



# 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.



# CITY OF BURBANK

The Media Capital of the World

[ChooseBurbank.com](http://ChooseBurbank.com)

[VisitBurbank.com](http://VisitBurbank.com)

## COMMUNITY DEVELOPMENT DEPARTMENT CONTACTS

### Simone McFarland

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### Mary Hamzolian

Economic Development Manager  
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(818) 238-5180

## POPULATION

103,936

## COUNTY

Los Angeles

## KEY BURBANK EMPLOYERS

- Warner Bros. Discovery
- The Walt Disney Company
- Hollywood Burbank Airport
- Providence Saint Joseph Medical Center
- Burbank Unified School District
- City of Burbank
- Nickelodeon
- Netflix, Inc.
- Cast & Crew
- Deluxe Shared Services



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

The City of Burbank is the media capital of the world, home to more than 1,000 media and entertainment companies like Warner Bros. Discovery, The Walt Disney Company, Nickelodeon and Netflix. Burbank's unique neighborhoods are home to hundreds of restaurants, shops and attractions, making Burbank the ideal location to live, work and play. With a strong reputation as a dynamic business destination, Burbank features:

- A proactive City government with exceptional services and dedicated staff focused on supporting existing industries and attracting new investment;
- Business Site Selection Assistance, including Business Concierge Services for Permitting and Entitlement Processes;
- ONEBurbank Fiber Optic Network offering reliable, ultra-high-speed internet services;
- The Hollywood Burbank Airport, served by ten airline carriers with 35 non-stop US destinations, and six million passengers;
- A robust tourism industry with 19 hotels, conference center, and 74% hotel occupancy annually; and
- A highly educated pool of creative and hi-tech talent that accounts for more than 69,000 of Burbank's 165,000 jobs.

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

A business forward city, Burbank provides several incentives for new businesses and the 12,400+ existing businesses that thrive here. One of the major reasons businesses choose Burbank is because of our competitive tax structure, offering No City Income Tax, No Gross Sales Receipt Tax, the Business Bucks Program and the LEED Incentive Program. Additionally, the City's Economic Development Division provides businesses with site selection and business concierge services helping them navigate through the City's entitlement processes. Burbank also offers a reliable high speed fiber optics network (ONEBurbank), attracting and retaining many media and entertainment companies. Burbank is an ideal environment for creative companies with a high concentration of Class A office space, flex/creative industrial space, LEED Certified buildings and co-working space.

Economic Development offers a variety of programs to

help businesses with their ongoing success including the 'Business Visitation Program', facilitating visits with various industry sectors to build relationships and ensure that businesses are satisfied with City services, and the 'Welcome to Burbank' program, offering an opportunity to introduce new businesses to Burbank's many resources and programs.

Looking ahead, the City will be implementing three specific plans for the Media District (2024), Airport District (2025) and Downtown Burbank (2025). In addition to providing long term strategies to address housing scarcity and transportation infrastructure, these specific plans will promote infill, elevate local development, and support a safe, beautiful, and thriving community.

### How is the City embracing the Los Angeles region's economic growth outlook?

Burbank's economic development efforts are dedicated to fostering a vibrant job market, stimulating commercial activity, and maintaining an exceptional quality of life for residents, businesses, and visitors.

In FY22-23, Burbank received \$61 million in sales tax and \$69 million in property tax revenues, both of which are projected to increase in FY23-24. This increase in property tax can be attributed to the rise in development of mixed-use projects, repurposing of shopping centers, and the addition of new hotels. Burbank champions these efforts by marketing and promoting the City's opportunity sites and properties and attracting developers and retailers. Under direction from the Community Development Department, the City's Hospitality Association, Visit Burbank, is also responsible for enhancing tourism spending and attracting new hotels, with a planned 1,000 new hotel rooms currently under development.

In March 2024, Burbank approved a five-year Economic Development Strategic Plan which serves as a guide for the City's economic development priorities. Leveraging Burbank's legacy and its potential for future growth, the Plan provides a spectrum of programs and actions to ensure that the full capacity of the City is engaged and expanded for increased stability and growth. The Plan also provides a framework for the future balancing existing economic development efforts while increasing capacity to ensure Burbank remains regionally competitive. The City is proactive in continuing to develop in a way that ensures the ongoing success of Burbank and supports the region.



# CITY OF BURBANK

YOUR NEXT RETAIL DESTINATION!



## 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 Theaters in the world, unique urban neighborhoods, and a diverse shopping and dining scene, it's all here — in Burbank, CA.

## TOP REASONS WHY YOU SHOULD CHOOSE BURBANK:

 **4.1 M VISITORS TO DOWNTOWN BURBANK ANNUALLY**

 **DAYTIME POPULATION OF 250K**

 **AVERAGE HHI OF \$126,000+**

 **WORKFORCE OF 165K**

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

 **6M ANNUAL PASSENGERS AT HOLLYWOOD BURBANK AIRPORT**

**TOP LOCAL EMPLOYERS**

 **WARNER BROS. DISCOVERY**

 **nickelodeon**



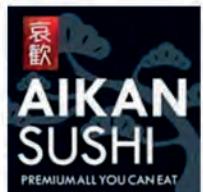
- **NO CITY INCOME TAX**
- **NO GROSS SALES RECEIPTS TAX**
- **DEDICATED BUSINESS CONCIERGE SERVICES**

 **AMC THEATERS RANKED TOP 3 GLOBALLY**

## RECENT ATTRACTION EFFORTS:



CITY OF BURBANK



CHOOSEBURBANK.COM  
ECONDEV@BURBANKCA.GOV  
(818) 238-5180

Scan this code to discover exciting projects in Burbank!





# CITY OF PALMDALE

[cityofpalmdaleca.gov](http://cityofpalmdaleca.gov)

## EDC CONTACT

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EconomicDevelopment@cityofpalmdale.org

## POPULATION

169,450

## COUNTY

Los Angeles

## KEY BUSINESSES IN PALMDALE

- Northrop Grumman
- Lockheed Martin Skunk Works
- Trader Joes
- Amazon
- Boeing
- Delta Scientific
- Kinkisharyo
- US Pole
- US Tool Group



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

Nestled in the heart of “Aerospace Valley,” Palmdale is home to a thriving aerospace industry and is rapidly becoming a key hub for manufacturing and logistics in Southern California. The City’s business-friendly environment, efficient development process and skilled workforce make it an attractive destination for businesses. With over 9,600 new housing units in various stages of development, Palmdale is poised to meet the growing community’s needs.

Palmdale is also emerging as a significant transportation hub. The upcoming High Desert Corridor will connect SR-14 and SR-18 with a 63-mile freeway that will improve mobility across the region. With the addition of a California High-Speed Rail hub in Palmdale, the City will be more regionally connected to areas across California than ever before. The Center for Transportation Technology Excellence is set to bring billions in economic growth and create thousands of jobs, positioning Palmdale at the forefront of a transportation renaissance. The City sets itself apart with its strategic location, commitment to innovation and abundant opportunities for businesses. With ample undeveloped land and affordable real estate, Palmdale offers businesses the chance to expand and develop custom facilities.

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

Aerospace, manufacturing, logistics, film and renewable energy industries have staked a claim in Palmdale. The City’s strong aerospace presence and history of innovation make it a top choice for businesses. Manufacturing and logistics companies are drawn by the skilled workforce and convenient location, offering easy access to major highways, ports and airports. Geographically desirable between Los Angeles and the Mojave Desert, Palmdale is also emerging as a prime destination for film production. Home to the only film stage in the Antelope Valley, the City has become a sought-after backdrop for blockbuster hits. The Palmdale Film Stage is also a learning forum for aspiring filmmakers, further solidifying the City’s role in the industry.

### What type of opportunities exist for businesses looking to relocate or expand into your city?

With over 60% of its 106 square miles still undeveloped, Palmdale presents vast opportunities for businesses looking to relocate or expand. The City’s affordable land and real estate make it an ideal choice for companies seeking to move from leasing to ownership. Palmdale’s pro-development approach encourages businesses of all sizes to create facilities tailored to their specific needs. The City is experiencing significant job growth, leading to more than 1.2 million square feet currently under construction and an additional 12 million square feet in the permitting process to accommodate the need for increased working space. Palmdale’s dynamic business community is flourishing, with over 60 new businesses opening this year. As the City continues to grow and attract new ventures, it solidifies its reputation as a vibrant hub of innovation and opportunity in Southern California.

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

Palmdale offers several incentive programs to make business relocation or expansion more attractive.

The Palmdale Enhanced Infrastructure Financing District (EIFD) provides funding for offsite infrastructure improvements, supporting new development. The City’s Foreign Trade Zone designation allows businesses to reduce or eliminate tariffs and duties on imported and exported goods. Palmdale’s Aerospace Incentive Program is designed to attract small and medium-sized businesses in the industry, offering financial benefits for bringing high-paying jobs and new capital investment to the City.

Palmdale is also part of the expanded TMZ Secondary Film Zone, providing incentives to filmmakers and production companies. The California Film Commission administers the Film & Television Tax Credit Program 3.0 which provides tax credits based on qualified expenditures for eligible productions in California.





# PALMDALE: A GREAT PLACE TO LIVE, WORK + PLAY

Palmdale is a powerhouse of innovation, where the cutting-edge meets the sky.

Proud Home To



Aerospace Pioneers



Blockbuster Hits



Manufacturing Giants

## Work

New business is booming in Palmdale, with 1.2 million square feet currently under construction and an additional 12 million square feet in the permitting process to make space for new and growing businesses.

As the birthplace of the aerospace industry and home to distribution giants, Palmdale boasts ample space for manufacturing, distributing and warehousing, including the 8 million-square-foot Antelope Valley Commerce Center coming soon. Opportunity thrives in Palmdale.

## Live + Play

With a budget-friendly lifestyle and close proximity to Los Angeles, Palmdale offers a unique blend of amenities. Residents can explore VisitPalmdale.org to find a variety of restaurants, city parks and events like Summer Concert Series, movie nights, festivals, farmers markets and more, all while benefiting from the City's affordability, thousands of mortgage-paying jobs and easy access to major highways, railways and airports.



**Ranked 10th in U.S. for biggest increase in households earning +\$200K**



Join us in Palmdale, where global infrastructure and logistics thrive!  
Be part of a City that's shaping the future.

Learn more at [www.CityOfPalmdaleCA.Gov/EconomicDevelopment](http://www.CityOfPalmdaleCA.Gov/EconomicDevelopment) or  
contact us at 661/267-5125 and [EconomicDevelopment@CityOfPalmdale.org](mailto:EconomicDevelopment@CityOfPalmdale.org).





# CITY OF RIVERSIDE

[RiversideCA.gov](http://RiversideCA.gov)  
[VisitRiverside.com](http://VisitRiverside.com)

## EDC CONTACT

**Miranda Evans**  
*Economic Development Manager*  
 (951) 323-3531  
 mevans@riversideca.gov

## POPULATION

**319,190 (2024, ESRI)**

## COUNTY

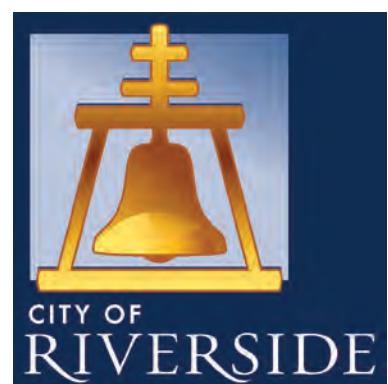
**Riverside**

## CITY RANK BY POPULATION IN CA

12th

## KEY BUSINESSES HEADQUARTERED IN RIVERSIDE

- County of Riverside (24,290)
- March Air Force Reserve Base (9,600)
- University of California, Riverside (8,593)
- Riverside University Health Systems (8,000)
- Kaiser Permanente (5,846)
- Riverside Unified School District (5,003)
- Riverside Community Hospital (2,200)
- California Baptist University (1,442)
- Collins Aerospace Systems (1,000)
- Riverside Medical Clinic (985)
- Stater Bros (842)
- Doctor's Hospital of Riverside (790)
- J Ginger Masonry (690)
- Target (600)
- Mission Inn Hotel and Spa (565)



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

The City of Riverside distinguishes itself with several key economic development assets that enhance our growth and appeal to businesses and residents alike.

- **Higher Education Institutions:** Riverside is a city of knowledge and hosts prominent institutions like the University of California, Riverside (UCR), California Baptist University, La Sierra University and Riverside City College. These establishments cultivate a skilled workforce and drive research and innovation. UCR is especially renowned for its contributions to agriculture, engineering, and environmental sciences, making it a magnet for businesses seeking talent and collaboration.

- **Public Utility Model:** Riverside sets itself apart from neighboring cities with its unique city-owned public utility model, which delivers significant cost savings for both businesses and residents. The Riverside Public Utilities Department provides electricity, water and wastewater services directly to the community, allowing the city to maintain competitive and affordable rates without reliance on private utility companies. High energy and water business users can thrive in Riverside with some of the lowest rates in the State.

- **California Air Resources Board (CARB)**  
**Headquarters:** The presence of the CARB headquarters positions Riverside as a center for environmental policy and clean air technology. This proximity encourages sustainability-focused businesses and innovation, reinforcing the city's leadership in green initiatives.

- **Commitment to Sustainability:** Riverside's dedication to sustainability is evident through its innovative programs that promote green practices, including renewable energy initiatives. These efforts not only help reduce environmental impact but also lower costs for residents and businesses, making the community a magnet for green technology companies.

- **Quality of Life:** Riverside offers a high quality of life, featuring diverse neighborhoods, ample parks and recreational opportunities. Affordable housing and strong community engagement make Riverside an attractive place for families and businesses to enjoy.

- **Arts and Innovation:** Riverside's vibrant arts scene, encompassing galleries, theaters and cultural festivals, enriches the community and draws visitors. The city actively supports tech startups and creative industries, fostering an entrepreneurial spirit.

## Which industries are demonstrating the most



## interest in your area today?

Riverside is experiencing significant expansion across various sectors, including aerospace, arts and tourism, biotechnology and medical, green technology and general technology. This growth is driven by the City's strategic leveraging of existing employers and community economic development assets.

- **Aerospace:** Riverside's aerospace sector benefits from established companies and nearby research institutions. Partnerships with local universities, like UC Riverside, facilitate innovation and workforce development, creating a robust pipeline of skilled talent. This collaborative environment attracts new aerospace firms, enhancing the industry's presence in the region.

- **Arts and Tourism:** The lively arts scene in Riverside, characterized by galleries, theaters and cultural events, enhances the city's appeal as a tourist destination. By leveraging cultural institutions such as the Riverside Art Museum and the historic Mission Inn, the city promotes festivals and events that draw visitors, generating economic activity and supporting local businesses in hospitality and retail.

- **Biotechnology and Medical:** Riverside is becoming a hub for biotechnology and medical research, thanks to its existing healthcare infrastructure and research institutions. Collaboration between local biotech firms and universities fosters innovation in medical technologies, attracting investment and talent while improving healthcare outcomes in the community.

- **Green Technology:** Riverside's commitment to sustainability has spurred the growth of green technology firms. The city supports initiatives promoting renewable energy and environmental stewardship, leveraging its public utilities to offer incentives for businesses focused on clean technologies. This approach enhances the local economy and positions Riverside as a leader in the green sector.

- **General Technology:** The tech industry in Riverside is thriving, fueled by support for startups and innovation. Local initiatives that foster entrepreneurship and access to resources enable technology firms to flourish, creating a dynamic ecosystem that attracts talent and investment.

By effectively leveraging our existing employers and community assets, Riverside cultivates a diverse and resilient economy that supports growth across these key sectors.

If your business is interested in joining our supportive ecosystem and thriving in Riverside, please reach out to Miranda Evans to discuss opportunities.





*Your Adventure Awaits*



THINGS  
TO DO



WHERE  
TO EAT



PLACES  
TO STAY



WHERE  
TO SHOP

**VisitRiverside.com**



Scan the QR code to  
discover your next  
adventure in Riverside.





# SANTA CLARITA VALLEY ECONOMIC DEVELOPMENT CORPORATION

[scvedc.org](http://scvedc.org)

## EDC CONTACT

Ondré Seltzer

OndreSeltzer@scvedc.org

## POPULATION

294,300

## COUNTY

Los Angeles

## KEY BUSINESSES WITH HEADQUARTERS IN SANTA CLARITA VALLEY

- Vallarta Supermarkets
- DrinkPAK
- Sunkist
- Princess Cruises
- Logix Federal Credit Union
- Advanced Bionics
- Boston Scientific Neuromodulation Woodward
- ITT Aerospace Controls
- IQVIA (North American HQ)



### 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 (SCV) 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. The SCVEDC, in collaboration with its workforce partners, remains committed to addressing the evolving workforce needs of local employers, supporting the future growth and expansion of key industries. Santa Clarita was once again voted Most Business-Friendly City in LA County in 2022, and the 2024 Kosmont-Rose Institute's "Cost of Doing Business Survey" showed Santa Clarita as the only City in Los Angeles County to rank in the lowest cost tier. 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.

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

Santa Clarita Valley is growing! Ranked in 2021 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 millions of 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?

SCVEDC seeks companies that provide economic diversity, opportunity and resilience for the region. SCV is

home to manufacturers large and small in aerospace, medical devices and consumer products. Major corporations, including Sunkist, Princess Cruises and Logix have HQ's 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.

### 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 is strategically positioned, thanks to its proximity to Los Angeles, easy access to major freeways, and availability of top-tier industrial space. As a prime location for global businesses, SCV is at the forefront of attracting Foreign Direct Investment (FDI) in key sectors. The post-COVID landscape has shifted FDI patterns, with projects now largely originating from countries such as the UK, Germany and Japan, but also South Korea and India. SCV ranks 3rd in Northern Los Angeles for FDI, making it a hotspot for international companies looking to expand their operations. Moreover, SCV's connectivity to global supply chains enhances its attractiveness for FDI. Companies such as Vallarta Supermarkets, Logix and DrinkPAK have established their headquarters in SCV, creating hundreds of new jobs and fostering economic growth in the region. Its logistical advantages — including access to the Ports of Los Angeles and Long Beach, major highways, and regional airports — make it an ideal base for companies involved in manufacturing, distribution, and e-commerce. SCV's appeal extends beyond its business-friendly environment; it also offers a high quality of life for employees, making it a place where both businesses and their workforce thrive.



**SANTA CLARITA VALLEY**  
ECONOMIC DEVELOPMENT CORPORATION



# ROOM TO GROW IN THE SANTA CLARITA VALLEY

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



Largest City in Los Angeles County



**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



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.



BLUE RIBBON SCHOOLS



DISTINGUISHED SCHOOLS



\$124k

Median Household Income



# CITY OF AZUSA

[azusaca.gov](http://azusaca.gov)

## EDC CONTACT

Jose Jimenez

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## POPULATION

49,700

## COUNTY

Los Angeles

## BUSINESSES WITH HEADQUARTERS IN AZUSA

- Azusa Pacific University
- One Legacy
- Banks Power
- Rain Bird



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

The city distinguishes itself in the region through its rich historic roots, recently celebrated with a 125th anniversary, and a strong multi-generational community. It offers a variety of housing options, from new mixed-use luxury apartments to charming neighborhoods. Additionally, the city provides invaluable programming for seniors, families, and residents, fostering a vibrant and inclusive community.

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



There is a particular demand for second generation restaurants. Business owners looking to relocate or expand often pursue these spaces to help keep costs down, benefiting from established infrastructure and previous tenant improvements.

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

Businesses center their customers and clients when considering a new location. Visibility and street frontage, ease of access, parking availability, and zoning and regulations collectively influence businesses' decisions on where to establish their operations.

### What type of opportunities exist for businesses looking to relocate or expand into your city?

Azusa offers numerous opportunities for businesses looking to relocate or expand, particularly with commercial and retail spaces available in its vibrant downtown area. This location is conveniently situated next to the Azusa Downtown Station, enhancing accessibility and attractiveness for potential businesses.



**Explore & More**

For more information:



# CITY OF CARSON

[carsonca.gov](http://carsonca.gov)

## EDC CONTACT

**John S. Raymond**

(310) 952-1773

[jraymond@carsonca.gov](mailto:jraymond@carsonca.gov)

## COUNTY

[Los Angeles](http://LosAngeles)

## KEY BUSINESS CATEGORIES WITH HEADQUARTERS IN CARSON

- 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?

Carson's location in the heart of the South Bay has given us a sustained ability to attract businesses and residents. We are approximately 12 miles south of Los Angeles International Airport (LAX), just 5 miles north of the Long Beach Airport, 10 miles from the Pacific Ocean and shipping ports. The city is served by four major freeways (91, 110, 710 and 405) in addition to Union Pacific Railroad. Multimodal transportation options and a diverse work force are also eye-openers given the challenges of the last few years. The city was able to pivot and sustain an enhanced focus on economic development impact through business attraction efforts.

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

We thrive on our cultural diversity. Our public spaces are clean and welcoming. Our staff has great customer service, and the city has outstanding parks and great programs for residents of all ages. We are a well-known hub for goods movement and similar industrial activities. While welcoming growth of the residential and commercial sectors, we do not shy away from industrial, we have adopted policies and development standards that harmonize growth across all sectors. In doing so, we have attracted large companies

and strengthened the existing industry. The city prioritizes its relationships with stakeholders and ensures our existing businesses have the resources they need. We want to be seen as one of the top business friendly communities in the region and we conduct ourselves as such.

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

With well over 3,400 businesses in our area, the industries demonstrating the most interest historically include services, retail, transportation, and manufacturing. These businesses have been the backbone of Carson for many years. Today, technology is trending and with it, Carson is seeing growth in the electric vehicle field and the industries that support it. With new infrastructure grants and a plan for fiber optics in place, we are focused on the sustainability of our businesses, and we look forward to becoming a hub for technology.

### What are businesses looking for in a site location today that they weren't looking for a few years ago?

Today businesses are looking for financial and tax incentives and other programs to help minimize the high cost of doing business. They are looking for proximity to growth sectors and want a local pool of talent to recruit from. They also want to be in a place that has not only commuter traffic, but a consistent daytime and nighttime population. To that end, Carson has partnered with the local university, California State Dominguez Hills and funded a Small Business Growth Academy run by the university's Innovation Incubator. We also created a Commercial Façade Improvement program for retail/commercial businesses and shopping centers and invested in strengthening our infrastructure. We have the ability to provide economic incentives for targeted business locations throughout the City and cut a lot of the red tape that create unnecessary expenses and hinders businesses from being profitable.



## CARSON LIVE • WORK • PLAY



Carson is paving the way for a future that's as bright as the businesses that call us home. With a commitment to progress and sustainability, we offer a thriving environment where your business can grow and flourish.

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.

Carson, California is transforming into a vibrant destination city with a slew of exciting developments on the horizon. The community is buzzing with anticipation for the groundbreaking of a new amphitheater at the community center, promising to be a hub for cultural events and live entertainment. Meanwhile, a series of park improvements are set to enhance the green spaces of Mills Park, Foisie Park, and Carriage Crest Park, bringing fresh energy and facilities to these communal areas. Carriage Crest Park is expanding its footprint, adding more acres to its expanse.

This expansion will include a variety of new amenities such as a dog park and a soccer field, catering to the recreational needs of residents and visitors alike. These enhancements reflect Carson's commitment to fostering a dynamic community spirit and providing top-notch recreational facilities. The city's future looks bright as these projects begin to take shape, promising to enrich the lives of those who call Carson home.

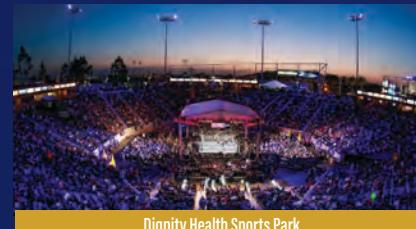
Carson is proud to have invested millions of dollars to launch two grant programs to assist our business community: including small business assistance grants and commercial facade improvement assistance. This year the city created "EAT SHOP LOCAL" a local business support initiative. Carson also proclaimed May as Small Business Month -to encourage supporting local Carson businesses during Small Business Month and throughout the year.

We are one of the first cities in the South Bay to have 20 V4 superchargers which are located at the Carson Event Center. Carson also has L2 Electric vehicle charger projects at multiple City facilities that are currently under construction.

Carson has a balanced budget with historic levels of reserves that will be invested in the city's infrastructure, parks and programs.

The City of Carson's Finance Department was awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association (GFOA) this past June. Carson also received the Award of Merit in Economic Planning & Development for its first-ever adopted Economic Development Strategic Plan (EDSP). Carson continues to rank among the top performing cities in the state. The city is looking forward to being a finalist for the business-friendly city award by the Los Angeles Economic Development Corporation (LAEDC). We are proud to provide an environment for current businesses to flourish and we look forward to new businesses making Carson their home in the future. Join us in Carson, where your success story is waiting to be written in a diverse family-friendly community that's moving forward, together.

[carsonca.gov](http://carsonca.gov)



California State University Dominguez Hills



# CITY OF INDUSTRY

[CityofIndustry.org](http://CityofIndustry.org)

## EDC CONTACT

Sam Pedroza

Assistant City Manager

(626) 333-2211 | [spedroza@cityofindustry.org](mailto:spedroza@cityofindustry.org)

## EMPLOYERS

More than 230 manufacturers and more than 2,000 businesses total, employing over 70,000 area residents.

## COUNTY

[Los Angeles](http://LosAngeles)

## BUSINESSES WITH HEADQUARTERS IN CITY OF INDUSTRY

Hot Topic, Torrid, Yum Yum Donuts, Acorn Engineering, Snakking, RH Peterson Co., Majestic Realty Co., Los Altos Foods, Bentley Mills, Maintex, Blue Pacific, Golden State Foods



### How does the City of Industry differentiate itself from other regional cities?

The City of Industry is uniquely 100% zoned for business, fostering economic growth and prosperity as the “Economic Engine of the San Gabriel Valley.” Since its incorporation in 1957, we have implemented business-friendly policies, including zero city business license fees, manufacturing fees, professional taxes, or utility taxes, allowing businesses to reinvest and expand. In addition, the City finalized municipal bonds to further reduce property taxes.

### What are businesses looking for in a site location today?

- **Strategic Location and Accessibility:** Proximity to a large and diverse workforce from Los Angeles and Riverside counties.
- **Logistics-Friendly Facilities:** Ample space for semi-trucks, loading docks and employee parking.
- **Reliable Infrastructure:** Consistent electricity and robust support for transportation and utilities.
- **Security and Safety:** Continuous public safety services provided by the Los Angeles County Sheriff's Department.

### What are the five most important needs of businesses and manufacturers when choosing Industry?

1. Access to Major Highways: The city is convenient-

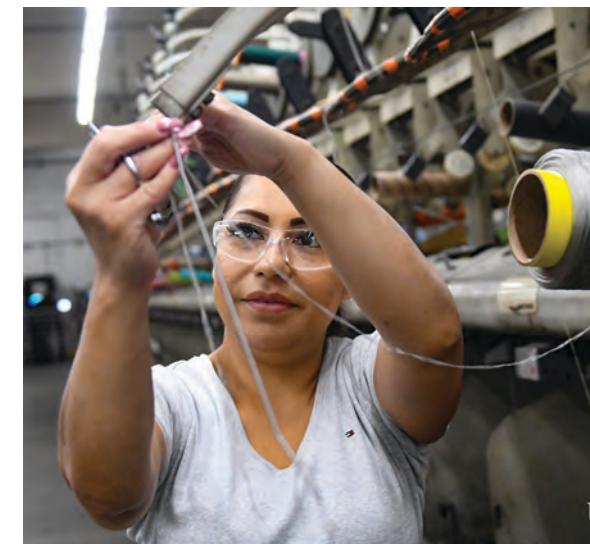
ly located near several major highways, including the I-10, I-60, I-605 and SR-57.

2. **Railroad Connectivity:** Industry has significant railroad infrastructure, with access to major rail lines operated by Union Pacific and BNSF.

3. **Proximity to Major Airports and Ports:** Los Angeles International Airport (LAX), Ontario International Airport, and the Ports of Los Angeles and Long Beach are located nearby.

4. **Proximity to Major Distribution Centers:** The proximity to FedEx and UPS ensures efficient supply chain management, reduced shipping times, and lower transportation costs.

5. **City Investments in Regional Infrastructure:** Industry recently celebrated the groundbreaking of the Turnbull Canyon Road Grade Separation Project – a \$118 million project – that will ease congestion due to railroad usage and reduce or eliminate delays for emergency responders and crossing collisions.



C/O BENTLEY MILLS



**CITY OF INDUSTRY**  
Where People  
go to Work.

With over 230 manufacturers employing over 19,000 area residents, the City of Industry is the San Gabriel Valley's regional leader in providing high quality jobs. The City's initiative, “**Made in the City of Industry**”, coordinates workforce development, career placement and connections for area residents to thrive in rewarding jobs with plentiful opportunities for growth.

The City of Industry was established in 1965 with a laser-focus on its mission: **Jobs, Enterprise, and Regional Infrastructure**. A commitment that continues to this day and into the future.



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# CITY OF GLENDALE

[ChooseGlendaleCA.com](http://ChooseGlendaleCA.com)

## EDC CONTACT

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## POPULATION

**Nearly 200,000**

## COUNTY

**Los Angeles**

## KEY BUSINESSES WITH HEADQUARTERS IN GLENDALE

Evite, DreamWorks Animation, Age of Learning, DISQO, ABC7, Phonexa, LegalZoom, Beyond Limits, Golden State Bank, ServiceTitan, Avery Dennison, Dot818



**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?**

Glendale, known as the "Jewel City," is sought out for its ideal climate and picturesque setting. The city's demographics and convenient location have helped it weather recent economic cycles. However, the city leadership has also prioritized supporting a diverse and growing small business community to ensure its local entrepreneurs are able to thrive.

This includes its annual "Let's Grow Glendale" Small Business Summit, which brings together support for local business owners, including women and minority-owned businesses. The city works with partners that include SBA, SBDC and Supervisor Kathryn Barger.

Glendale also launched its Women's Equality Day Event with panel discussions on contracting, procurement and employment with the city and details on certification pathways for women-owned businesses, economic development resources, and policy insights affecting women.

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

Looking to diversify its economy and differentiate itself, Glendale enacted a Tech Strategy in 2017 to attract high-paying growth sectors. Underscoring its success, Glendale is home to many technology companies such as

Evite, Service Titan, Legal Zoom and Age of Learning.

There are numerous advantages for tech firms including Glendale's proximity to higher learning institutions that include Caltech and the Jet Propulsion Laboratory. Glendale's dedicated program that supports tech growth includes networking events such as Tech on Tap, Investors on Tap, and others, inter-city collaboration through initiatives such as Upstart Valley and #EarlyStageLA, and partnerships with innovation ecosystem drivers.

Hundreds also recently joined together during Glendale Tech Week to celebrate the region's tech industry. From high level industry led panels to a Demo Day entrepreneurial pitch competition, Glendale Tech Week provided something for everyone, underscoring the strength of the local tech community.

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

The City of Glendale has intensified efforts on developing programming and resources to support the business community. These initiatives include:

- **Industry Infographic:** Industry-specific collateral that provides compelling at-a-glance data points to showcase Glendale's value proposition.
- **Business Resource Guide:** A comprehensive guide offering general information about federal, state, county and local programs and incentives for businesses.
- **How to Do Business in Glendale Guide:** A step-by-step guide outlining the necessary steps and resources for establishing a business in the city.
- **Free Human Resource Hotline for Glendale employers:** Offers local businesses guidance on critical HR-related matters such as benefits, hiring, leave laws, termination and wage laws.
- **Regular Business Seminars/Events:** A series of seminars providing deeper insights into effective business strategies and access to experts to support business growth.

*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 50 *Safest* cities in America

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





# CITY OF PERRIS

[CityofPerris.org](http://CityofPerris.org)

## EDC CONTACT

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## POPULATION

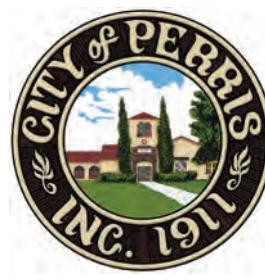
80,263

## COUNTY

Riverside

## KEY BUSINESSES WITH HEADQUARTERS IN PERRIS

- Point of Sale Wayfair
- Point of Sale Amazon
- Point of Sale TechStyle
- Point of Sale Home Depot
- Point of Sale Forever21



**In response to the pandemic, how is your city reimaging where residents live, work and play and evolving in an unpredictable climate?**

The City has seen an increase in working families relocating to Perris with our newly established remote work climate. With the reduced cost of living within the Inland Empire, Perris benefits from a more mobile and remote work environment that allows both residential and commercial industries to thrive in their relationship to the City. We have increased our leisure activities and amenities established from the pandemic to maintain accessibility to city programming and business enterprises.

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

After a recent Retail Opportunity Gap Analysis, the City has identified opportunities across various industries in which Perris is considered “fertile ground ripe for business harvest.” As such, we have seen businesses come to our City in droves to reap the benefits of the more

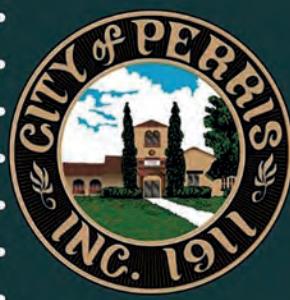
than \$200 million available across industries such as hospitality; restaurants and entertainment; motor vehicle & parts dealers; clothing and accessories; furniture and home furnishings; general merchandising; electronics and appliances; building materials and supply stores; health and personal care; and sporting goods and leisure.

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

The City's economic platform is community based, and our desire for businesses comes from direct input from the community. With a City Council and City Administration who is very proactive with community engagement, and with strong relationships with our Chamber of Commerce, the City's business focus remains being a voice of the people of Perris.

## How are the City's values aligning with new businesses that relocate to Perris?

Our mission is to provide optimal quality of life and public services to the community and our businesses, with integrity, diversity and inclusivity, sustainability and fiscal responsibility. Our city is committed to fostering a business-friendly environment that encourages both established and emerging businesses to prosper and flourish, all while working toward enhancing the economic well-being and overall quality of life for our community.



## In The Center Of It All

- 8,628 new homes in the pipeline
- 5 million square feet of new developments and growing
- Eight exits off the 215 freeway with nearly 110,000 cars a day
- Great amenities with more than 3 million visitors in a year
- 29,000+ people work in Perris every day
- Great Access to major regional employment and technology centers
- 27 Parks and 4.6 miles of trails throughout the city
- Four school districts, 47 schools, 1,795 staff and faculty and more than 41,000 students

*"The City of Perris is committed to your business' success. We are investing in your company and your employees."*



Scan for more