



FOR IMMEDIATE RELEASE

April 7, 2022

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THE VALLEY ECONOMIC ALLIANCE KICKS OFF NATIONAL FINANCIAL LITERACY MONTH WITH URGENT ECONOMIC DEVELOPMENT DISCUSSIONS

Virtual Dialogue Intended to Encourage Valley Residents to Strive for Fiscal Growth This Spring

Sherman Oaks, California – Always on the forefront of leading pivotal discussions shaping San Fernando Valley’s economic outlook, [The Valley Economic Alliance](#) will kick off its most recent virtual Next Level Growth Series entitled “Valley Builds & Moves: Public Projects You Can Bid On To Shape the San Fernando Valley” on Thursday, April 14, 2022. Following this public convening, The Alliance will host its monthly Economic Development Committee Meeting announcing the launch of the City of Los Angeles’ RAMP portal, also known as the Regional Alliance Marketplace for Procurement.

“Countless Valley entrepreneurs are still left in the dark about the trajectory of their financial future and opportunities to help build our region’s fiscal infrastructure,” said Sonya Kay Blake, President and CEO of The Alliance. “During April’s economic development convenings, we plan on unveiling proven strategies that business owners have used to successfully bid on public projects, which include obtaining application assistance and counsel from proven business advisors during the process.” During National Financial Literacy Month, The Alliance also hopes to elevate the dialogue surrounding business procurement and contracting – which will be explored during our Economic Development Committee Meeting – and inspire our business leaders to engage in stimulating, solution-focused conversations with our experts.

Details for the virtual meetings include the following:

Next Level Growth Series | “Valley Builds & Moves: Public Projects You Can Bid On To Shape The San Fernando Valley”

Thursday, April 14, 2022 | 10:00 am - 10:45 am (PST) | Videoconference via Zoom

Valley entrepreneurs need to know their eligibility status to bid on future public infrastructure projects. The Alliance will offer learning resources to business owners during a scheduled convening presented by Michelle Quirante, account manager for the City of Los Angeles and Metro’s Contractor Development and Bonding Program. Teresa LeFevre, vice president of supplier diversity for Comerica Bank– the event sponsor– will also weigh in on the role of diversity, equity, and inclusion considerations during the bidding process. Join the team for a researched outlook on the fiscal climate of our region, and suggested methods of obtaining contractor assistance in successfully bidding on sought-after projects slated for local development. Though complimentary, confirmation of attendance is mandatory by registering online at TheValley.net/events.

Economic Development Committee | “Launch of RAMP (Regional Alliance Marketplace for Procurement)”

Thursday, April 14, 2022 | 10:45 am - 11:30 am (PST) | Videoconference via Zoom

Immediately following the Next Level Growth Series event, please join The Alliance for its monthly Economic Development Committee Meeting as April’s topic focuses on the long-awaited arrival of the City of Los Angeles’ RAMP initiative. Budding companies who are interested in doing business with the region’s government agencies and established corporations are encouraged to attend this informative presentation led by Shannon Hoppes, chief



procurement officer for the City of Los Angeles. She will discuss how the new portal works to ensure equitable opportunities for small and minority businesses seeking competitive contracts and procurement. Online registration is free, but required at TheValley.net/events.

By convening corporate leaders around the topic of economic development, The Alliance is creating change-making synergy throughout the community that not only promotes relevant thought leadership surrounding the topic, but also supports job creation and improves the general quality of life in the Valley. The Alliance welcomes first-time attendees, along with long-standing supporters of the organization, to attend both meetings. For more information, please call (818) 379-7000 or visit www.thevalley.net.

The Valley Economic Alliance is a 501(c)(3) non-profit organization comprised of business, government, education, and community leaders. Our mission is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley, a five-city region encompassing Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. This region consists of more than 1.9 million residents, over 160,000 businesses and covering more than 350 square miles. To learn more about The Valley Economic Alliance, visit www.TheValley.net.

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