Challenges

At least

**$2.3 Billion**

L.A. City unfunded pension liability
(LACERS Actuarial Report - July 2008)

12.6%

L.A. County unemployment rate
(August 2009)

Los Angeles is ranked in the

Top 10 most expensive U.S. cities to do business
(2009 Kosmont-Rose Institute Cost of Doing Business Survey)

Port of L.A. container traffic is
down 19% from 2008
(Port of Los Angeles - August 2009)

Opportunities

**$135 Billion**

in federal stimulus funding is available to state and local governments

Los Angeles is poised to become the

Clean Tech Capital of the United States
through innovative initiatives like the CleanTech Los Angeles multi-institutional collaboration including the L.A. Area Chamber, City of Los Angeles, Cal Tech, University of California, Los Angeles, University of Southern California, Jet Propulsion Laboratory, Community Redevelopment Agency of the City of Los Angeles, Los Angeles Business Council and Los Angeles County Economic Development Corporation

42,000 jobs over 20 years
can be created through a proposed feed-in tariff L.A. City solar plan

**$40 Billion**
is available through voter-approved Measure R (2008), which will fund much-needed transportation projects in L.A. County

As the

country’s small business capital,
L.A. businesses can lead the economic recovery through their innovation and entrepreneurship

**$10-13 Billion**
has been allotted to modernize Los Angeles International Airport (LAX)
GETTING DOWN

City of Los Angeles Economic Recovery Checklist

Creating jobs and ensuring long-term prosperity in the City of Los Angeles requires a renewed commitment to improving our business climate. The severe recession, together with increased competition from other cities, makes this the perfect time to address the greatest economic challenges facing Los Angeles.

The Los Angeles Area Chamber of Commerce identified 16 policy goals as top priorities. Our commitment is to work with all stakeholders — city officials, fellow business groups, labor, environmental, nonprofit and neighborhood organizations — to collaborate on these complex issues.

Let’s get down to business.

RECOVER

☐ Appoint City Federal Stimulus Czar
Billions of federal stimulus dollars are still unallocated. Appoint a well-qualified czar to oversee all federal stimulus investment efforts and bring greater focus and better coordination to this vital, time-sensitive opportunity.

☐ Enact Citywide Multimedia Tax Exemption
Incentivize film production in L.A. by expanding the City’s limited gross receipts tax exemption for multimedia companies to all qualified businesses citywide. Passing the City Council motion is an important near-term step to help retain production in L.A. in advance of a larger tax reform effort.

☐ Expand Successful HIRE LA’s Youth Program
Provide job and career opportunities for L.A.’s most at-risk young people. The successful HIRE LA’s Youth program targets young adults between the ages of 16-24 and provides access to local, private sector employment for full-time and part-time work. This program is operated in partnership with the L.A. Area Chamber.

REFORM

☐ Business Tax & Licensing Reform
Begin a new, comprehensive review of the gross receipts tax to spur job creation and improve the city’s competitiveness. (For detailed recommendations, refer to the L.A. Area Chamber’s L.A. City Business Tax & Licensing Reform Principles on opposite flap.)

☐ Require Economic Impact Analysis
Require that every City motion to enact new regulations or impose new costs on city businesses undergoes a nonpartisan, independent analysis. This analysis should determine the projected costs to affected businesses and to the city’s overall economic competitiveness.

☐ Reform City Pension System
Immediate reforms are critical to avoiding a municipal bankruptcy, preserving city services and protecting both taxpayers and city employees. Establish a blue ribbon taskforce to recommend structural improvements to the public employee pension system.

☐ Complete Planning Code Update
Streamline and update the entitlement process through strategic code reform measures and a streamlined permit process to create more jobs and workforce housing.
  ▶ Implement the full 12-2 program by the end of 2009
  ▶ Complete taskforce work to reform planning code, including:
    • Eliminate unnecessary discretionary approvals
    • Synchronize the expiration period for multiple entitlements to the entitlement with the longest life
    • Promote quality and innovative development by updating the Planned Unit Development ordinance (PUD) – also known as Residential Planned Development Districts – to include mixed-use, multi-family residential and nonresidential projects
Pass a Sensible City Billboard Policy
Approve a citywide sign ordinance that protects residential neighborhoods while recognizing that a business without a sign is a sign of no business.
  - Work with stakeholders to develop a compromise that eliminates illegal billboards and establishes appropriate citywide billboard locations
  - Postpone any changes to onsite sign regulations until after code enforcement has been implemented
  - Improve code enforcement of all illegal signs throughout the city by implementing a reasonable sign fee program

Explore Potential DWP Ratepayer Advocate Position
As the Los Angeles Department of Water & Power (LADWP) works to meet renewable energy goals, the city must be vigilant to support infrastructure investment while safeguarding ratepayers from unnecessary rate increases. Explore best practices and feasibility for the potential creation of an independent ratepayer advocate to facilitate oversight.

Upgrade Water & Power Infrastructure
Upgrading our outdated water and electrical lines is critical for business operations. Fast-track DWP infrastructure improvements while ensuring proper financial and project oversight for ratepayers.

Establish Ordinance Review Commission
Establish a “Little Hoover”-style commission to evaluate existing city ordinances in order to identify outdated or unnecessarily burdensome mandates of job creators.

Stop Anti-competitive Port Policies
Implement green-growth policies at the Port of Los Angeles in partnership with the port’s customers and suppliers. Process the backlog of environmental impact reports (EIR) for pending projects. Discontinue city lobbying to change federal law, which is opposed by the goods movement industry and is an incentive for port-related businesses to move operations to other ports around the county.

Advocate for LAX Modernization Pilot Project
Support Los Angeles World Airports’ efforts to help fund the multi-billion Los Angeles International Airport (LAX) terminal modernization through a federal passenger facility charge (PFC) pilot program. If approved by Congress, the program will allow LAX to raise revenue by establishing and directly collecting increased PFC fees from passengers without passing the burden along to airlines.

Actively Support Comprehensive State Water Solution
Ensuring continued water delivery to Los Angeles requires an immediate, comprehensive solution to the Sacramento-San Joaquin Delta’s chronic water supply and environmental problems. Local stakeholders, including the City of Los Angeles and L.A. Area Chamber, must collaborate to urge our state lawmakers to pass a legislative package by the end of 2009.

Implement Highest Impact Traffic Reduction Recommendations
Support key policies that are proven to mitigate traffic and keep Angelenos moving, including:
  - Improve traffic signal timing
  - Create a network of paired one-way streets through congested corridors
  - Restrict curb parking and implement variable meter rates during peak rush hours
  - Incentivize employers to offer ridesharing, public transit and other traffic reduction options
  - Support high-occupancy toll lanes on local freeways

Support Competitive Feed-in Tariff Solar Program
Ensure that a robust, competitive feed-in tariff solar program is part of the LADWP effort to expand solar power in Los Angeles. Feed-in tariff is a proven public-private partnership that incentivizes users to install renewable energy and then sell excess renewable power back to the utility. LADWP should institute a competitive feed-in tariff that is fair to ratepayers, and incentivizes businesses to develop and install solar photovoltaic systems as a competitive business strategy.
The L.A. Area Chamber applauds the efforts being discussed by the City Council and Mayor to improve the business tax code and make it easier for businesses to interact with City Hall. By working collaboratively, the City and the business community can enact new strategies to hasten economic recovery, spur long-term job creation and improve the City’s overall business climate. The Chamber supports the following actions:

- Form a new Business Tax Advisory Committee comprised of the most engaged, results-oriented tax experts and business leaders. Include selection criteria to ensure that appointees represent a broad range of industries; understand how to attract emerging industries; understand how to evaluate potential economic impacts; and who have a working knowledge of the existing tax structure.

- Make it easier for businesses to learn about city services, apply for necessary licenses and pay fees and taxes. The majority of business complaints focus on incomplete answers or assistance when interacting with City Hall. Providing time-sensitive, first-rate customer service to local job creators is one of the best ways to attract and retain businesses.

- Enact clear guidelines for how a business is classified under the tax code and under what circumstances a reclassification may occur. Also, address the problem of backdated reclassification to ensure greater certainty and a fair process for business.

- Develop better criteria for determining which businesses are audited by the city. Business owners report being the subject of routine tax audits by the city despite being in regular compliance. The audit process is time consuming, expensive and a disincentive to do business in Los Angeles.
Thank you to our sponsors

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Port of Los Angeles

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SAVE THE DATE:

March 15-17, 2010

Southern California on the Hill – Access Washington, D.C.

VOTE FOR CHRISTINE ESSEL FOR L.A. CITY COUNCIL DISTRICT 2

The L.A. Jobs Political Action Committee (PAC), sponsored by the Los Angeles Area Chamber of Commerce, endorses Essel in the Dec. 8 runoff election.

Los Angeles Area Chamber of Commerce

350 S. Bixel St. | Los Angeles, CA 90017 | P: 213.580.7500 | F: 213.580.7511 | lachamber.com

Follow the Los Angeles Area Chamber of Commerce on and at lachamber.com.
# Los Angeles Resources

## Los Angeles Elected Officials

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor Antonio Villaraigosa</td>
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<td>City Attorney Carmen Trutanich</td>
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## City Council Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
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<tbody>
<tr>
<td>Ed Reyes, District 1: Room 410</td>
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<td>213.485.8907</td>
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<tr>
<td>OPEN, District 2</td>
<td></td>
<td></td>
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<tr>
<td>Dennis Zine, District 3: Room 450</td>
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<tr>
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<td>213.473.6926</td>
<td><a href="mailto:councilman.rosendahl@lacity.org">councilman.rosendahl@lacity.org</a></td>
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<tr>
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<td>213.473.6925</td>
<td><a href="mailto:councilmember.smith@lacity.org">councilmember.smith@lacity.org</a></td>
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<td>Jose Huizar, District 14: Room 465</td>
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<td>213.847.0680</td>
<td><a href="mailto:councilmember.huizar@lacity.org">councilmember.huizar@lacity.org</a></td>
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<tr>
<td>Janice Hahn, District 15: Room 435</td>
<td>213.473.7015</td>
<td>213.626.5431</td>
<td><a href="mailto:councilmember.hahn@lacity.org">councilmember.hahn@lacity.org</a></td>
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## Emergency Contact Information

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Non-Emergency Police</td>
<td>877.275.5273</td>
</tr>
<tr>
<td>Park-Related Emergencies</td>
<td>323.913.7390</td>
</tr>
<tr>
<td>Water Services</td>
<td>800.342.5397</td>
</tr>
<tr>
<td>Power Service</td>
<td>800.342.5397</td>
</tr>
<tr>
<td>Gas Service</td>
<td>800.427.2200</td>
</tr>
<tr>
<td>Traffic Signals</td>
<td>213.580.1177</td>
</tr>
<tr>
<td>Road Closures (CALTRANS)</td>
<td>800.427.7623</td>
</tr>
<tr>
<td>Street Lights</td>
<td>800.996.2489</td>
</tr>
<tr>
<td>American Red Cross</td>
<td>213.739.5200</td>
</tr>
<tr>
<td>Animal Services</td>
<td>888.452.7381</td>
</tr>
<tr>
<td>Building Inspection</td>
<td>888.524.2845</td>
</tr>
<tr>
<td>Sewer/Storm Drain Problems</td>
<td>800.773.2489</td>
</tr>
<tr>
<td>Trees Down/Debris Removal</td>
<td>800.996.2489</td>
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## Resources

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>California Economic Development Lending</td>
<td><a href="http://www.cedli.com">www.cedli.com</a></td>
</tr>
<tr>
<td>One Stop L.A. City Portal</td>
<td>business.lacity.org</td>
</tr>
<tr>
<td>SBA Loans</td>
<td><a href="http://www.sba.gov/services/financialassistance">www.sba.gov/services/financialassistance</a></td>
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