21, 2021 @ 11:59pm Winners Selected & Notified: Wednesday, March 24, 2021** Nonprofits are not eligible for this grant

##### **California Small Business COVID-19 Relief Grant Program Round 4 – Non Profit Cultural Institutions**

<https://www.grants.ca.gov/grants/california-small-business-covid-19-relief-grant-program-round-4-non-profit-cultural-institutions/>

The Arts and Cultural Program will support California eligible nonprofit cultural institutions defined as registered 501(c)(3) nonprofit entities that satisfy the criteria for a qualified small business, but with no limitation on annual gross revenue. Grants range from \$5,000 to \$25,000. The program is not on a "first come, first served" basis. Round 4 application period: Tuesday, March 16th through Tuesday, March 23rd, 2021 Nonprofits are eligible for this grant

Questions? Contact [bdickstein@economicalliance.org](mailto:bdickstein@economicalliance.org)

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The Alliance is committed to providing support to the businesses with our free technical assistance program. We will conduct a one-on-one intake assessment to address the areas that are impacting your business.

Our Business Advisor Brett Dickstein is available for assistance at [bdickstein@economicalliance.org](mailto:bdickstein@economicalliance.org) or



### **FOUND/LA Small Business Recovery Fund Round 4**

Round 4 of the FOUND/LA Small Business Recovery Fund opens Monday, March 15th. The application window for Round 4 of the FOUND/LA Small Business Recovery Fund is opening Monday, March 15th at 9:00 am.

FOUND/LA launched the Small Business Recovery Fund in partnership with Pacific Community Ventures and TMC Community Capital to protect small businesses in LA who have been impacted by COVID-19. Grants range between \$5,000 and \$25,000 depending on the size of the business - money that won't ever have to pay back.

**More**

(818) 379-7000 x105 to discuss your needs.

## The Valley Economic Alliance

### Free Business Technical Assistance & Support

What do we offer?

- Development of a Business Plan
- Access to Capital/Lending
- PPP and EIDL Loans and Grants
- Access to Business Tax Credits
- Digital Marketing and new customer identification/ targeting (social media analytics)
- Assistance with Real Estate Development, Permitting, zoning, etc.
- Obtaining subsidized PPE
- Providing Cost Containment Strategies
- Connecting business clients to City BusinessSource system
- Connecting clients to customized training offerings or incumbent worker training
- Financial Skill Building and Planning (bookkeeping, P & L monitoring, business taxes, etc.)

#### Who is Eligible?

- Businesses with a valid business tax and registration certificate
- Businesses in financial stress or in danger of financial stress
- Considering laying off employees, reducing staff hours or moving outside of Los Angeles with less employees

#### Priority Project Areas

Businesses within the Cities of Burbank, Calabasas, Glendale, San Fernando and San Fernando region of the City of Los Angeles with a special emphasis on the following neighborhoods:

- Canoga Park
- Chatsworth
- Granada Hills
- Encino
- Lake Balboa
- Mission Hills
- North Hills
- Northridge
- Porter Ranch
- Reseda
- Sepulveda Basin
- Tarzana
- (Portions of) Van Nuys
- West Hills
- Winnetka
- Woodland Hills

#### Enroll By

March 31

### Questions?

Contact Brett Dickstein, Business Advisor at [bdickstein@economicalliance.org](mailto:bdickstein@economicalliance.org) or (818) 379-7000 x105

[TheValley.net](http://TheValley.net)

### California Small Business COVID-19 Relief Grant Program - Round 5



Apply at [CAReliefGrant.com](http://CAReliefGrant.com)

**COVID-19 Relief Grant Program Round 5** and other relief programs for California small businesses.

Round 5 opens: Thursday, March 25, 2021  
Round 5 closes: Wednesday, March 31, 2021

The Small Business Majority will be hosting a webinar about the state's expanded \$2 billion Small Business COVID-19 Relief Grant Program and other capital resources available to entrepreneurs in the state of California.

**Click here for more information and registration**

## Employment

Unemployment in the Valley	December 2020	January 2021
Burbank	10.4%	13.3%
Calabasas	6.7%	8.7%
Glendale	9.9%	12.1%
Los Angeles	10.6%	12.5%
San Fernando	10.1%	8.7%

Unemployment Rates (data not seasonally adjusted). Source CA Employment Development Department

The Valley Works Job Board is available for job seekers to connect with various industry employers. This free on-line job board provides the following:

- **Employer Cards** – Click on any of the Employer Cards to go to the Employer Pages to view jobs available.
- **Supplemental Employers Pavilion** – In this section, you can access the “Jobs” pages of our partners.
- **Video Library** – View expert videos on writing your resume and cover letter, interviewing well, and optimizing your LinkedIn profile among other topics.

Sign up now at [www.thevalley.net/job-seekers/](http://www.thevalley.net/job-seekers/)

# Making Your Impact



**United Chambers Government Affairs** meeting was held on Monday, March 15 featuring guest speakers Assemblywoman Suzette Martinez Valaderas from the 38<sup>th</sup> district representing the north San Fernando Valley, Simi Valley, and Santa Clarita and Leila Lee from Los Angeles Mayor Garcetti's Office of Economic Development.

**More**



To encourage local giving for causes in The Valley, we are conducting the Give Where You Live campaign.

**Donate Now**

## Volunteer Opportunities

We are seeking some energetic, creative, and reliable volunteers to assist us in advancing our mission to help businesses endure through the COVID-19 crisis and stimulate Valley-wide recovery and prosperity.

Volunteer positions are available in graphic design, website design, social media management, and event management. If you're interested in volunteering, please complete our Volunteer Form to get started.

**Volunteer Sign Up Form**

## Investor Spotlight



### Van Nuys Airport: A Vital Aviation, Economic and Community Asset

Founded in 1928 by America's early flight pioneers, Van Nuys Airport (VNY) has played a vital role in both San Fernando Valley and aviation history. Distinguished as one of the world's busiest general aviation airports, it provides a vital base for non-commercial air travel, as well as firefighting, air ambulance, humanitarian, and public service flights.

VNY is a gateway to Southern California's premier business districts, entertainment centers, and travel destinations. Contributing \$2 billion annually to the Southern California economy, it is home to more than 200 based businesses and supports over 10,000 indirect jobs. One of the nation's leading airframe and power plant mechanics programs is also

located on the San Fernando Valley airfield.



More

### Invest in The Alliance

Make your impact by funding our job retention and attraction programs while receiving valuable recognition and benefits. Contact Jacqui Matsumoto at [jmatsumoto@economicalliance.org](mailto:jmatsumoto@economicalliance.org) or click below for more information.

More

## Calendar of Events

### California Competes Tax Credit Webinar Tuesday, March 23rd-11:00 AM - 12:00 PM

Prior to each application period, GO-Biz hosts online webinars about the California Competes Tax Credit program. Each webinar consists of a 45-minute presentation, followed by a question and answer session. Each presentation includes the following:

- Overview of the program
- Program goals and evaluation criteria
- Step-by-step instructions through the application process

All businesses are encouraged to participate in the webinars to receive instructions on how to apply.

[Click here to register](#)

### Register for our Back to Business Webinar on Procurement and Contracting on Thursday, March 25th from 11:00 AM to 12:30 PM. Participation is free.

What learning outcomes will you receive from this free one hour and a half Zoom Webinar?

The outlook for government contracting in this environment.

- How the SBA has and plans to help small businesses grow through government contracting.
- Tips, tools, and resources for landing a first contract and, for those who have done one, a larger contract.

Keynote Speaker Victor Parker, Deputy Associate Administrator for the SBA will discuss SBA programs and government contracting available to small businesses.

**The Valley Economic Alliance**

# Back to Business Webinars

Thursday, March 25 - 11:00 AM - 12:30 PM

## Procurement & Contracting

**Welcome Remarks**  
 Sonya Blake, The Valley Economic Alliance  
 David Betancourt, Comerica Bank  
 Jonathan Harris, LA Business Council

**Victor Parker Deputy Associate Administrator, SBA**

- The outlook for government contracting in this environment
- How the SBA has and plans to help small businesses grow through government contracting
- Tips, tools, and resources for landing a first contract and/or a larger contract

**Panel Discussion - Moderator - Libby Williams, Williams Consulting**  
**Panelists - Samantha Dawson Fuchs, National Contract Management Association; Ron Ashford, MWD**

- Overview of Procurement & Contracting Process
- Doing Business with Government agencies
- Doing Business with Entertainment, Studios, and Production Companies
- Doing Business with Aerospace companies

**Breakout Rooms**

- Overview of Procurement & Contracting - **Orsola - Andrea Hayes, Los Angeles Area Chamber of Commerce; Mario Rojas, CMS Alliance**
- Technical Assistance and Bootcamps - **John Guerrero, Minority Business Development Agency; Pasadena**
- Industry Trade Connection - **Teresa Maxwell, Skanska USA; Nichelle Delacruz, LA Contractor Development & Bonding Program**
- Industry Focus: Entertainment - **Amelia M. Lamb, The Walt Disney Company**
- Industry Focus: Manufacturers - **Kathleen McKinney, CMTC; Gina Gustafson, Aerjet Rocketdyne**

**WHAT YOU NEED TO KNOW**

Get valuable information to help you weather the economic downturn and plant the seeds for your full business recovery.

Sponsored by

**Comerica Bank**

**LABC**  
Los Angeles Business Council

**Business SOURCE**

**REGISTER TODAY**

For more information about The Valley Economic Alliance visit: [TheValley.net](http://TheValley.net)

Steering Committee Partners  
 Aerjet Rocketdyne, Bullseye, CMTC, Industrialize North America, NATA, LA Area Chamber of Commerce/ LA Regional Collaborative LA Business Council, LA City General Services Department, LA County Department of Consumer and Business Affairs, LA County Public Works, LA World Airport, LA Metro Contractor Development & Bonding Program, Metropolitan Water District, National Contract Management Association, NACE, Parker Brown Inc., Pasadena MBE, PCL Construction, Skanska USA, Southern California Gas Company, Teledyne, UAC Small Business Diversity Office

Our expert panelists will provide an Overview of Procurement & Contracting and discuss

specific topics related to doing business with government agencies, entertainment, production studios, and aerospace.

The value of this program far exceeds the investment of time, and thank you to our steering committee partners and sponsors Comerica and LA Business Council.

[Click here to register](#)

### Fireside Chat with Julia Hu, CEO of Lark Health Thursday, March 25th-4:00 PM-4:45 PM

In collaboration with ScaleHealth, DIY Girls, Center for a Competitive Workforce (CCW), Los Angeles Economic Development Group (LA-EDC), and The Valley Economic Alliance, the UCLA Biodesign Medtech and Digital Health Hub, this Fireside Chat is part of the UCLA Biodesign Women in Healthtech Leadership Series - highlighting exceptional female leaders in the health and MedTech industry.

[Click here to register](#)

**UCLA Biodesign Program**  
WOMEN IN HEALTHTECH LEADERSHIP SERIES

Join our conversation with  
**Julia Hu, CEO of Lark Health**

Since its founding, Lark Health has helped nearly 2 million patients overcome their health challenges through what the company has pioneered as Compassionate Artificial Intelligence. As CEO and founder of Lark, Julia Hu has led the disruptive software company through over \$100M raised in equity and debt financing to date and the company being named Top 10 Most Innovative Companies in the World alongside Uber and Airbnb. Julia was named one of the "Top 10 Women in Tech to Watch" by Forbes and as one of Inc. Magazine's "30 under 30, Class of 2015". Julia was born and raised in the San Fernando Valley and met her cofounder through Science Bowl at North Hollywood High School, where their team went on to win the 2001 National Championship.

**MARCH 25 • 4:00 PM TO 5:00 PM**

[REGISTER FOR FREE HERE](#)

SCALE | ODIY | The Valley Economic Alliance | LA-EDC | UCLA

In collaboration with ScaleHealth, DIY Girls, CCW, LA-EDC, and The Valley Economic Alliance.

### Glendale Tech Week - Meet the Funders

Tech Week is kicking things off with Meet the Funders, a speed networking event that matches funders with founders on **Tuesday, March 30th from 4:00 PM to 6:00 PM.**

[Click here for more information and registration](#)

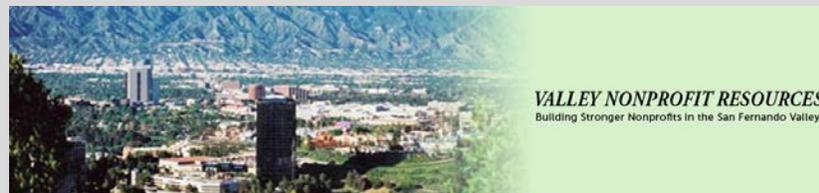
BREAKTHROUGH 2021  
**meet the funders**

TUESDAY, MARCH 30, 2021  
4:00 PM TO 6:00 PM PST  
VIRTUAL EVENT

ENGINEERTECH

### Now More Than Ever - Nonprofits Need an Entrepreneurial Mindset

Nonprofit leaders need an entrepreneurial mindset as they plan, operate, and fundraise for their organizations, with the same kind of creativity, "customer" focus, and attention to the bottom line (not profit, but financial success just the same while offering mission-driven services).



This free workshop co-sponsored by the United Chambers of Commerce and The Valley Economic Alliance will feature Loyola Marymount University Professor Alexander Glosenberg, who has worked with entrepreneurs all over the world. Participants will be guided through the basic principles of entrepreneurship, including how to identify and execute business opportunities, and how to market them for success. Examples from the many entrepreneurial start-up businesses Professor Glosenberg has worked with will be part of the discussion.

The workshop will be held on **Thursday, April 1st from 4:00 PM -5:30 PM** by Zoom. To register, contact VNR Project Coordinator Ashley Wright at 818-677-2774 or [ashley.wright.2@csun.edu](mailto:ashley.wright.2@csun.edu)

### "Supply Chain Oversight: Navigating a New Era in Risk Governance"

Guest Speakers:  
 Jeff Clayton & Leo Alvarez, CFCM & NCMA Fellow  
**Date: Monday, April 5, 2021**  
**Time: 12:00pm–1:00pm**  
 Location: Webex (virtual)  
 Price: Free  
 Target Audience: NCMA Members AND Future NCMA Members.



The NCMA San Fernando Valley Chapter will host Baker Tilly US for an insightful discussion on Supply Chain Risk Management (SCRM) and its use in recent solicitations means for federal contractors.

In recent years, federal contractors have been subject to a growing regulatory focus on strengthening and securing the federal supply chain. These new rules are wide-ranging – from cybersecurity compliance frameworks to foreign investment oversight, to technology bans and restrictions – imposing significant new supplier governance requirements on federal prime contractors.

**Click here for more information and registration**

The Economic Development Committee presents presentations on District NoHo and the IRS Small Business Forum on **Thursday, April 1st from 11:00 AM - 12:00 PM.**

District NoHo Project is a New Transit-Oriented Destination with 500,000 SF of Office Space, 1,500 Multifamily Units with over 300 Affordable Apartments, and 100,000 SF of Food/Beverage and Neighborhood-Serving Retail.

The IRS Small Business Forum will provide information on how business owners can find and claim business tax credits.

Registration is free but required. Please register by March 31st by emailing [ataslakian@economicalliance.org](mailto:ataslakian@economicalliance.org) to receive call-in information.

The Livable and Sustainable Communities Committee presents a presentation on the City of Los Angeles ADU Standard Program on **Thursday, April 8th from 9:30 AM - 10:30 AM.**

The ADU Standard Program was launched in an effort to simplify permitting process for the design and construction of ADUs that are built repeatedly. The use of standard plans reduces the time required for plan check resulting in faster permit issuance.

Registration is free but required. Please register by April 7th by emailing [ataslakian@economicalliance.org](mailto:ataslakian@economicalliance.org) to receive call-in information.

**State of California's Virtual Trade Mission to Singapore**

**April 13-15, 2021**



Presented by GO-Biz, Kallman Worldwide, U.S. Small Business Administration, and U.S. Commercial Service. This free virtual trade mission provides California STEP Eligible Small Businesses the opportunity to speak directly with international buyers, potential partners, and buying authorities in Singapore.

Registration is required by March 25, 2021.

**Click here for more information and registration**

The Valley Economic Alliance |  
[www.TheValley.net](http://www.TheValley.net)

