



THE BEST CITIES TO LIVE, WORK + PLAY

PERHAPS MORE THAN ANY OTHER REGION IN THE WORLD, LOS ANGELES OFFERS A WIDE-RANGING AND UNIQUE assortment of cities that each boast unique offerings of culture, entertainment and places to live and work. With almost ten million residents and 224 spoken languages, Los Angeles has truly become the cultural capital of the world. Los Angeles County is a vast region with over 4,750 square miles, and its 88 cities and over 100 unincorporated areas are as diverse as its population. The tools, resources and amenities available to companies of all sizes are tough to match anywhere in the nation.

To take a better look at some of the region's leading cities and their differentiating factors, the Los Angeles Business Journal has compiled data and prepared Q&A-style conversations with officials from some of the standout cities located in LA County – and a few extra surprises as well.

STATE OF LA

CITY OF BURBANK

The Media Capital of the World

[ChooseBurbank.com](https://www.chooseburbank.com)

[VisitBurbank.com](https://www.visitburbank.com)

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POPULATION

105,357

COUNTY

Los Angeles

KEY BURBANK EMPLOYERS

- The Walt Disney Company
- Warner Bros. Discovery
- Netflix Animation
- Amazon
- Tesla
- Nickelodeon
- Providence St. Joseph Medical Center
- Cast & Crew
- Deluxe Shared Services
- Hollywood Burbank Airport



How has Burbank sustained interest for companies seeking new locations given the challenges of the past few years in the economy and daily work life?

The City of Burbank is the media capital of the world, home to media giants like Warner Bros. Discovery, Walt Disney Company, Nickelodeon and Netflix. With a population of 105,000 residents, 182,000 jobs and its close proximity to Los Angeles, Burbank is the ideal location to live, work and play. Burbank has a resilient economy, while it has felt its dips over the past few years, it has come back even stronger. The major factor in Burbank's resiliency is our strong media and entertainment industry, the world continues to desire media content, and Burbank's companies are ready to create and distribute it. Burbank's resiliency is also a result of our economic development efforts to facilitate job growth, create vibrant neighborhoods, enhance tourism and support businesses while also anticipating headwinds in an evolving and changing economic environment.

How does Burbank differentiate itself?

Burbank is a safe, beautiful and thriving community and where the creative industry lives. More than 76,000 of our jobs are in entertainment and we are still growing. Burbank offers unique neighborhoods with hundreds of restaurants, shops, and attractions that make it the ideal location for investment. Burbank has a strong reputation as a dynamic business destination with:

- A proactive city government that provides exceptional services with a dedicated utility;
- More than 1,000 entertainment, media and post-production companies call Burbank home;
- ONEBurbank Fiber Optic Network offering businesses ultra-high-speed and reliable internet services;
- The Hollywood Burbank Airport, served by ten airline carriers and 29 non-stop US destinations; and
- A robust tourism industry with 19 hotels, a conference center and three million visitors annually.

Which industries are demonstrating the most interest in Burbank?

Burbank continues to diversify and experience growth within the entertainment sector in areas such as visual effects, animation, post-production, music, design and more. This is most evident with the approval of 16 new sound stages at the Warner Bros Ranch Studios Lot. Burbank has also seen an increase in demand in the healthcare, hospitality and technology sectors. Specifically, for healthcare, there is additional demand for urgent care and medical office uses and for hospitality there are currently 19 hotels in Burbank with an additional 4 hotels in the queue adding a total of 920 hotel rooms.

What incentives or other programs have been created to help Burbank attract business?

The City of Burbank is a business forward city providing several incentives that are attractive for new business looking to locate in Burbank as well as for the more than 12,400 existing businesses that continue to thrive here. One of the major reasons businesses choose Burbank is because we have no city income tax, no gross sales receipt tax, and a competitive business application fee. Additionally, economic development provides businesses with site selection and business concierge services guiding and helping businesses navigate through the City's entitlement process.

The City also offers a variety of programs to help businesses succeed including our 'Business Visitation Program,' facilitating business visits with various industry sectors to build relationships with the business community and ensure that businesses are satisfied with City services. And the 'Welcome to Burbank' program, which offers an opportunity to introduce new businesses to the resources and programs that the City of Burbank offer. But most importantly the City of Burbank prides itself on customer service and responsiveness. We have heard over and over that City staff is responsive and always willing to help.



CITY OF BURBANK

THE MEDIA CAPITAL OF THE WORLD



Choose Burbank

Burbank is the place to be! Recognized as the “Media Capital of the World” Burbank is centrally located, and features a population of 2.2 million in a 10-mile radius. With more than 1,000 creative companies, one of the top 3 AMC Theatres in the world, unique urban neighborhoods, and diverse shopping and dining scene, it’s all here – in Burbank, CA.

TOP REASONS WHY YOU SHOULD CHOOSE BURBANK:

1. **2.2 MILLION POPULATION IN 10 MI. RADIUS**
2. **NO CITY INCOME TAX & NO GROSS SALES RECEIPTS TAX**
3. **HIGHLY EDUCATED & SKILLED WORKFORCE POPULATION OF 182K**
4. **AVERAGE HHI OF \$125,000**
5. **AMC THEATRE RANKED TOP 3 GLOBALLY**
6. **TOP LOCAL EMPLOYERS**

7. **LARGEST IKEA IN THE U.S.**

8. **DEDICATED BUSINESS CONCIERGE SERVICES**
9. **PER CAPITA SALES OF \$8,500**
10. **DAYTIME POPULATION OF 250K**
11. **POLICE RESPONSE TIME: 2 MIN 59 SEC
FIRE RESPONSE TIME: 6 MIN 48 SEC**

RECENT ATTRACTION EFFORTS



Scan this code to discover exciting projects in Burbank!



CHOOSEBURBANK.COM
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STATE OF LA

CITY OF CARSON

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POPULATION

92,388

COUNTY

Los Angeles

KEY INDUSTRIES WITH HEADQUARTERS IN THE CITY

- Finance & Insurance
- Health & Social Assistance
- Manufacturing
- Mining, Quarrying, Oil, Gas Extraction
- Retail Trade
- Utilities



How has your city/EDC sustained interest as an attractive option for companies seeking new alternatives and locations, given the challenges of the past few years on the economy and daily work life?

Recently, Carson adopted a new Economic Development Strategic Plan which includes several industry-specific “gamechangers.” These include investing in downtown; growing the sports, tourism and hospitality sector including creating a Live Entertainment District; incentivizing high job-creation and placemaking land uses; and partnering with environmental technology start-ups.

How does your city differentiate itself from others in the region?

Carson is the single best location on the West Coast for logistics and goods movement and has a long industrial history but prides itself on being the sports- and group meeting powerhouse of the South Bay, as the home of the LA Galaxy, the Porsche Experience Center, Cal State Dominguez Hills and other meeting facilities. Yet the City remains affordable and a good value for its residents and businesses and provides a high quality of life with fully staffed parks and recreation programs, and unique and high quality human service programs for residents.

Which industries are demonstrating the most interest in your area today?

Major retail development is still underway – the Los Angeles Premium Outlets, the Carson Country Mart, the redevelopment of South Bay Pavilion, and a Costco – and new sports and entertainment venues are also scouting Carson. Carson is also seeing growth in the manufacturing sector, particularly in electric vehicle design and engineering.

What type of new-build activity are homebuilders experiencing, and what’s next for the sector in the coming months?

The 177-unit Carson Landing and the 34-unit Upton projects are new townhome communities which have sold out or are nearing completion. Major multi-family projects in the City’s core could bring nearly 4,000 new units of

different types – mid-rise apartments, townhomes, and even detached homes. The signature residential project here, the 1,115-unit Carson Lane project, is in plan check. Carson is also experiencing a boom of small residential projects in the 4- to 20-unit range.

How is technology impacting the needs of businesses moving into the area?

Two technologies affect businesses: available, quality electrical power and high-speed broadband services. Carson is seeing an influx of businesses created to electrify vehicle fleets at the ports, but they need plentiful electric power in the right locations. We are partnering with SCE to help meet the challenge. Quality broadband, as always, is a universal challenge.

How has the Los Angeles region’s market growth impacted development and offerings in your city over the past three years?

The steady increase in traffic at both local ports affects Carson in dramatic ways, creating economic pressure on industrial land to be developed as logistics rather than other types of industrial uses. The City is developing incentives to mitigate the economic disadvantage that other land uses – manufacturing and commercial/retail – face when competing with logistics. On the flipside, the robust LA housing market has made housing development in Carson very attractive for developers, although projects have recently slowed in the changing interest rate environment.

What financial, tax incentives, or other programs have been created to help your city attract businesses?

In the past year, Carson has funded the Small Business Growth Academy run by the Innovation Incubator at CSUDH and created a Commercial Façade Improvement program for retail/commercial businesses and shopping center owners to increase the appearance and vitality of these businesses. Carson has also entered into Economic Development Incentive Agreements with targeted retail developers or tenants to facilitate new retail and restaurant projects in preferred locations.





Carson



Good Year Blimp



California State University, Dominguez Hills



Downtown Carson



Dignity Health Sports Park



Porsche Experience Center

LIVE - WORK - PLAY

The City of Carson is the jewel of the South Bay located 16 miles from downtown Los Angeles. Carson is just a few miles from the Los Angeles Harbor and within six miles of the beaches. Carson's motto is "Future Unlimited" and it is a great place to live, work and play. Carson has demonstrated exceptional contributions to economic development and fostering growth of businesses. The Innovation, Sustainability, and Project Management (ISPM) Department is taking the lead on a Broadband and Digital Equity project. The project will create a broad map for improving the city's access to the internet.

Carson is committed to finding ways to reduce emissions within the city. Our Community Services Parks and Recreation Department will place solar panels at Veterans Park and Sports Complex. This will be one of many solar panel projects throughout the city. We plan to install a vast number of electric vehicle charging stations at local parks and the community center. In addition we are one of the first cities in the South Bay that will have not one, but 20 level three Tesla superchargers that will be located at the Carson Event Center.

Carson is proud to have launched two grant programs to assist our business community: 1.5 million dollars for the small business and one million dollars for the commercial façade. These grants will support the businesses in Carson who have been negatively impacted by COVID 19.

This year was the 55th anniversary of the city of Carson. For the first time in our history we have an 88 million dollar surplus. These are historic levels of reserves that will be invested in the city's infrastructure, parks and programs. For the second year in a row, the city of Carson has ranked among the top performing cities in the state. Carson is proud to once again be a finalist for the business friendly city award by the Los Angeles Economic Development Corporation (LAEDC). The City is proud to provide an environment for businesses to flourish and we look forward to new businesses making Carson their home in the future.



STATE OF LA

CITY OF INGLEWOOD

cityofinglewood.org

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POPULATION

110,000

COUNTY

Los Angeles

KEY DESTINATIONS IN THE CITY

- Sofi Stadium
- Kia Forum
- YouTube Theater
- Intuit Dome
- NFL Media at Hollywood Park
- Los Angeles Philharmonic Youth Center
- Cineopolis Luxury Cinemas
- Showtime Production Studios
- Cosm
- Hollywood Park Retail Center



How has your city sustained interest as an attractive option for companies seeking new alternatives and locations, given the challenges of the past few years on the economy and daily work life?

The City of Inglewood stands as a premier national destination strategically positioned just three miles away from LAX, one of the nation's busiest airports. With its proximity to Downtown Los Angeles and surrounded by Los Angeles on three sides, Inglewood is situated at the heart of the South Bay, making it an exceptionally desirable location. The Inglewood sports and entertainment district is unmatched in California, attracting a continuous stream of visitors. This influx of tens of thousands of cars and hundreds of thousands of people, combined with high-end retail, entertainment and sports offerings, creates a thriving ecosystem of "opportunity purchases" before and after events. The resulting sales taxes bolster the City's ability to invest in critical infrastructure, public safety and essential services, further enhancing the City's overall appeal to businesses.

Moreover, Inglewood boasts direct access to major transportation hubs, sports, and entertainment, translating into increased consumer spending and substantial buying power. Businesses, especially those relying on foot traffic, find Inglewood to be an ideal location due to its ability to draw and retain a steady market for extended periods. In summary, Inglewood offers a comprehensive package of advantages that makes it a prime choice for businesses looking to establish themselves.

How does your city differentiate itself from others in the region?

Inglewood distinguishes itself from neighboring cities through its unique governance model. Led by Mayor James T. Butts, Jr., a seasoned municipal expert with five decades of experience, the City operates like a nonprofit corporation. This approach ensures efficient and reliable execution of deals, minimizing capital risk associated with political uncertainties. The trust and confidence established at the municipal level are crucial when forming partnerships involving significant financial investments, which often reach millions or even billions of dollars.

Furthermore, Inglewood has demonstrated a commitment to fiscal responsibility, maintaining a ratio of over 67% of its general unobligated reserves compared with its annual spending plan. Those reserves total over \$100 million. The City's financial stability is exceptional, far surpassing the typical 10% reserve held by most cities. Inglewood has also received an AA credit rating from S&P (elevating successively annually from BBB- in 2011), signifying the City's economic strength. These indicators collectively reflect the success of creating an environment conducive to growth and prosperity.

Which industries are demonstrating the most interest in your area today?

Inglewood, known as the "City of Champions," boasts

a rich history in sports and entertainment. Under Mayor James T. Butts, Jr.'s 13-year tenure, the City has experienced a remarkable resurgence, re-establishing itself as a vibrant hub for hospitality, retail and entertainment. Notable additions include the NFL Network, the LA Philharmonic Youth Orchestra program, Girls Scouts of Greater Los Angeles, Showtime Production Studios, YouTube Theater, and the Kia Forum, which hosts 80 concerts annually.

Major events like Super Bowl LVI, the presence of NFL teams (Rams and Chargers), the Clippers, Wrestle Mania, FIFA World Cup 2026, and the 2028 Olympics have further solidified Inglewood's status as a premier destination. In July and August 2023 alone, the City welcomed 680,000 visitors for the Taylor Swift and Beyonce concert engagements. The hotel and hospitality industry is flourishing in Inglewood, with three new state-of-the-art luxury hotels in the pipeline, offering over 650 rooms and a range of amenities, including rooftop pools, business services and meeting space, restaurants, lounges, outdoor gardens, modular parking and helipads.

Retail continues to expand, with one million square feet of retail space and fine dining options set to open. Additionally, Cineopolis, the first movie theater in three decades, opened in July 2023, alongside the soon-to-open Cosm LA - Hollywood Park, an immersive concert and virtual reality event experience model employing cutting-edge technology.

What type of new-build activity are homebuilders experiencing, and what's next for the housing sector in the coming months?

Inglewood is recognized as the fastest-growing city in the county, witnessing a surge in housing development across all income levels. The City ranks number one per capita and in whole numbers for low-income housing in the South Bay region. Simultaneously, there has been an influx of market-rate and luxury housing construction.

Since 2013, home values in Inglewood have experienced remarkable growth, surging by 140%, surpassing the state's growth rate of 104% and the national rate of 103%. Median household buying income has also risen significantly, with a growth rate of 34.6% since 2013, outpacing both the county and the State of California. In 2023, the LA County Assessor's Assessment Roll recorded a total assessed value of \$2 trillion dollars for Los Angeles County. Of the \$2 trillion, Inglewood contributed a notable total assessed value of \$16.1 billion for residential, apartment complexes, and commercial and industrial properties in Inglewood. This represents a 5.3% improvement over 2022, a 71% increase over the last five years, and an impressive 143.4% increase over the past 13 years.

These figures translate into approximately \$43.8 million in property taxes generated for the fiscal year 2023-2024. In 2023, the median home sales price for single-family homes reached \$760,000, marking a 5% increase over 2022 and a 10% increase over 2021. This trend is expected to continue, presenting significant generational wealth opportunities for Inglewood residents.



CITY OF INGLEWOOD



CHAMPIONS WORK HERE!

The Inglewood sports and entertainment district is unmatched in California, attracting a continuous stream of visitors. High-end retail, entertainment, and sports offerings, creates a thriving ecosystem of "opportunity purchases" before and after events.

EXPERIENCED LEADERSHIP

Inglewood distinguishes itself from neighboring cities through its unique governance model. Led by Mayor James T. Butts, Jr., a seasoned municipal expert with five decades of experience, the city operates like a nonprofit corporation.

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THE BEST CITY TO
LIVE, WORK + PLAY

STATE OF LA

CITY OF PALMDALE

cityofpalmdaleca.gov

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POPULATION

165,900

COUNTY

Los Angeles

KEY BUSINESSES IN PALMDALE

- Northrop Grumman
- Lockheed Martin Skunk Works
- Boeing
- NASA
- Delta Scientific
- Kinkisharyo
- US Pole
- US Tool Group



How does Palmdale differentiate itself?

Palmdale is located in the heart of the Antelope Valley, affectionately known as Aerospace Valley, where hundreds of innovative aerospace, commercial space, research and development and government facilities employ more than 260,000 highly skilled people. Although Palmdale is known for its rich aerospace history, the City is also quickly becoming a manufacturing and logistics hub for Southern California. Businesses are attracted to Palmdale's business-friendly approach, streamlined development process and skilled workforce. People who value a high quality of life, recreational programs for every age group, and the opportunity of homeownership, call Palmdale home. With more than 5,300 new housing units in the development pipeline, there are plenty of opportunities to support the long-term housing needs of this growing community.

What type of opportunities exist for businesses looking to relocate or expand to Palmdale?

More than 60% of the City's 106 square miles is undeveloped, so there is ample opportunity for businesses seeking to expand and relocate. With affordable land and buildings — in comparison to the rest of the LA market — Palmdale also creates opportunities for businesses who are tired of leasing to finally own. Unlike many communities in Los Angeles County, Palmdale welcomes development, allowing businesses of all sizes to develop facilities to suit their specific needs. National developers are entitling more than 13 million square feet of new industrial space, with new facilities from 100,000 to more than 1,000,000 square feet.

Which industries are demonstrating the most interest in Palmdale today?

Aerospace, manufacturing, logistics, film and renewable energy industries have staked a claim in Palmdale. The

City's strong aerospace presence, history of innovation and flight test continue to make it a top choice for aerospace businesses. Manufacturing and logistics businesses are drawn by the skilled workforce and easy access to major highways, ports and airports. Palmdale is expanding its film-friendly reputation as shooting days continue to increase with new investment in film stages, warehouses and rental facilities, including the opening of the new Palmdale Film Stage. These industries collectively contribute to Palmdale's economic diversification and make it an attractive destination for a variety of businesses.

What financial, tax incentives or other programs have been created to help Palmdale attract businesses?

Palmdale offers several incentive programs and other opportunities to make business relocation or expansion less burdensome. The Palmdale Enhanced Infrastructure Financing District (EIFD) provides funding for the City to partner with businesses to help build offsite infrastructure improvements to support new development. Palmdale enjoys its own Foreign Trade Zone designation allowing businesses to reduce or eliminate tariffs and duties paid on imported and exported goods. This benefits companies engaged in foreign trade. The new Aerospace Incentive Program, launching later this year, is designed to attract small and medium-sized businesses supporting the aerospace industry. The program provides financial incentives to qualified businesses bringing high-paying jobs and new capital investment in Palmdale.

Palmdale is part of the expanded TMZ Secondary Film Zone which provides incentives to filmmakers and production companies, encouraging them to film in Palmdale. Film Palmdale will also soon launch a new incentive program to provide rebates on film permit fees, making Palmdale an appealing destination for film and television productions.



BEYOND BUSINESS AS USUAL

For support that's anything but status quo, Palmdale is the premier locale for aerospace, logistics, and manufacturing sectors to achieve supersonic success.



Northrop Grumman



Learn why more businesses are calling Palmdale home:

AEROSPACE PIONEERS

Our concentration of aerospace industry giants has bred a long history of aerospace and aviation innovation.

INDUSTRIAL OPPORTUNITIES

With the development of 12 million square feet of new industrial space near Air Force Plant 42, Palmdale presents an unprecedented opportunity for businesses to expand and thrive.

STRATEGIC LOCATION

Seamlessly connect with your supply chain partners thanks to our easy access to major highways, railways, and airports.



Two time winner of LAEDC's
Most Business-Friendly City Award

For more information:

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STATE OF LA

CITY OF PASADENA

cityofpasadena.net

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POPULATION

138,310

COUNTY

Los Angeles

BUSINESSES WITH HEADQUARTERS IN PASADENA

- Arrowhead Pharmaceuticals
- BYD Motors
- California Institute of Technology (Caltech)
- Doheny Eye Institute
- East-West Bank
- Jet Propulsion Laboratory (JPL)
- Parsons Corporation
- Tetra Tech
- Wescom
- Western Asset Management
- Xencor



LANCE HAYASHIDA/CALTECH



How does Pasadena stand out from other regional cities?

Pasadena, located just 15 miles north of downtown Los Angeles in the San Gabriel Valley, offers a unique urban experience in a tranquil setting. Its historic buildings, lush landscapes and abundant California sunshine create an inviting atmosphere. Visitors and residents have easy access to shops, restaurants and entertainment, all while being close to the majestic San Gabriel Mountains. Known as the “City of Roses,” Pasadena is renowned for its Tournament of Roses Parade and Rose Bowl, top-tier museums, dining and outdoor activities, making it a welcoming destination for everyone.

What are businesses looking for in a site location today?

Businesses today seek more than just a physical location; they seek a supportive ecosystem that fosters growth and innovation. In Pasadena, the focus has shifted towards providing comprehensive resources and support for businesses. The City’s Economic Development Team is committed to driving the local economy and ensuring that Pasadena is positioned competitively for new investment. Whether a company is a startup or looking to relocate corporate headquarters, it can benefit from the rich network of science and tech companies in Pasadena.

Which industries are most interested in your area today?

Pasadena is the perfect destination for commerce, culture, entertainment and innovation. With over

300 science and tech companies, it has emerged as a thriving hub for innovation and entrepreneurship, spanning sectors like life sciences, consumer tech, and more. Local resources and innovation partners further bolster Pasadena’s reputation as a startup and tech ecosystem. The life science industry cluster is gaining momentum and with more industry-friendly changes being considered, we believe the cluster will continue to expand. Institutions like Caltech, Art Center College of Design, and the Kaiser School of Medicine contribute to the City’s status as a hotbed for innovative talent.

What opportunities exist for businesses looking to relocate to your city?

Pasadena offers a wide range of opportunities for businesses looking to relocate or expand. The City’s strong focus on science and technology makes it an ideal destination for companies in these fields. With a growing life science industry and a low vacancy rate, there’s a high demand for space in this sector. Moreover, Pasadena’s commitment to supporting life science businesses extends to site selection assistance, convening stakeholders, regulatory adjustments, and more, making it an attractive option for companies in this field.

When you choose Pasadena, you’re choosing a community where dreamers, doers, innovators and thinkers come to live, study and play.

We invite you to explore all the amenities that Pasadena has to offer. You will find cuisine from every corner of the globe, discover an authentic and walkable downtown, and a city that stimulates the imagination.



THINK PASADENA

Pasadena is a place where dreamers, doers, innovators, & thinkers come to live, work, study & play.

It happens EVERYDAY.
It happens in PASADENA.

We are a city full of creatives, entrepreneurs, CEOs and actual rocket scientists. We shine the light on those people who are inventing, and reinventing, what it means to live & thrive in Pasadena everyday.



Visit our website for more information:
www.cityofpasadena.net/economicdevelopment/

STATE OF LA

RIVERSIDE COUNTY

RivCoED.org

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POPULATION

2,439,234

COUNTY

Riverside

KEY BUSINESSES HEADQUARTERED IN RIVERSIDE COUNTY

- California Air Resources Board (CARB)
- KTM North America
- Pacific Clay
- Altura Credit Union
- Provident Bank
- Bourns, Inc.
- Pro-Line Racing
- Phenix Technology Corporation
- CT Coachworks
- Genesis RV
- Aircraft Spruce & Specialty
- Calstrip Industries, Inc.
- Jimenez Mexican Foods
- Del Real Foods
- Monster Beverage Corporation
- Blue Sky Beverage Company
- LaSalle Records
- Sterno Candlelamp Co.
- Fleetcrew
- ICSN, Inc.
- Best, Best & Krieger LLP
- R W Lyall & Co, Inc.
- Luxfer Gas Cylinders
- Tortillacraft
- J Ginger Masonry
- San Gorgonio Pass Wind Farm
- Shields Date Gardens
- 50+ Wineries
- ...and many others



RIVERSIDE COUNTY
OFFICE OF ECONOMIC DEVELOPMENT



How has Riverside County sustained interest as an attractive option for companies seeking new locations?

Business-Friendly Environment: Riverside County cultivates a business-friendly environment. The Business Assistance Now Program offers customized support from site selection and financing to permitting assistance, at no cost. Riverside County provides hiring and job training assistance and collaborates with local educational institutions to ensure a well-trained and skilled workforce. Businesses are poised for greater success when they have convenient access to the guidance and support essential for their growth and development.

Strategic Location & Available Land: Riverside County, at 7,303 sq mi, offers a diverse economy with opportunities in various sectors, including advanced manufacturing, healthcare, tech and agriculture. The county's proximity to major markets, such as LA and San Diego, as well as the ports provides companies with access to a large customer base and a strategic location.

Dynamic Growth: Riverside County stands out as California's most rapidly expanding county, boasting a population exceeding 2.4 million. Moreover, its foreign trade has surged by an impressive 30.8% from 2020 to 2021, accompanied by a remarkable Gross Regional Product (GRP) growth rate of 11.5% during the same period. Furthermore, it ranks as the 12th largest workforce in the United States, with a labor force exceeding 1.2 million individuals.

Thriving Innovation: Riverside County's innovation is rooted in its forward-thinking approach and the power of collaboration. The county has strategically established itself as a focal point for clean energy initiatives and advancements in health tech and life sciences. With a network of five business incubators and the region's only world-class research and development university, the county and UC Riverside (UCR) recognize the significance of fostering both emerging startups and well-established businesses. For more information, visit www.RivCoInnovation.org.

Which industries are demonstrating the most interest in Riverside County?

Riverside County's top five fastest growing industries,

2018-2022, have been: Tourism, Logistics, Real Estate Development & Construction and Health Care.

Riverside County offers vast potential for growth in the clean tech and energy sectors, led by the presence of the California Air Resource Board SoCal headquarters and UCR. A strong partnership with UCR exists to advance technology transfer in many areas including clean energy, climate tech and ag tech. Working in synergy, this partnership harnesses collective knowledge and resources to seize tech opportunities in business attraction while rolling out the red carpet.

What makes Riverside County an exciting destination for tourists and resident quality of life, alike?

Temecula Valley Wine Country is home to 50+ wineries. Situated in the heart of Southern California, this picturesque region offers a unique blend of scenic beauty and award-winning wines.

The Greater Palm Springs region is renowned for its hotels, world-class resorts, spas and golf courses and is a desert oasis that offers a luxurious and vibrant lifestyle, making it a popular destination for leisure and business travelers.

Riverside County is host to a variety of entertainment options and events throughout the year. The Coachella Valley Music & Arts Festival, the Palm Springs International Film Festival and the Temecula Valley Balloon & Wine Festival are just a few examples of the vibrant cultural scene in the county.

Riverside County offers a wealth of natural beauty and outdoor recreational opportunities. From the stunning Joshua Tree National Park to the scenic Lake Skinner Recreation Area, the county provides a diverse range of landscapes for residents and visitors to explore.

Riverside County offers relatively affordable housing options compared to neighboring areas like LA and Orange County with a median home price of \$618,000.

The many attractions, accommodations, entertainment options and affordability not only contribute to the quality of life in the county but also offer potential benefits for companies seeking to attract employees who value an elevated, active and outdoor-oriented lifestyle.



RIVERSIDE County

7,300 SQ. MILES OF OPPORTUNITY

DIVERSITY
65%+

POPULATION
2,435,525

TOTAL WORKFORCE
1,131,857

BUSINESS ESTABLISHMENTS
73,000

GROSS REGIONAL PRODUCT
\$104 BILLION

MEDIAN HOUSEHOLD INCOME
\$76,066

TOTAL HOUSING UNITS
858,681

MEDIAN HOME PRICE
\$615K



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STATE OF LA

SANTA CLARITA VALLEY

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POPULATION

294,090

COUNTY

Los Angeles

KEY BUSINESSES WITH HEADQUARTERS IN SANTA CLARITA VALLEY

- Alfred Mann Foundation
- DrinkPAK
- Boston Scientific Neuromodulation
- ITT Aerospace Controls
- Logix Federal Credit Union
- Princess Cruises
- Sunkist
- Vallarta Supermarkets
- Williams Homes
- Woodward



SANTA CLARITA VALLEY
ECONOMIC DEVELOPMENT CORPORATION



How does your city/valley differentiate itself from others in the region?

Santa Clarita Valley is growing! Ranked as the 13th fastest growing city in the US, our community is also home to the largest mixed-use development in California. FivePoint Valencia is bringing 21,500 homes and 11.5 million square feet of office, retail, industrial, recreational, school and public space. Other housing developments are bringing new apartments, condos and single-family homes to meet the needs of families at all stages of life. Recent industrial development has grown SCV's job base, providing local career opportunities for residents. Road expansion on I-5 will create a smoother travel for residents, trade and commerce.

What does your EDC evaluate when looking to attract a new business?

Santa Clarita Valley is home to manufacturers large and small in aerospace, medical devices and consumer products. Major corporations, including Sunkist, Princess Cruises and Logix Federal Credit Union are headquartered here. CalArts is one of the world's premier arts colleges whose graduates go on to work at local companies in technology, gaming and film. Located within the 30-mile zone, SCV's inventory of soundstages and movie ranches has grown dramatically in recent years and is still expanding. SCVEDC seeks companies like these that provide economic diversity, opportunity and resilience for the region.

How has your EDC sustained interest as an attractive option for companies seeking new alternatives and locations, given the challenges of the past few years on the economy and daily work life?

Companies choose Santa Clarita Valley for its modern

infrastructure, building availability and business support. Moreover, SCV is an attractive location for their employees, with exceptional schools, expansive outdoor recreation space, safe neighborhoods, high quality healthcare, and more affordable pricing than most regions in Los Angeles. That's why, in a recent survey of business executives, 82% of respondents rated the business climate as positive or extremely positive and a whopping 91% rated the quality of life as good or extremely good! Whether you are working for a great SCV company or working remotely, the SCV has everything you need within arm's reach with room to grow.

What type of new-build activity are homebuilders experiencing, and what's next for the sector in the coming months?

Many different new housing projects are being built across SCV, offering something for everyone. New homes offer modern amenities, solar and high-speed internet. Adaptable floor plans can be designed to meet the needs of today's families, with options for a home office, an in-law suite, or room for a growing family.

Which industries are demonstrating the most interest in your area today?

SCV was well positioned to take advantage of the growth in e-commerce due to its proximity to Los Angeles, convenient freeway access, and high-quality industrial space. Due to the high demand for TV and film content, SCV now has more sound stage space than the entire country of Australia! Companies including Logix and DrinkPAK opened new headquarters in SCV, bringing hundreds of new jobs to our valley. Businesses of all sizes and sectors find success in SCV.



ROOM TO GROW IN THE SANTA CLARITA VALLEY



Located just 30 miles north of downtown Los Angeles, the Santa Clarita Valley offers you the space to think big.

Consistently ranked as LA County's most business-friendly city, Santa Clarita is also highly ranked among the **safest, healthiest** cities in the US, and one of the **best places** to start a family.

"This is the biggest small town in America. You can do everything, right here."



3rd
Largest City in
Los Angeles County

Grow Your **LIFESTYLE**



Grow Your **FAMILY**



Grow Your **CAREER**



15th Happiest City in US

3rd Safest Mid-Sized City in US

13th Fastest Growing City in US

4th Most Ambitious Business City in US

Over **25,000** ACRES OF OPEN SPACE



100 miles of trails

Over **50** public parks



\$123k

Median Household Income

scvedc.org/room-to-grow

info@scvedc.org



SANTA CLARITA VALLEY
ECONOMIC DEVELOPMENT CORPORATION

STATE OF LA

CITY OF WHITTIER

cityofwhittier.org

EDC CONTACT

Ben Pongetti
Community & Economic Development
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POPULATION

85,408

COUNTY

Los Angeles

KEY BUSINESSES WITH HEADQUARTERS IN WHITTIER

- PIH Health
- Whittier Hospital Medical Center
- Toyota of Whittier, Ocean Honda of Whittier
- United Legwear & Apparel (Hurley)
- Santa Fe Rubber Co.
- Hedman Heddars
- Whittier Brewing Co. @ Poet Gardens
- La Bodega Brewing



How has Whittier sustained interest as an attractive option for companies seeking new alternatives and locations, given the challenges of the past few years on the economy and daily work life?

Whittier offers a favorable combination of location, workforce, business-friendly policies, infrastructure and quality of life that make it an attractive destination for companies of all sizes. The City invests in diverse industry sectors and by adapting to market shifts, offering resources and grants, and working collaboratively with businesses entities like the Whittier Area Chamber of Commerce, Whittier Uptown Association and Uptown Whittier Improvement Association to navigate challenges, we've weathered economic disruptions together. Of equal importance, Whittier's strong sense of community, quality schools, in-house public safety and vast cultural amenities continue to make it an attractive place to live, work, shop and play.

How does Whittier differentiate itself from others in the region?

Whittier is known for its celebrated community events, hiking trails, tree-lined streets, and small-town charm. Its proximity to major markets offers a broad consumer base and supply chain network, and its affordable commercial space makes it an ideal location for businesses large and small. The City has invested in a broadband master plan enhancing connectivity and high speed internet access, as well as a unique microwave communication system offering higher data and bandwidth capabilities. Whittier is also home to reputable institutions like Whittier College and Rio Hondo College, providing distinguished educational opportunities and a skilled workforce pipeline, as well top-tier healthcare partners like PIH Health. The City prides itself on streamlined permitting, dedicated business concierge services, and incentives for locating or expanding here, all of which helped Whittier gain recognition as the LAEDC's "Most Business-Friendly City" in 2012 and 2018.

Which industries are demonstrating the most

interest in Whittier today?

Whittier's inventory of industrial real estate continues to attract logistics and manufacturing companies, including a current applicant poised to demolish and construct a new 295,000 sq. ft. facility. Similarly, the City has begun to position itself as a hub for startups and creative industries thanks to affordable commercial space and a new innovation zone adjacent to a regional hospital and future light rail transit line. With considerable investment marked for Uptown Whittier and a new 351-space parking structure recently completed, Uptown Whittier continues to attract new retailers, trendsetting general stores and eclectic eateries making it a truly sought after destination in Southern California.

In response to the pandemic, how is Whittier reimagining where residents live, work, shop, and play?

Whittier is investing in walkable neighborhoods, open spaces and mixed-use development to accommodate the changing preferences of residents and businesses. A key example is the 74-acre former Fred C. Nelles site, known as The Groves in Whittier, featuring a combination of 750 homes, retail, lifestyle services, a soon-to-be completed food hall concept dubbed Rodeo 72, and green spaces throughout. The pandemic presented an opportunity to implement a closed Greenleaf Avenue promenade and accommodate outdoor dining, prompting the City to commit \$20M+ toward streetscape improvements and beautification including water and sewer upgrades, widened sidewalks, uniform outdoor dining, enhanced landscape and lighting, paved streets, and two pocket parks that will enhance the pedestrian-friendly experience in the City's historic downtown district. A major renovation of Parnell Park is also underway including soccer fields, pickleball courts, an expanded petting zoo, and acoustic bandshell for outdoor performances adding considerable value for those on the east end of town. Whittier is served by 19 parks and a recently expanded 7.4-mile Greenway Trail now connecting West Whittier to the Orange County line near La Habra making it a sustainable, accessible City.





Why Whittier?

Our continued investment in infrastructure, support for public safety, emphasis on community, and our proximity to Downtown Los Angeles & Orange County make Whittier a desirable place to start or expand your business.

Live



Work



Shop



Play



Get to know us

@WhittierCityGov
@WhittierPoliceDept
@WhittierPublicLibrary
@WhittierPRCS



Whether you're exploring development opportunities, or a small business owner with big ideas, Whittier is here to help you every step of the way. Reach us at (562) 567-9320 or by email to comdev@cityofwhittier.org.

STATE OF LA

CITY OF INDUSTRY

cityofindustry.org

EDC CONTACT

Joanne McClaskey
(626) 968-3737

POPULATION

428

COUNTY

Los Angeles

BUSINESSES WITH HEADQUARTERS IN CITY OF INDUSTRY

- Majestic Realty
- Utility Trailer
- Markwins Beauty Brands
- Langer Juice
- Brighton Collectibles
- ...and many more



How has your city/EDC sustained interest as an attractive option for companies seeking new alternatives and locations, given the challenges of the past few years on the economy and daily work life?

City of Industry was incorporated with a focus on business. The City's motto, "Jobs, Enterprise, and Regional Infrastructure" reflects how business has been at the core of the City's focus since its inception. Today, the City's leaders maintain that focus. Over the past six decades, Industry has built its business foundation and transformed into the economic hub of the San Gabriel Valley. The City of Industry is home to over 3,000 businesses which directly employ over 68,000 people. While the City has grown, its focus and City motto have remained the same: Jobs, Enterprise & Regional Infrastructure.

How does your city differentiate itself from others in the region?

City of Industry is a major Southern California hub for manufacturing, wholesale & distribution, transportation & logistics, and e-commerce with 60% of all employees in the City working in these main sectors. Manufacturers account for approximately 30% of all employees with an average of 85 employees per company with several locations employing over 600 people each. Since its incorporation in 1957, City leadership has been committed to supporting these significant employers which maximize the available workspace and provide diverse career

opportunities for the surrounding communities.

Which industries are demonstrating the most interest in your area today?

Manufacturing companies (including food processing, packaging, equipment, metals, aerospace and more), wholesale & distribution, transportation & logistics, and e-commerce companies appreciate the easy highway access and diverse labor pool in the region.

What are the five most important needs of businesses when choosing a site location, especially now?

- A large and diverse employee population nearby.
- Easy access to freeways, highways, and transportation.
- Truck & employee parking, loading docks & bays.
- Reliable electricity and infrastructure.
- Security and safety.

What financial, tax incentives, or other programs have been created to help your city attract businesses?

In 2022, the Industry City Council moved to finalize the payment of municipal bonds that resulted in lowering the property tax for its businesses. In addition, the City does not impose any business taxes or fees.

What investments has the City of Industry made in regional infrastructure?

City of Industry's infrastructure and accessibility keeps getting better, as evidenced by:

- \$35 million commitment to the 57/60 confluence project to improve one of the most congested stretches of freeway in the country.
- Invested millions of dollars to reduce traffic and improve public safety by building grade separations at railway intersections.
- Secured grants to fund various improvements to the Nelson Avenue Bridge in La Puente, including an overall widening of the bridge.



INDUSTRY WORKS...

TO BUILD THE ECONOMY

With 236 manufacturers providing over 19,300 good paying jobs, the City of Industry is the region's leader in creating a working economy that connects the supply chain and goods movement. The City's initiative, "Made in the City of Industry", coordinates workforce development, career placement and connections for our manufacturers to help them thrive, bringing more jobs and opportunities to the region.

www.cityofindustry.org
www.industrybc.org

FOLLOW US | @industryca



CITY OF GLENDALE

ChooseGlendaleCA.com

EDC CONTACT

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Soua Vang
 Deputy Director of Economic Development
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POPULATION

200,000

COUNTY

Los Angeles

KEY BUSINESSES WITH HEADQUARTERS IN GLENDALE

LegalZoom, ServiceTitan, Evite, DreamWorks Animation, Age of Learning, DISQO, Avery Dennison, Beyond Limits, ABC7, Phonexa.



How does your city differentiate itself from others in the region?

As the fourth largest city in Los Angeles County, Glendale is a cosmopolitan city rich in history, culture and economic opportunities. Recently voted as one of LA's top five business-friendly cities by the Los Angeles Economic Development Corporation, Glendale's proactive approach toward economic growth keeps the City at the forefront of business challenges and opportunities. The City adopted its first three-year economic development strategy in 2022 emphasizing fiscal responsibility, exceptional customer service and economic vibrancy among its priorities. This strategy helps to encourage a business-friendly ecosystem, further tech industry growth and further expand Glendale's arts, culture and entertainment sector.

Which industries are demonstrating the most interest in your area today?

Glendale adopted its Tech Strategy in 2017 as a roadmap for growing Glendale's technology-based sector. Since that time the City has welcomed new businesses, such as evite, and encouraged growth of existing firms such as Britive, Age of Learning and Phonexa. The City boasts two tech accelerators and supports a monthly community-building Tech on Tap series to encourage collaboration and idea sharing. The annual Glendale Tech Week, held in September, welcomed more than 2,000 attendees to a series of events across the City that included a Pitchfest competition, among others, to encourage startups and business

development. The success of the initiative is proven by the fact that Glendale is home to 1,500 tech companies encompassing 20,000 people employed in the tech sector, with the commitment to grow more.

What are the most important needs of businesses when choosing a site location, especially now?

Workforce remains a priority for most businesses today. That is why Glendale's recognition as one of the nation's safest cities as well as one of the happiest cities makes a difference in workforce retention and attraction. Moreover, Glendale's economic development team proactively supports business attraction, growth and retention. For example, the City's business retention visits help to nurture relationships with local businesses, provide support, and address challenges, and the City's no-cost Human Resources Hotline helps with everything from HR compliance to best practices.



City of Firsts: Glendale is a go-to destination for businesses to establish a home base for their brand!

Voted Top 5 "**BUSINESS-FRIENDLY**" Cities in LA County

Top 10 **SAFEST** cities in America

Top 30 **HAPPIEST** cities in the U.S..



STATE OF LA

CITY OF SOUTH PASADENA

southpasadenaca.gov

ED CONTACT

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POPULATION

26,447

DEMOGRAPHICS

34% White; 33% Asian; 25% Hispanic ; 3% Black; 5% Other

COUNTY

Los Angeles

ECONOMIC STATS

Median Income: \$125,710; Median House Price: \$1.5M;
 Median household expenditure: \$122,427

TOP THREE SALES TAX PRODUCING SECTORS

Restaurants; General Consumer Goods; Business / Industry



How does your city differentiate itself from others in the region?

South Pasadena is small and mighty — one of the smallest jurisdictions in Los Angeles County,

but boasting a full-service City. Nestled in the San Gabriel Valley and located south of Pasadena, South Pasadena stands out as a leader in community, diversity, engagement, service and more. South Pasadena’s uniqueness in the region is defined by a combination of factors that make it a special place to live, work and do business.

At only 3.4 square miles and within a few miles proximity to the metropolis environment of Los Angeles, South Pasadena is a charming and safe small-town with a tight-knit community. Its tree-line streets, historic architecture and vintage charm create a distinct ambiance that fosters community pride. We are proud of our strong sense of community, award-winning schools and diverse business community.

Which industries are demonstrating the most interest in your area today?

South Pasadena has attracted many unique retailers including boutique shops and restaurants, but our top sector is professional services. Professionals in the fields of law, accounting, consulting and even technology have started and grown their businesses in SouthPas.

The City has recently adopted SouthPas 4Ward, its Economic Development Strategy which promotes business-forward and business-friendly ideals. Our business concierge service treats each inquiry and applicant on a case-by-case basis, providing white glove from start to finish. Consider SouthPas for an improved experience in doing business, and for an improved quality of life.

What does the community have to say about South Pasadena?

“As a proud business owner in South Pasadena, I can’t emphasize enough how wonderful it is to be part of this community. South Pasadena’s unique charm and strong sense of local support have made my entrepreneurial journey truly exceptional. The City’s commitment to fostering a thriving business environment, coupled with the City’s Chamber of Commerce resources and networking opportunities, have been instrumental in my success coupled with the Chamber’s I wholeheartedly recommend South Pasadena as a fantastic place to run a business, and I’m excited to continue growing here as part of the dynamic LA landscape.”

- *Wende Lee: Owner of the PrintSpot, South Pasadena*

“South Pasadena has been my home for fourteen years, and I am so grateful to have grown up in such an amazing community. This town is extremely appealing, family friendly and filled with afternoon activities. Some of these activities and places include three public parks with playgrounds, a golf course, skate park, dog park, antique/thrift stores, restaurants, coffee shops, a Fourth of July Parade and a weekly Farmer’s Market. South Pasadena is highly rated for its education system... and is also known as the “City of Trees,” South Pasadena is filled with life and culture, and I would never have wanted to grow up anywhere else.”

- *Resident*



WHY SOUTH PAS?

Something for Everyone

Arts and Culture

Small Town Feel

Environmental Stewardship

Business Friendly

Gem in the San Gabriel Valley



SOUTH PAS 4WARD



LEARN MORE ABOUT OUR ECONOMIC DEVELOPMENT STRATEGY