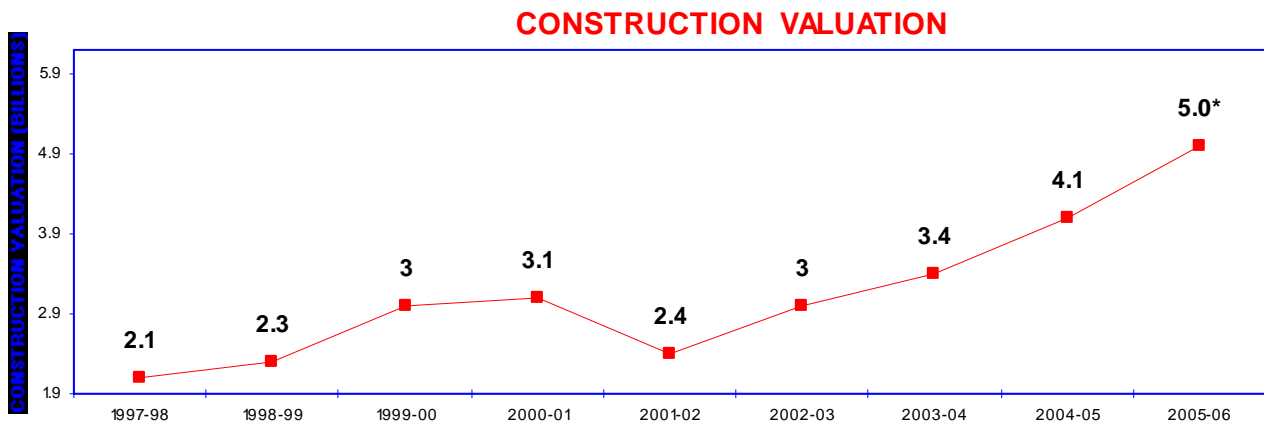


LA Business Team One-Year Report/Highlights July '05- July '06

I. Business and Corporate Retention, Growth and Attraction – supports the McKenzie Outcome: More Jobs, Quality Jobs

- Between July '05 and the present, the LABT began and completed dozens of business retention, growth and attraction efforts amounting to over \$150mm in capitalization/investment and over 3,000 jobs retained, grown or attracted to the City of Los Angeles.
- Among the businesses served are Herbalife, Pacifica Hospital, DirecTV, AlbertoCulver, Sunrider, the Hollywood Athletic Club, Klune Industries, CNN, Morgan Services and CA Landmark.
 - *Eg., Sunrider International (large business)* - Staff led Red Team to offer Enterprise Zone and other incentives, and assisted with permits. The company relocated from the Industry to LA, bringing in 500 jobs.
 - *Eg., South Coast Metal Finishing (small business)*- The City helped the owner secure a loan and City tax incentives for the operation, growing the company from 50 to 70 jobs. The Mayor visited this facility, which suffered from fire damage.
- The LABT is currently servicing business retention, growth and expansion efforts that amount to over \$460mm in capitalization/investment and over 5,300 jobs.
- Among the businesses being served are the California Mart, Boeing, Kaiser Hospital, FBI, and
 - *Eg., Union Ice and American Soccer (large)* - City assisted in facilitating the approvals for funding and expansion of the neighboring Union Ice facility to property owned by American Soccer, retaining and growing 300 jobs for Union Ice and 1000 for American Soccer.
 - *Western Badge Trophy (small)* – Staff has been working to retain this business in the City and in Enterprise Zone. Western, a 100 year old company with 50 jobs, is being displaced by the LAUSD from current site.

II. Strategically Select and Support Completion of Signature Development Projects



The City of Los Angeles will end FY '05-'06 with an all-time record high in new construction. For the first time in the City's history, the total value of new construction will hit **\$5,000,000,000!**

Downtown

- There are currently over 65 high-rises being planned for downtown and more than 75 citywide.
- During the Mayor's first year, the city-wide **Adaptive Reuse** projects are valued at **\$6,000,000,000**, with over 10,600 housing units in the pipeline of development. (To put this into perspective, the Staple Center, Disney Concert Hall, the Cathedral, the Grand Avenue Project, LA LIVE and the NFL/Coliseum Renovation have a total combined value of about **\$4,500,000,000**).

Grand Avenue

- In April, 2006, the Mayor unveiled Phase 1 of this \$2 billion project, which begins construction this year and ends in 2010. Jobs are union and living wage, with construction jobs estimated at 25,000 for all phases. The Mayor visited Frank Gehry's studio and met with Steve Ross of The Related Companies' in 2006 to promote this project.

LA LIVE

- In Fall 2005, commenced construction for this \$1.2 billion project that will create more than 25,000 jobs, produce more than \$18 million in new annual tax revenues, and draw over 10 mm visitors annually. Mayor led the Convention Center Hotel resolution and helped attract needed equity for the project. In September, 2005, the Mayor attended the ground breaking ceremony for Phase 1, scheduled for completion in 2007.

Downtown Women's Center (DWC)

- Obtained CRA Board approval of the development agreement for this 6-story, 67,000 sq ft supportive housing project, as well as financial support for the project's soft costs. Our office identified the historic Renaissance Building on 434 S San Pedro Street as the site for DWC.

Ralphs/South Park

- Continued construction toward the early 2007 completion date of the first Downtown Ralph's grocery store in over 70 years, a \$220 million project.

South LA

NFL – Coliseum Renovation

- In May, 2006, the Mayor presented the City's proposal to the NFL Owners. The City NFL Group, led by the Mayor and Councilman Parks, completed two Cooperative Agreements and one Development Agreement to entitle the Coliseum site and attract the NFL's \$800MM+ private investment. The NFL Group also secured approvals from the California Infrastructure and Economic Development Bank, CRA, Planning Commission, Cultural Heritage Commission and the Ad Hoc Stadium Committee.

Midtown Plaza

- Mayor rescued this \$120+ million, 375,000 sq ft retail project by bringing together interested parties to resolve deal points and preventing an LAUSD purchase. In May, 2006, CIM, lead developer, signed a lease with Lowe's, who will start construction in Summer 2006. In 2005, the 10 acre MTA transfer center began construction, and the City executed an Owner Participation Agreement with CIM.

Marlton Square

- In 2005, the City reaffirmed \$21.95mm in public funds for the 120,000 sqft retail center on 22 acres of land. The 180-unit *Buckingham Senior Housing* portion of the project is scheduled for completion by year's end. The project will provide over 300 permanent jobs for local residents.

Broadway-Manchester CD8/9

- During the Mayor's first year, the developer was selected via an RFP for the development of the Broadway-Manchester site. Our office resolved issues that attempted to discredit the City's RFP process, allowing the project to move forward.

Baldwin Hills Crenshaw Plaza

- The CEO of Capri Capital met with the Mayor and purchased the Plaza in Jan 06, proposing a number of improvements totaling over \$60mm in improvements.

Lanzit Industrial Park CD15

- In 2005, the City secured funds to conduct preliminary soils analysis for this \$24.5mm, 300+jobs industrial project. We then secured \$950,000 in BEDI funds to remediate the site for development, and in 2006, directed departments to conduct CEQA requirements and extend the Exclusive Negotiating Agreement with the developer.

Coliseum Center CD10

- In 2006, Mayor attended the Starbuck's Grand Opening at Coliseum Center with Magic Johnson. In March 2006, the Mayor participated in the Ribbon Cutting ceremony for the \$17mm project, which will provide 63,590 square feet of quality retail and over 500 jobs to local residents. Our office provided permit assistance to the Developer – Signage and Historic Preservation.

USC Galen Event Center CD8/9

- The Mayor and Council Offices we instrumental in negotiating a community benefits package for this 1.5 acre, \$70MM project, which will consist of a 255,000 square foot arena and 10,258 seats.

Wattstar Project CD15

- Staff has worked with CRA to provide the Wattstar development team with \$225,000 for predevelopment expenses. In addition, Staff has directed the CRA to give Wattstar and option agreement on 2 acres of City-owned land.

Eastside

Sears

- In early 2006, the City reopened the opportunity for a quality investor to develop this multi-hundred million dollar mixed-use town center on Olympic & Soto. New development team will be selected in Fall 2006.

BioMedTech Park

- The City provided assistance with infrastructure improvements, permits and approvals for USC's 7 acre BioMedTech Pocket Park, which will jump-start the 110 acre City/County/USC Park. USC developed specs for the first 100K sq ft building of the Park. In June 2006, the County Board of Supervisors adopted its proposed Whiteside Redevelopment Project as the precursor to the merger of the City and County jurisdictions, paving the way for the 110 acre Park, slated for completion in 2007. In early 2006, the Broad Foundation donated \$25million to the USC Medical Campus, completing the funding for the \$150mm "Broad Center for Integrated Biology and Stem Cell Research", **the largest stem cell research center in California**. Construction begins in Fall 2006 \$150million.

East Valley

No Ho Commons Mixed-Use Project

- Phase II of the \$190 million No Ho Commons Mixed-Use project broke ground in the February 2006. The project is currently under construction and Phases I and II will be completed in early 2007. Our office successfully pushed for the inclusion of office space during Phase III negotiations for the creation of quality jobs, expected to be over 1200 for project, in the community.

Valley Plaza

- The Mayor helped secure a major anchor lease for this multi-hundred million dollar, 25-acre project that will generate over 1,500 jobs and \$2.6 million in annual tax increment.

Pacoima Center Retail Development

- In May, 2006, the Regional Water Board approved Phase I of the clean-up for this 35-acre site. The construction of a 120,000 home improvement and garden center will begin in Fall 2006.

No Ho Metro Mixed-Use Project

- The Mayor's Office assisted in attaining the RFQ Development Design Guidelines, paving the way for the RFQ public release in July 2006.

West Valley

Westfield Topanga Shopping Center

- Facilitated development services for the \$350 million, 1.6 million square-foot super-regional center that will generate 5,000 construction jobs and 1,700 permanent jobs. The project will bring over 130 new stores and is expected to generate 28 million visitors annually.

Hart Village

- Broke ground on the \$20.2 million, 47-unit affordable housing project in Canoga Park, which will provide over 280 construction jobs to local residents.

Reseda Theater Project

- Obtained initial approvals for this first major catalytic public/private partnership \$6mm multi-use entertainment project to be implemented in the Reseda Business District.

Hollywood

Hollywood and Vine Project

- In April 2006, the City Council approved discretionary actions, leading the way for site planning and construction drawings this Spring, with groundbreaking slated for November, 2006.

Wilshire/Western MTA Development

- Groundbreaking for this \$159mm project is expected in Summer 2006. Our office assisted with finding suitable locations for MTA buses displaced by construction.

Capitol EMI Records

- The Mayor's Office, in partnership with CM Garcetti, helped retain the landmark Capitol building for job creation (vs condo conversion). The City issued a Request for Letters of Interest for the Capitol EMI block to pave the way for a Capitol EMI digital entertainment campus to increase industry jobs. The Capitol EMI building was declared a historic landmark by the Cultural Heritage Commission in Spring 2006.

West LA

Westfield Century City

- Phase I of the \$650mm mall renovation will be completed at the end of 2006, with the Phase II draft EIR to be issued by end of 2006.

BET (Black Entertainment Television)

- Our office helped BET with tenant improvements for the new West Los Angeles headquarters, bringing in over 100 jobs into one location.

FBI Headquarters

- Reached out to the federal GSA to locate over 1600 FBI jobs in LA, and continuing to help GSA in expanding the search to consolidate the FBI in Los Angeles.