



**FOR IMMEDIATE RELEASE**

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**Alliance Catalyzes Pivotal Win For Business Community**

**Sherman Oaks, California**– [The Valley Economic Alliance](#) (The Alliance) today lauded Los Angeles Mayor Karen Bass for issuing her Executive Directive No. 4, which establishes the Los Angeles Business Steering Committee (LABSC), and will go down in history as a pivotal win for the city’s business community. The Alliance, a key proponent for development permit streamlining and small business fee and tax waivers, has been instrumental in securing this advancement for the regional economy.

Among other priorities, the Executive Directive directs the LABSC to conduct city fee and tax reduction reviews, streamline and modernize business startup and expansion-related processes, and compare business costs with other cities to ensure that Los Angeles is competitive for business attraction and retention. In short, it demonstrates that Los Angeles is open for business.

“Mayor Bass’ taking this action is the direction we like to see our cities going,” said Alliance President and CEO Sonya Blake, a member of Mayor Bass’ Transition Team and its Small Business Working Group. “Reducing burdensome business fees, taxes, and regulations while protecting residents, workers, and our environment stands to strengthen our local small businesses and boost our regional economy.”

The Alliance is committed to continue to work with city departments and elected officials to improve the economic vitality and quality of life for all residents and businesses throughout the San Fernando Valley region. To learn more about The Valley Economic Alliance, visit [TheValley.net](#) or call (818) 379-7000.

The Valley Economic Alliance is a 501(c)(3) non-profit organization 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 [TheValley.net](#).

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