Homelessness & Housing

A Multi-Sector Conference Addressing Solutions & Innovations

Presented by

Community Foundation of the Valleys

In partnership with

The Valley Economic Alliance

The Valley Economic Alliance

Community Foundation of the Valleys

Homelessness and Housing Conference

Sonya Kay Blake
President & CEO
The Valley Economic Alliance
(818) 379-7000
TheValley.net
info@economicalliance.org

ALLIANCE

Who are our members?

Left to Right: Fred Gaines, Gaines & Stacey; Kim Guard, Express Employment Professionals; Sonya Blake, President & CEO

Meet our Board

Thevalley.net/about-us/leadership/board/

L E A D E R S

From Top Left to Bottom Right: Bill Allen, LAEDC; Martha Diaz Aszkenazy, Aszkenazy Development; Tamara Gurney, Mission Valley Bank; Richard Katz, Richard Katz Consulting; Pegi Matsuda, Pegi Matsuda Consulting; Thomas Ohlgren, Baker Tilly; John Parker, Parker Brown; Darnell Tyler, NBCUniversal, Kecia Washington, DWP.

About The A liance

The Valley Economic Alliance is a 501(c)(3) non-profit strategic private-public collaborative made up of businesses, government, education and community organizations. Our mission is engage and unite Valley stakeholders to raise standards of living and economic vitality across the five-city region – Burbank, Calabasas, Glendale, Los Angeles and San Fernando consisting of more than 160,000 businesses and over 1.9 million residents covering more than 350 square miles.

Economic Development

The Alliance promotes job creation in the San Fernando Valley by strengthening local businesses, helping them start, grow, and reduce the cost of doing business. We also promote business attraction, tourism, development permit reform, inner-city commercial revitalization, and other economic development strategies which build our local economy.

MARKETING THE VALLEY

Business Attraction

Event Attraction

Tourism & Travel

PARTNERS

Small Businesses

Residents

Major Corporations

Media Partners

Outreach Partners

Colleges & Universities

Government Agencies

Chambers of Commerce

Social Service Organizations

Real Estate Developers

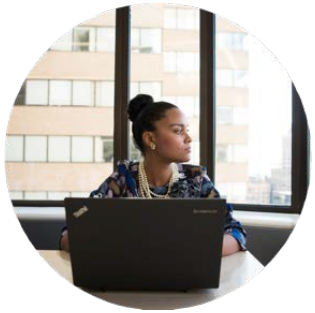
Education& Workforce Development

The Alliance assists local employers to the connect with a talent pool of qualified job seekers in the region and access subsidized employees when that is of interest. We also support job seekers to obtain relevant training to advance their careers. The Alliance convenes employers with educational institutions to develop youth employment opportunities and a qualified "Workforce of the Future"..

Livable & Sustainable Communities

The economic health of the region depends in part upon the availability of a good quality of life in our neighborhoods. Toward that end, the Alliance promotes workforce housing, mobility, public safety, and environmental sustainability, among other important elements of livable and sustainable communities.

ECONOMIC VITALITY



What is Economic Development?

"Activities that promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base."

International Economic Development Council (IEDC)

Beyond Job Creation

"Economic Development is the creation of wealth from which community benefits are realized. It is more than a jobs program, it's an investment in growing your economy and enhancing the prosperity and quality of life for all residents."

California Association for Local Economic Development (CALED)

COLLABORATION

Who Are Our Partners?

CALED

Stakeholders

- Large, Mid-Size, Small Businesses
- K-12, Colleges, Universities
- Chambers of Commerce
- City, County, State, Federal
- Workforce Trainers, Recruiters
- Business Resource Providers
- Financial Institutions, Investors, Grant Makers
- Utilities
- Transportation
- Parks & Recreation
- Tourism Promoters
- Housing, Healthcare
- Public Safety, Sanitation, Social Services
- Housing Advocates

W
E
A
L
T
H

What Creates Wealth?

Global Perspective

Thriving global economies have common elements:

- The right to personal property
- Market economy & entrepreneurship
- Infrastructure

Domestic Perspective

We have these wealth building blocks in the U.S. yet, we also have:

- Impediments
- Unexploited opportunities
- Disproportionate availability or utilization of resources

Preoccupation with meeting basic needs inhibits access to wealth building ideation, execution, and advancement.

Impediments:

- Lack of Information
- Lack of Capital
- Lack of Access to Networks to obtain property and create wealth
- Taxation and Regulations causing complexity and confusion distracting from wealth building activity

Unexploited Opportunities:

- Corporate and Government Contracts
- Export
- Opportunity zones
- Tax credits and grants

Disproportionate Availability or Utilization:

- Access to High speed internet
- Access to Healthy food/Proliferation of Alcohol and Drugs
- Access to Healthcare
- Environmental Toxicity
- Availability of Transportation
- School Performance
- Public safety
- Homelessness
- Poverty

COMPETIVIENESS

Growing a Competitive Economy

Creating a Thriving Eco-System
Employers are attracted to regions where they can find and retain a qualified workforce:

- Where workers can secure affordable housing
- Near good schools
- With ease of mobility
- Access to clean air and water
- With green spaces and amenities
- Where adequate public services - including technology infrastructure - are available

The San Fernando Valley Region

Building on Our Strengths
The San Fernando Valley region is a burgeoning economy which outpaced the nation prior to the pandemic and is well positioned to lead the region's recovery:

- Large and Diverse Economy
- Entertainment, Healthcare, Manufacturing, Financial services, Technology, Tourism, and more Major
- Colleges and Universities Parks and
- Tourist Destinations Highly Desirable,
- Magnetic Business Megalopolis

ECONOMIES

Growing a Competitive Economy

Creating a Thriving Eco-System

Employers are attracted to regions where they can find and retain a qualified workforce:

- Where workers can secure affordable housing
- Near good schools
- With ease of mobility
- Access to clean air and water
- With green spaces and amenities
- Where adequate public services - including technology infrastructure - are available

ROADMAP

Our Work Ahead

What Do We Want the Valley to Look Like?

- Connected Businesses. Our businesses and entrepreneurs have plugged into our network to get what they need to increase revenues, decrease expenses, access capital and leverage real estate.
- Resourced Residents. Cultivating a rich labor pool of educated and skilled workers who are financially literate and able to command good-paying jobs.
- Thriving Communities. Where housing is within reach at all income levels, where infrastructure (including technology and landscape architecture) is adequate to accommodate the population, where schools and transportation meet resident needs.
- Engaged Visitors. Our amenities and destinations are well known and frequented by local and international visitors.

HOUSING INITIATIVE
THE VALLEY ECONOMIC ALLIANCE

The "Housing Creates Communities" Campaign

- PHONE SURVEY. THE SOUTHLAND REGIONAL ASSOCIATION REALTORS (SRAR) SURVEYED 600 RESIDENTS ABOUT THEIR ATTITUDE TOWARD HOUSING DEVELOPMENT

- PRO BONO MARKETING STRATEGY PROVIDED BY UNION BANK AND DESIGN BY THE ZOO 360

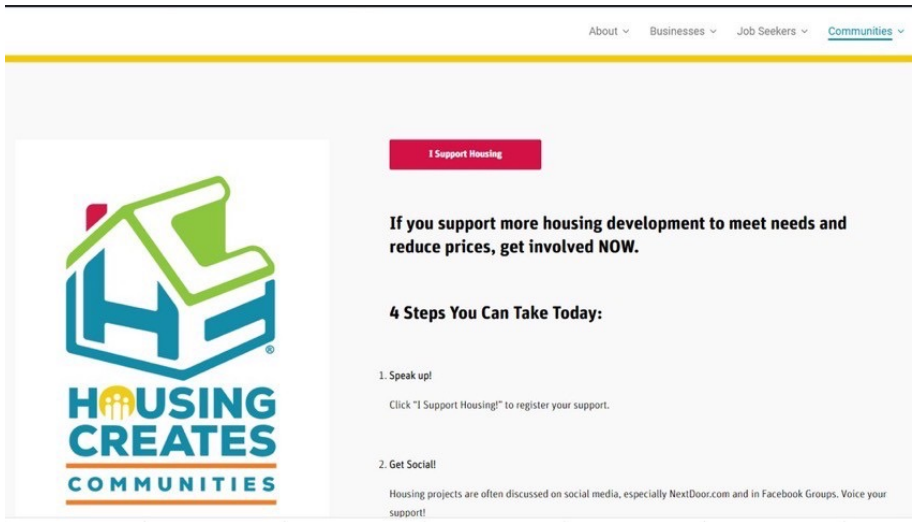
- OUTREACH: THE CAMPAIGN WILL INCLUDE A WEBSITE, EMAILS, SOCIAL MEDIA, NEWS COVERAGE AND WITH YOUR SUPPORT, STREET BANNERS AND DISPLAY ADS

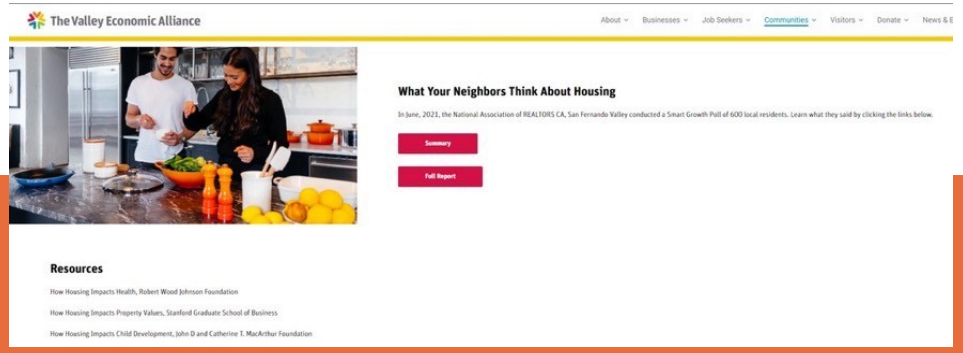
- COLLABORATION: OUTREACH PARTNERS, OUR MEMBER CITIES, AND SPONSORS ARE WELCOMED

Raising the awareness among local residents of the critical need for more housing development and enlisting their support.

HOUSING INITIATIVE
THE VALLEY ECONOMIC ALLIANCE

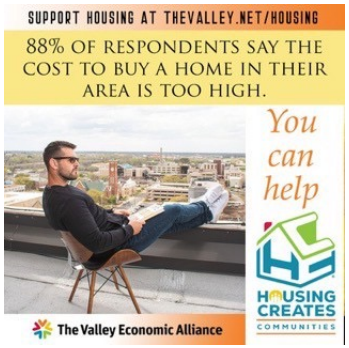
!"#$%&"

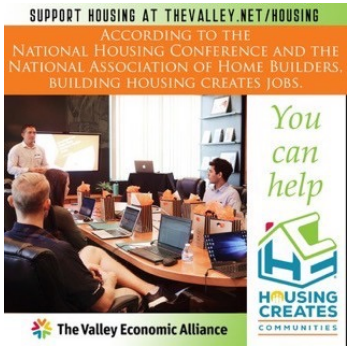


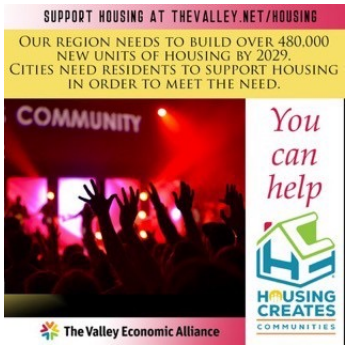


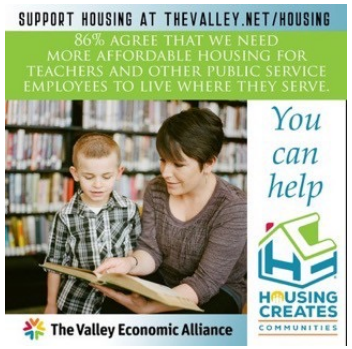
&'"()**"+,-"&.'/0$%-1

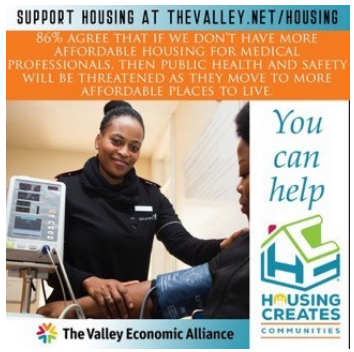
SOCIAL MEDIA

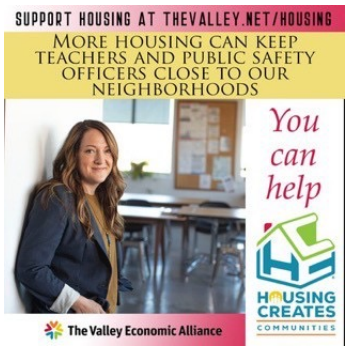


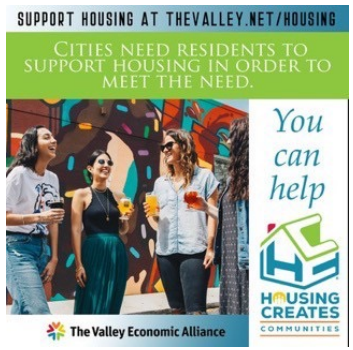












The Valley Economic Alliance

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.

Sonya Kay Blake
President & CEO
The Valley Economic Alliance
(818) 379-7000
TheValley.net
info@economicalliance.org

ALLIANCE