

LPV 20|20 Business Development and Marketing Group

URP 432

Knapp

Winter 2016

Stakeholder	Relationship to Community	Potential Controversies	Stages and Proposed level of stakeholder involvement	Associated Funding (Needed and/or Available)
<b>PUBLIC (Local)</b> 1. Metro 2. AQMD (regional) 3. LA City Administration - Planning Dept. - Building and Safety - Office of finance - Fire dept. - LAPD 4. LA County Administration - Business Name Filing and Registration - Police and fire dept. 5. City Council 6. Neighborhood Council 7. Chamber of Commerce 8. Parks and Rec 9. LAUSD	1. Crenshaw Transit Project in LPV 2. Construction permitting for metro or new development 3. Permits, license, public safety & enforcement, waste management 4. Permits and License 5. Local policy-making body 6. Advisory board to LA City Council 7. Local Biz Network 8. LPV Plaza Park 9. Administration, PTA	1. Construction delaying max profits 2. Obstacles and barriers for permitting 3. Same as 2 4. Homeless issue 5. N/A 6. Not safe enough, crime still pertinent	1. TOD 2. Permitting for new businesses in LPV 3. Same ^ 4. LPV goals → policy 5. Network to achieve Vision goals → policy 6. Business resources	1. <b>METRO:</b> Business Interruption Grant 2. Need more funding from City 3. Same from County 4. Money for park maintenance and upkeep 5. <b>CITY:</b> Economic and Workforce Development Dept - Funding Capital Projects (Community Dev. Block Grants) Dept of Cultural Affairs - Cultural Grant Program Control Panel LA - special funds, resources LAHSA - homeless services
<b>Public- state</b> 1. Cal/EPA 2. State programs through: a. Office of Historic Preservation b. Dept of Finance c. Secretary of Resources d. Office of the Small Business Advocate 3. Sales and Use Tax Department, Board of Equalization 4. Safety-net services: a. Dept of Health Services b. Economic Development Dept c. Office of Systems Integration	1. Business permitting: Technical assistance ( <a href="http://www.calgold.ca.gov/">http://www.calgold.ca.gov/</a> ) 2. State regulations/programs: a. Mills Act b. AB 2 c. CEQA d. Cal Small Business Loan Guarantee Program 3. Income and property tax 4. State safety-net services: a. Medi-Cal b. Unemployment c. EBT		1. Technical assistance: Helps businesses operate legally 2. Technical assistance and review 3. Reviewer: Ensures businesses are paying appropriate taxes 4. Provider of safety net services to “smooth out” purchasing power of community	<b>Needed</b> 1. Permit fees 2. CEQA costs 3. Taxes 4. n/a <b>Available</b> 1. Technical assistance 2. State program grants/ funding schemes 4. Community tax breaks/transfer payments
<b>Public- federal</b> Small Business administration	Independent agency of the Federal Government -Provide aid, counsel, assistance, and protect interest of small business concerns In addition to funding, provide resource guides for businesses Multiple programs can be used in conjunction to help community	Timing- May not be dependable if development is on time constraints Eligibility requirements may limit barrier to entry One size fits all application, doesn't necessarily look at assets	SBA government contracting Two types: <b>Prime</b> Bid and win contracts directly from fed govt. Prime contractors become legally responsible for all business tasks <b>Subcontractors</b> Join onto an existing team, provide specific skill for a business (e.g. seafood distribution contract)	SBA Loans: <b>General Small Business loans:7(a)</b> Common loan with financial help for businesses with special requirements <b>Microloan program:</b> Small, short-term loans to small businesses. Includes not-for-profit and child care centers. <b>Real Estate &amp; Equipment Loans: CDC/504</b> Provides funding for major fixed assets (equipment or real estate) <b>Surety bonds</b> assures a project will get completed <b>SBIC Program</b> public-private funding from private investors and SBA
<b>Private- business community</b> 1. LPV private businesses a. New Deal Productions b. m3j New Millennium Beauty 2. Cultural Commercial a. Queen Aminah's b. Ackee Bamboo 3. Cultural Landmarks a. Eso Won b. Sika 4. New Businesses TBD 5. Banks a. Wells Fargo/Chase b. JACom	1. Existing LPV retail and services 2. Cultural commercial tourist destination 3. Cultural landmarks (Eso Won, Sika) 4. Attracting new business (accelerator/incubator space, Shark Tank program, etc.) 5. Banks	1. Business displacement 2/3. Retention of cultural identity 1/2/3. Ability to attain funding to protect local businesses	1/2/3. LPV 20 20: many business owners are major decision makers and active participants in visioning future economic development 1/4. Shark Tank: Involve new/potential business owners; increase involvement from existing business owners 1. Business Directory: Create greater involvement from entire business community through improving online presence 1/4/5. Business opportunity web page 1/4/5. Potential business resource fair/workshop	<b>Needed</b> 1/4. Start-up costs 1/4. BID costs, public area security/upkeep/aesthetic 1/4. Business edifice maintenance 4. Community owned incubator/accelerator building/operations cost 1/4. Business marketing costs 1/4. Wages <b>Available</b> 1/4. BID association fees 1/4. Local non-profit loans/grants (WLACDC Metro impact grant) 1/4/5. Bank loans 1/4. Government program grants/tax breaks (Mills Act)
<b>Educational (K-12 &amp; Higher)</b> - Universal College of Beauty (Beauty School)	- Provide professional training / technique to local People	- Education Scale (factors like funding, area, and students are limiting its development)	- LPV committee meeting - Shark Tank	- <b>School Improvement Grants (SIG)</b> (School Improvement Grants (SIG) provides funding to recruit, retain, and support effective educators.
<b>NON-PROFIT</b> 1. Local Investment Agencies (PCR, WACDC, VSEDC, Urban League) 2. LPV 20 20 3. Community Build 4. Local Business (Art + Practice, Kaos Network, Fernando Pullum, World Stage, WeCan Foundation, etc.) 5. Crenshaw YMCA 6. PolicyLink	1. Neighborhood Revitalization and Business Resources 2. Local Stakeholder initiative 3. Local community development 4. Anchor businesses, community services 5. Community Center 6. Community Dev tools for maintaining equitable development	1. Lack of funding 2. Fragmented, time and focus. 3. Dealing with rising rents for existing non profits	1. New and existing business financing, Shark Tank Investors, long-term financial stakeholders 2. Highly involved in all stages of LPV's goals 3. Involved in developing the 20 20 Initiative 4. Biz owners involved through economic development process 5. Youth engagement	1. Regional & National organizations 2. VSEDC's Business Enterprise Center (micro business incubator w/ business resources) 3. Opportunities for Funding: -ArtPlace America - Center for Non Profit Excellence - Kresge Foundation - GrantWatch - Foundation Center - Americans for the Arts - National Endowment for the Arts - Project for Public Spaces - US Dept of Housing & Urban Dev (HUD) and US Dept of Education 4. PolicyLink Economic Opportunities
<b>Faith Based In/near LPV:</b> -LA Third Church -Church of the Anointed -All Nations Living Fountain -Christ the Good Shepherd Episcopal Church -Calvary Chapel Crenshaw -Rehoboth Missionary Baptist -Goodwill	Communal gathering space Acts as a Safe zone both within and outside for nearby businesses Provides a forum for outreach for business owners and Allows for participation with business events/happenings in community Donation Centers provide a point of access/ opportunity	Historical standing of churches in the community. May use influence to stop development The views of religion may be in conflict with views of potential new people/businesses Lack of property tax going into the community/B.I.D.	Local level stakeholders: -Volunteers -Staff -Families -community -ministries -Outreach recipients -congregation	Direct funding from community through donations Voluntary labor Special faith based grants and loans Goodwill: -Recycling and Retail sales -philanthropic investments -gifts -govt. support for mission services
<b>Citizen</b> - Middle Age People - Homeless People - African Americans -Youth people -Home owners vs Renters	- Middle Age people (35 to 64) (45%) and African Americans (81%) are the majority group in LPV - Homeless people are one of the main issue in LPV Homeownership (45%) Renter (55%)	- Cultural Identity (African Americans want to create a community with their identity but there are also other races) - Gentrification (Middle age people hope to have a beautiful community, but it lacks of fund as well as local attraction to other people) - Homeless Issue (Affects normal business, environmental beauty, and community safety...) - Retaining youth people (many youth people choose to leave LPV because of its poor condition) Brain drain	- Existing Stakeholder Meeting - Outreach (Homeless, Old Residence, Local Youth Workshop ...)	- <b>The Minority Business Development Agency (MBDA)</b> (MBDA is agency that links minority-owned businesses with the capital, contracts, and markets they need to grow. (They) advocate and promote minority-owned business with elected officials, policy makers, and business leaders. They serve as subject matter experts and advocates for the minority business community.) - <b>LA Fund</b> (The Los Angeles Fund for Public Education partners with LA schools to invest in innovative, results-oriented programs designed to ensure every student has a chance to succeed.) <b>ArtsMatter:</b> Spearheading arts integration pilots to integrate arts education and creativity into the core curriculum. - <b>Continuum of Care Program (CoC)</b> Housing and Urban Development (HUD) program (The CoC program provides funding to states, localities, and nonprofit organizations to provide permanent housing, transitional housing, supportive services, HMIS, homelessness prevention.)