



PUTTING L.A. BACK TO WORK

CHALLENGES

14.3%

City of Los Angeles
unemployment rate

(August 2010, California Employment
Development Department)

\$360 million

projected City budget deficit for 2011

\$200 - \$300 million

The rate at which the cost of pensions
and health care for City retirees is growing
each year

\$18,193

The per household cost of the City's \$26 billion unfunded pension liability
(The Crisis in Local Government Pensions in the United States report, October 2010)

OPPORTUNITIES

**Renewed City Hall
focus on business**

New team dedicated to helping small
businesses and entrepreneurs

**Reforming L.A.'s uncom-
petitive business tax**

Recommendations overhaul
city's tax code

**Streamlining
permitting and licensing**

New City Hall commitment to cut red
tape and facilitate business growth

55,000

New jobs estimated to be created by the
City of Los Angeles' Business Tax Holiday

15,000

Estimated number of jobs to be created by
the Crenshaw/LAX Transit Corridor Light
Rail Project — the first Measure R transit
project to receive 30/10 funding.

\$29 million

Federal stimulus money available to eligible
businesses producing energy efficient or
renewable energy products, components,
systems and technologies.

L.A. IS OPEN FOR BUSINESS

Building a stronger partnership between L.A. City Hall and local businesses is the key to L.A.'s economic future. With the highest unemployment rate of any major U.S. city compounded by a spiraling budget deficit, Los Angeles must continue to adopt a new philosophy about city governance that will help create private sector jobs and provide long-term fiscal stability.

The Los Angeles Area Chamber of Commerce is committed to working with City leaders to implement policies that will help meet these challenges. Good progress has been made on business tax reform and related efforts to make L.A. more business friendly. By completing the targeted goals below by May 2011, the City of Los Angeles will send a new message to job creators that our city is open for business.

2010 ADVOCACY AGENDA

MAKE JOB CREATION THE NUMBER ONE PRIORITY

Demonstrate that L.A. City Hall's number one priority is to encourage and support private sector job creation. The actions listed below are essential to helping businesses grow and ensuring more tax revenue to fund vital city services.

- Eliminate L.A.'s Major Tax Disadvantage**
L.A.'s expensive business tax is uncompetitive and forces many businesses to take their jobs elsewhere. We commend city officials for passing important tax reforms this year. Now it's time to finish the job and implement the Business Tax Advisory Committee's full recommendations including:
 - ▶ **Reduce Tax Rates** Approve lowering all gross receipts tax rates to .200 percent or less by March 1, 2011.
 - ▶ **Pass Hiring Tax Credit** Enact a business tax credit for employers who hire new workers in the City of Los Angeles.
- Streamline L.A.'s Anti-Jobs Bureaucratic Red Tape**
Fix L.A.'s infamous permit and entitlement process. Commit to taking action within 90 days once the external report commissioned by the Mayor's office is finalized.
- Support Small Businesses**
Permanently invest in an Office of Small Business to provide frontline assistance for job creators. As the nation's small business capital, Los Angeles must do more to support and promote entrepreneurs, and City Hall must lead the way.
- Ensure that New City Ordinances Help—Not Harm—Job Creation**
Provide permanent and adequate funding for the new Office of Economic Analysis. This investment will ensure that policymakers have a non-partisan economic analysis of proposed legislation for the potential impact on the City's business climate, job creation and overall competitiveness.
- Invest in L.A.'s Workforce Development Program**
Restore the City's \$4 million dollar investment in HIRE L.A.'s Youth. This employment program provided job opportunities to more than 15,000 at-risk youth. Recent budget cuts reduced the investment to just \$500,000, which is not expected to be back-filled by federal stimulus dollars in 2011.

Thank you to our sponsors

TITLE



A  Sempra Energy[™] company

GOLD



Microsoft[®]



SILVER

AT&T
Check Into Cash
Port of Los Angeles
Raytheon Company

PRIORITIZE & DELIVER ESSENTIAL CITY SERVICES

The chronic budget crisis proves that L.A. can no longer afford to provide all the services and programs that have been funded in recent years. The Mayor and City Council have already made tough decisions to reduce the workforce and eliminate some non-vital programs. However, more needs to be done in order to ensure a sustainable, long-term budget.

Identify & Protect Essential City Functions

Now is the time to turn rhetoric into an actual list by identifying the core city functions that deserve maximum funding in any economic environment. Determine which functions are essential prior to completing fiscal year 2012 budget next spring.

Divest Non-Essential City Services & Assets

After identifying core services, continue to move forward on divesting non-essential assets and programs that would be better operated in partnership with private entities, as is done in nearly every major U.S. city.

Approve Meaningful Pension Reform

The City's employee pension liability is a ticking municipal time bomb that will bankrupt L.A. without immediate action. Increasing the retirement age and employee pension contributions amounts, requiring employee cost-sharing for their health insurance benefits and developing realistic pension fund investment assumptions are all crucial components of any reasonable pension reform effort.

2009 ACCESS CITY HALL SUCCESSES

The Chamber is proud to report success on many of our major priorities from Access City Hall 2009. The collective voice of L.A.'s business community is making a difference in improving L.A.'s business climate.

Special thanks to Mayor Villaraigosa, City Controller Wendy Greuel and the Los Angeles City Council for their leadership and action.

Begin New Round of Business Tax Reforms

The Mayor and City Council established the Business Tax Advisory Committee to recommend major tax reforms by the end of 2010. The City Council has already approved a new Taxpayer's Bill of Rights and other pro-business reforms. Recommendations to significantly reduce across-the-board tax rates will be taken up over the next few months.

Create Pilot Project for Office of Economic Analysis

Council President Eric Garcetti championed the Chamber's recommendation and secured 250K in funding to establish a pilot program. City Council motions affecting the private sector will be studied by non-partisan economists for their potential impact on the city's business climate, job creation and economic competitiveness.

Explore DWP Ratepayer Advocate Position

The DWP and City Council are both holding community hearings this fall to gather public feedback on creating the new position. A ballot initiative for voter approval is expected in 2011.

Establish a New Multimedia Tax Category

The Mayor and City Council approved legislation to lower the tax rates for L.A.'s multimedia and internet-based businesses. The move has saved hundreds of jobs and will help attract similar businesses to Los Angeles.

Advocate for LAX Modernization

Major renovations to passenger terminals including the construction of the brand-new Tom Bradley-West terminal are underway. The State Legislature also approved Chamber-supported legislation that will help build a new one-stop, consolidated rental car facility at LAX.

Support Statewide Water Reform Efforts

City officials joined the Chamber to urge major water policy reforms in Sacramento. These reforms lay the groundwork for fixing the Sacramento-San Joaquin Delta and preventing a major Katrina-like levee disaster that would decimate Southern California's water supply.

BRONZE

BNSF Railway Company
Cedars-Sinai Health System
Clark Construction Group – California, LP
Englander Knabe & Allen
Loyola Marymount University
Mercury Air Group, Inc.
The Boeing Co.
Unified Grocers, Inc.

PARTNERS



NAWBOLA
National Association of Women Business Owners



LOS ANGELES RESOURCES

LOS ANGELES ELECTED OFFICIALS	PHONE	FAX	EMAIL
Mayor Antonio Villaraigosa	213.978.0600	213.978.0657	mayor@lacity.org
Controller Wendy Greuel	213.978.7200	213.978.7211	controller.greuel@lacity.org
City Attorney Carmen Trutanich	213.978.8100	213.978.8312	ctrutanich@lacity.org
CITY COUNCIL MEMBERS			
Ed Reyes, District 1: Room 410	213.473.7001	213.485.8907	councilmember.reyes@lacity.org
Paul Krekorian, District 2: Room 425	213.473.7002	213.978.3092	councilmember.krekorian@lacity.org
Dennis Zine, District 3: Room 450	213.473.7003	213.485.8988	councilmember.zine@lacity.org
Tom LaBonge, District 4: Room 480	213.473.7004	213.624.7810	councilmember.labonge@lacity.org
Paul Koretz, District 5: Room 440	213.473.7005	213.978.2250	paul.koretz@lacity.org
Tony Cardenas, District 6: Room 455	213.473.7006	213.847.0549	councilmember.cardenas@lacity.org
Richard Alarcon, District 7: Room 470	213.473.7007	213.847.0707	councilmember.alarcon@lacity.org
Bernard Parks, District 8: Room 460	213.473.7008	213.485.7683	councilmember.parks@lacity.org
Jan Perry, District 9: Room 420	213.473.7009	213.473.5946	jan.perry@lacity.org
Herb Wesson, District 10: Room 430	213.473.7010	213.485.9829	councilmember.wesson@lacity.org
Bill Rosendahl, District 11: Room 415	213.473.7011	213.473.6926	councilman.rosendahl@lacity.org
Greig Smith, District 12: Room 405	213.473.7012	213.473.6925	councilmember.smith@lacity.org
Eric Garcetti, District 13: Room 475	213.473.7013	213.613.0819	councilmember.garcetti@lacity.org
Jose Huizar, District 14: Room 465	213.473.7014	213.847.0680	councilmember.huizar@lacity.org
Janice Hahn, District 15: Room 435	213.473.7015	213.626.5431	councilmember.hahn@lacity.org

EMERGENCY CONTACT INFORMATION	PHONE
Non-Emergency Police	877.275.5273
TTY Service	213.847.6652
Park-Related Emergencies	323.913.7390
Water Services	800.342.5397
Power Service	800.342.5397
Gas Service	800.427.2200
Traffic Signals	213.580.1177
Road Closures (CALTRANS)	800.427.7623
Street Lights	800.996.2489
American Red Cross	213.739.5200
Animal Services	888.452.7381
Building Inspection	888.524.2845
Sewer/Storm Drain Problems	800.773.2489
Trees Down/Debris Removal	800.996.2489



WEB SITE

www.lacity.org

SAVE THE DATE

May 2-5, 2011

L.A. on the Hill –
ACCESS D.C.

Track the L.A. Area Chamber's
Public Policy Committees at
lachamber.com/committees.

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.