



DISCOVER *Los Angeles*



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discoverLosAngeles

Los Angeles is where creativity lives. We are a great international city with exceptional resources, talent, diversity, culture, and a multi-faceted economy that make it an unmatched global center for business.

L.A. is the ultimate crossroads of the world. Our ideal geographic location makes us the western capital of the United States, the eastern capital of the Pacific Rim, and the northern capital of Latin America.

With an unmatched innovative spirit and more world-class universities than any other region, Los Angeles is an incubator of new ideas and emerging markets and a haven for entrepreneurs. Our wide net of industries fosters the passion, optimism, and expertise that drive our economy and—perhaps most importantly—provides a sustainable blueprint for the future.



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We are also a city that is prepared to lend a helping hand to businesses as they start, expand, and succeed, and we are committed to making it easy for companies of any size or sector to do business in L.A.

Los Angeles has always been a city of dreams. It is the place to do business in the 21st century.

We look forward to welcoming you!

Sincerely,

Eric Garcetti
Mayor of the City of Los Angeles

What Sets L.A. Apart

- >> The size of Los Angeles' markets, the city's access to the world, the breadth of resources, the quality of the region's labor pool, and the great climate—these are just some of the reasons why businesses of all types come here, stay here, and thrive.
- >> L.A.'s economic strengths stem from numerous factors, including the explosive growth of international trade between the U.S. and Asia, making this city America's #1 gateway to the global economy.

The Case for L.A.:

Access To Markets

Large and growing
local consumer market
of 19 million people

Excellent access to
U.S. and
international markets

Quick access to
northern California
and southwestern U.S.

19,000,000 people

Access To Workforce

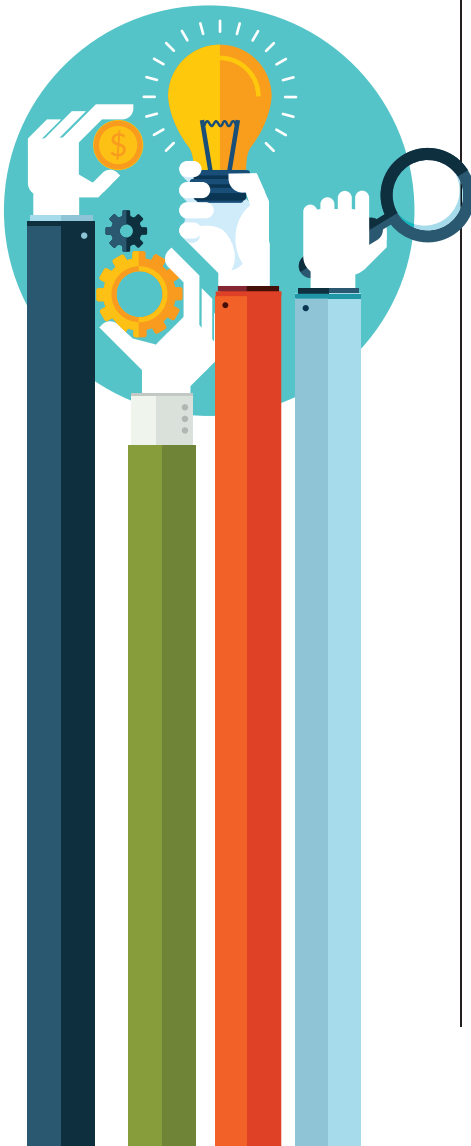
- Large and diversified labor pool
- Talented and well-educated professionals
- Government-funded training programs



Los Angeles has always been a city of dreams. **It is the place** to do business in the 21st century.

Research And Development Expertise

- More top-ranked universities than any other region
- Worldwide creative and design centers
- Major think tanks, colleges, and research labs



Extensive Transportation Network

- Largest seaport in the Western Hemisphere
- World's sixth largest airport
- Extensive rail system
- Well-established ground and mass transportation network



Business Incentives

- Three year business tax exemption for new businesses
- County and state hiring credits, tax exemptions, and grants
- \$330 million film tax credits per year for 5 years in California
- Available to companies of all sizes



Size and Reach

Los Angeles County is enviable by any measure. We have a population larger than most countries, allowing a richness of diversity that is second to none. L.A.'s sheer size provides numerous advantages such as large manufacturing centers, a massive retail base for goods consumption, and leadership in a number of industry sectors.

- >> There are 10 million people in L.A. County and 18.9 million in the five-county Los Angeles metropolitan area. This is larger than Ohio, Illinois, Michigan, and Pennsylvania.
- >> The Port of Los Angeles is the top port in the nation, and the L.A. Customs District has two-way trade value of over \$400 billion.
- >> The largest manufacturing center in the U.S. is located in L.A. County and was just



recently designated as an advanced manufacturing community by the U.S. Department of Commerce.

- >> The diverse demographic profile (35 percent of the population is foreign born¹) includes over 220 languages spoken², and over a hundred foreign language publications and radio and TV stations.
- >> L.A. is a world leader in aerospace, clean tech, entertainment, digital media, fashion, bioscience, financial services, healthcare, and tourism.

Based on a GDP of **\$570 billion**, L.A. County's economy is larger than those of Sweden, Norway, Poland and Belgium³.

35 percent

of L.A.'s population is foreign born.

**220
languages
spoken**

Two-way trade value of over
**\$400
billion**



1. <http://quickfacts.census.gov/qfd/states/06/06037.html> 2. <http://www.laalmnac.com/LA/la10b.htm> 3. <http://laedc.org/wp-content/uploads/2014/02/LAEDC-2014-15-February-Forecast-Report.pdf>

Strategic Location

The city of Los Angeles is “the heart” of Southern California. It’s where every form of transportation comes together and is home to the nation’s largest port and sixth largest airport. L.A. is also home to thousands of business resources and millions of customers all within easy reach.

Located along the southern coast of the state of California, the city of Los Angeles is 468 square miles (1,214 km²) and is located in the County of Los Angeles which encompasses 87 other incorporated cities. The city is divided into four major geographic regions: Metro, Harbor, West, and the San Fernando Valley.

The San Fernando Valley

This vast region represents more than half of the city's geographic area—345 square miles (894 km²)—and is bounded by foothills and mountains. Some of the San Fernando Valley's neighborhoods are North Hollywood, Pacoima, Van Nuys, Canoga Park, Encino, and Chatsworth.

The Metro Region

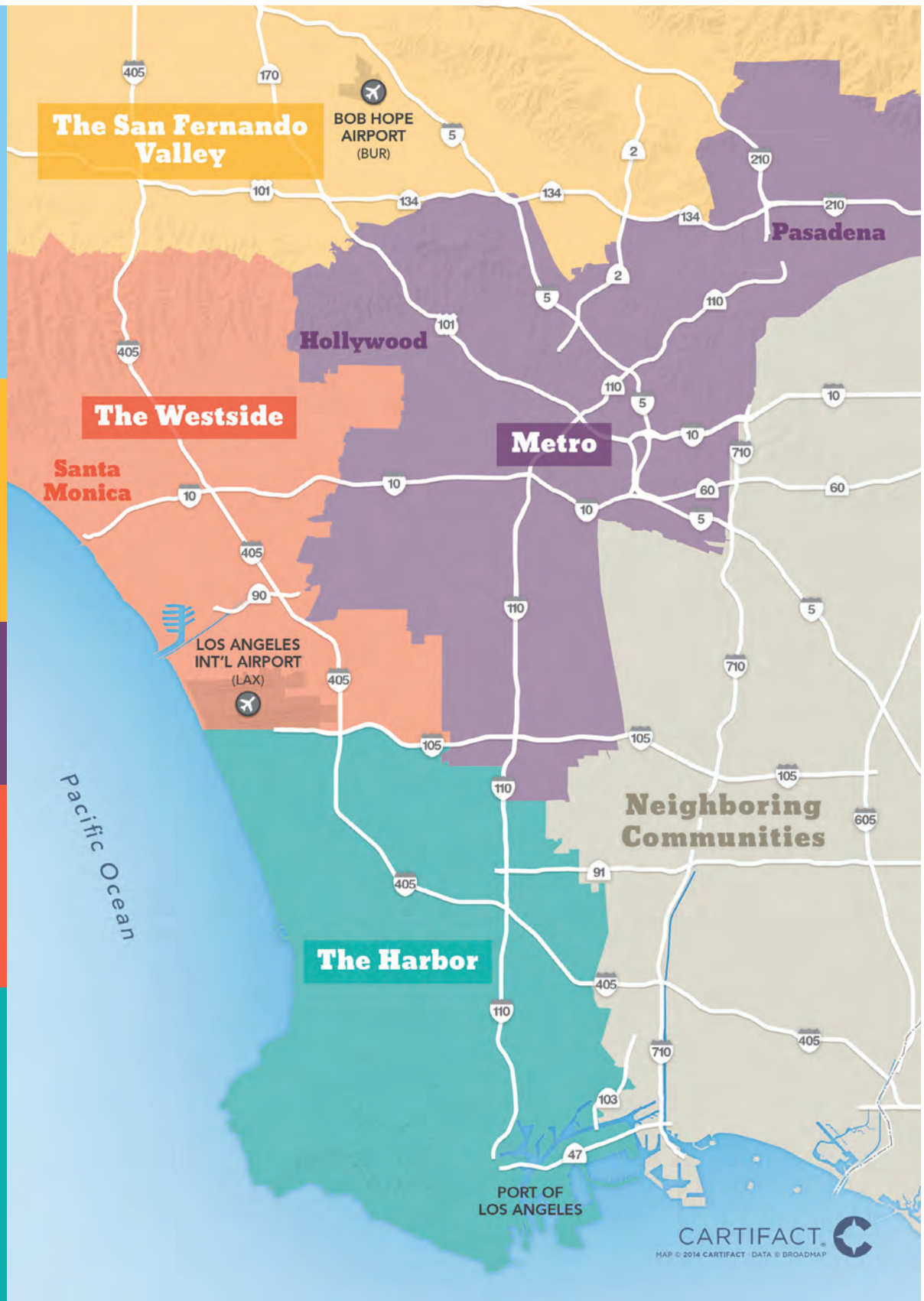
L.A.'s "core" includes Downtown, Hollywood, and South Los Angeles. It is the area of highest residential and commercial density.

The Westside

Located west of Downtown and extending to the Pacific Ocean, this region includes neighborhoods like Brentwood, Pacific Palisades, and Venice. It is also home to Los Angeles International Airport (LAX).

The Harbor

Located along the southern tip of the Los Angeles Basin, the Harbor region includes the neighborhoods of Wilmington and San Pedro. The Port of Los Angeles is also in this region and is part of the largest port complex in the Western Hemisphere through which roughly 40 percent of all U.S. containerized cargo flows.



“Los Angeles continues to be one of the world’s preeminent capitals of finance, commerce, and culture. It’s a growing city that is vibrant, affordable, and a sustainable place to live and work. Los Angeles’s success in becoming a hotbed of technology, intellectual capital, and innovation as well as its efforts to further develop its local economy, has put the City of Angels in a much stronger economic position than in years past.”

- Brian Cullinan, Managing Partner, Southern California, Arizona & Nevada Market, PwC (June 2014)





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Home to all
6 major film
studios

(Universal Studios Hollywoodsm,
Disney, Warner Bros., Paramount,
Fox, and Columbia)

Responsible
for 586,000
jobs

\$120 billion
entertainment
industry

Diverse Industries

Los Angeles is one of the few cities in the world with established industries ranging from aerospace, entertainment, and fashion to biomedical services, consumer products, and tourism.

Innovation Economy: Rebooting L.A.

Los Angeles has experienced an explosion of great technology innovators from local start-up companies to global internet giants such as Google, Facebook, YouTube, Riot Games, and Snapchat. The technology sector in Los Angeles supports nearly 764,000 jobs across a broad spectrum of industries and contributes \$108 billion to regional GDP.¹

With access to the world's greatest research experts, investors, and entrepreneurs, tech companies are finding L.A. the ideal place to start and grow.



Fashion: Born in Los Angeles, Worn Around the World

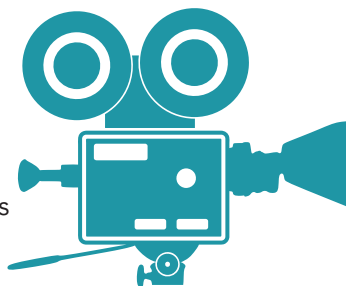
L.A. is the premier destination for apparel design and manufacturing in the United States and abroad. The production capabilities of L.A.'s \$18 billion fashion industry are unmatched in the U.S., and this industry contributes to 128,000 jobs in the region.² With 14 design schools, Los Angeles produces a steady supply of talented designers with fresh ideas and a keen eye for today's fashion trends.



HOLLYWOODTM

Hollywood—Where Creativity is Serious Business

Los Angeles is famously home to all six major film studios and 11,000 establishments that serve the entertainment industry. This industry is responsible for nearly 586,000



jobs in Los Angeles County and generates over \$120 billion annually in output.³ Mayor Garcetti was instrumental in expanding California's film tax credits to \$330 million each year for the next five years, a huge boost for an industry that is integral to L.A.'s economy and middle class.

1. http://laedc.org/wp-content/uploads/2014/10/High-tech-in-LA_20141006F.pdf 2. http://calfashion.org/wp-content/uploads/2014/04/EXECSUMMARY_CIT-Trade-Finance-Report_12414.pdf 3. <http://laedc.org/wp-content/uploads/2012/04/EntertainmentinLA.pdf>

\$18 billion
fashion
industry

14 schools
of design

128,000
industry
related jobs

Aerospace and Defense: A Legacy Revitalized

Los Angeles was home to some of aerospace's greatest pioneers, including Jack Northrop, Howard Hughes, and Donald Douglas. Today, L.A. is home to aerospace's future, boasting the world's largest satellite factory, the first commercial space contract to resupply the International Space Station, and the research hub responsible for every American Mars rover. Los Angeles graduates more engineers than any other metropolis in the nation, providing a large skilled workforce for the 142,000 science and engineering jobs in the region.¹ In May 2014, Southern California was designated as an Aerospace Manufacturing Community by the U.S. Commerce Department as part of an effort Mayor Garcetti co-led with partners in industry and academia. The region now has preferential access to \$1.3 billion in federal assistance for local aerospace and advanced manufacturing grant programs.



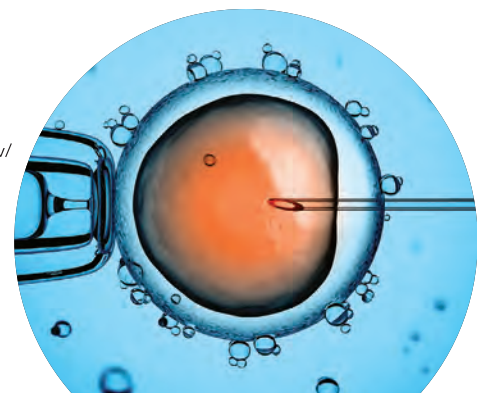
Clean Technology: Advancing Environmental Sustainability

Mayor Garcetti is committed to making Los Angeles a global capital of clean technology. L.A. has developed an extensive R&D network by partnering with Caltech, NASA's Jet Propulsion Laboratory, UCLA, USC, and business groups. The L.A. Cleantech Incubator, funded in part by the city of Los Angeles, is located in L.A.'s Cleantech Corridor and offers flexible office space, CEO coaching and mentoring, and access to experts and capital.



Biosciences: Leading the Way Forward

Los Angeles is home to some of the finest bioscience research institutions, facilities, and teaching hospitals in the nation, including UCLA Medical Center, USC's Keck School of Medicine, City of Hope, LA BioMed, Al Mann Foundation, Cedars-Sinai Hospital, the House Ear Institute, Good Samaritan, Children's Hospital Los Angeles, California Hospital Medical Center, and the Doheny and Jules Stein Eye Institutes. Approximately 38,000 people work producing pharmaceuticals, medical apparatus, medical equipment/supplies, and conducting biosciences research in L.A. County.²



1. <http://www.nsf.gov/statistics/infbrief/nsf13330/>
2. <http://laedc.org/chooselacounty/skilled-workforce/>

Extensive Transportation Network

Keeping people moving and goods flowing smoothly through the Los Angeles region has been a major focus of the city. Whether it's around town or around the world, L.A. has the systems and resources in place to get people and goods to their destinations quickly and affordably.

>> The Los Angeles Customs District is recognized as the largest in the U.S., based on containerized cargo volume and total cargo value of more than \$400 billion annually.

>> The Port of Los Angeles connects directly with rail lines to destinations east of the Rocky Mountains via the Alameda Corridor, the nation's busiest rail cargo expressway. The Alameda Corridor had over 16,500 trains run through it in 2013 and is averaging nearly 50 trains on a daily basis.

>> Railroads connect directly with 14 major freight hubs and allow access to over 100 trains per day.



>> Los Angeles International Airport (LAX) has more than 1,000 cargo flights each day and is the world's sixth busiest airport by passenger flights, serving 85 domestic cities and 67 international cities.

>> In the next ten years, Metro Rail will expand by 32 miles of track and grow to 110 stations to offer 120 miles of service.

>> Metro Rail is currently extending lines that will reach LAX, Westwood, Santa Monica, South Los Angeles, and the Eastern San Gabriel Valley.

14 major freight hubs

100 trains per day

The Alameda Corridor

had over **16,500**

trains run through it in 2013.



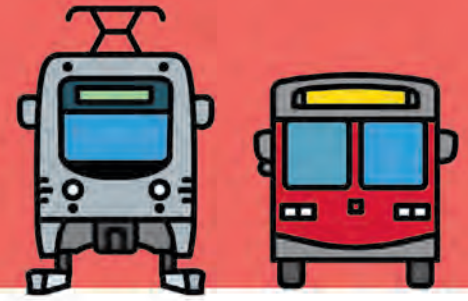
Los Angeles International Airport (LAX) served **66.7 million** passengers in 2013.

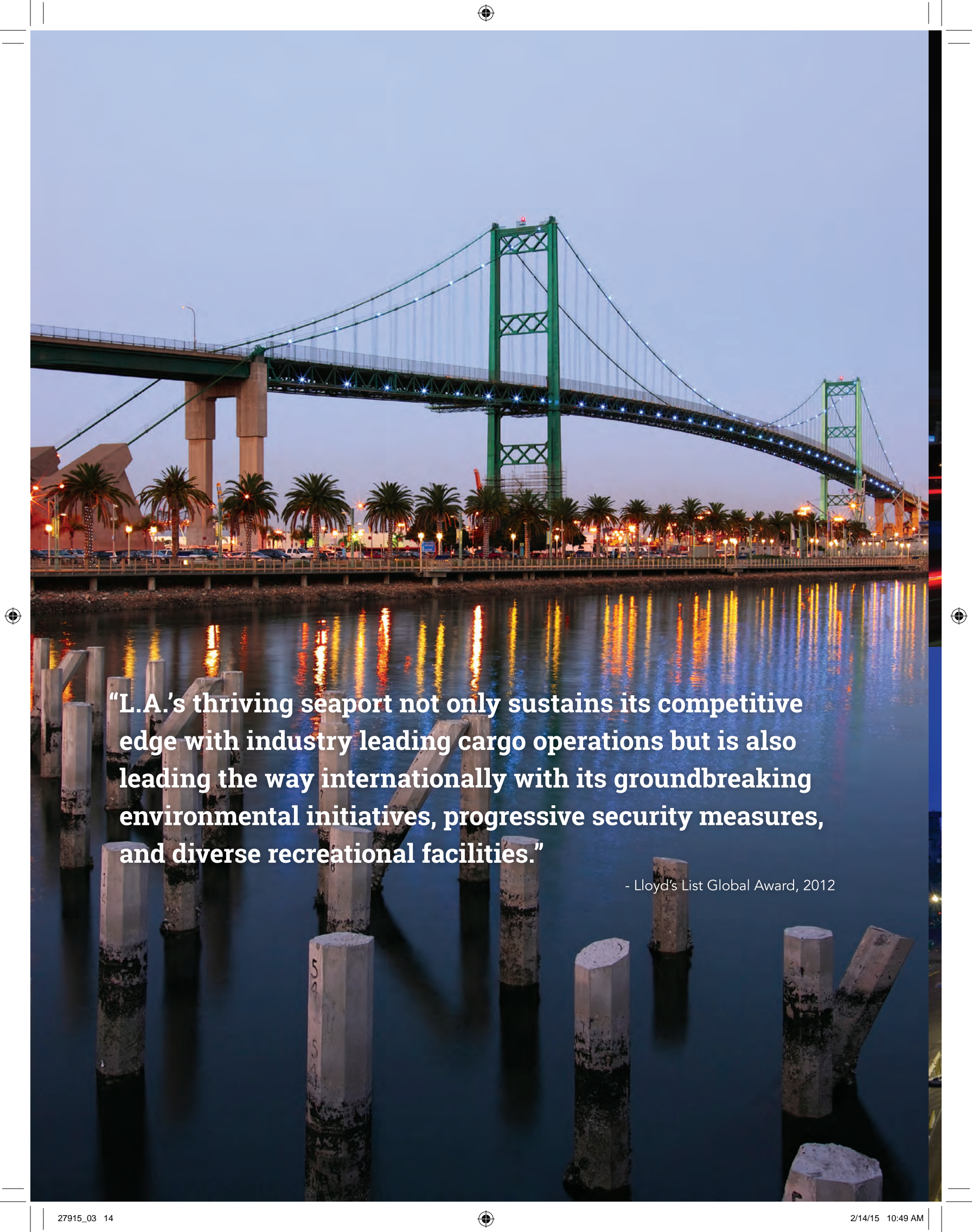
LAX has more than **1,000** cargo flights each day and ranks 14th in air cargo tonnage handled.

Busiest
**Rail Cargo
Expressway**
in the U.S.



What's in the works?





“L.A.’s thriving seaport not only sustains its competitive edge with industry leading cargo operations but is also leading the way internationally with its groundbreaking environmental initiatives, progressive security measures, and diverse recreational facilities.”

- Lloyd's List Global Award, 2012

LAX is undergoing a multi-billion dollar renovation program, greatly enhancing the entire passenger experience. The centerpiece is the new Tom Bradley International Terminal which has restored LAX's status as a premier international gateway.



Port of Los Angeles spends \$1 million a day on capital improvements to enlarge marine terminals, raise the height of container cranes, deepen the access channel to 53 feet, and improve rail and road infrastructure in and around the Port.



Port of Los Angeles: America's Port

For the past decade, the Port of Los Angeles has moved more containers than any other port in the Western Hemisphere. Its success is not a coincidence. The Port of Los Angeles has heavily invested to ensure that its customers can take advantage of at least three major business drivers: superior cargo terminals, rail and warehouse infrastructure, and services between dock and destination.

The Port of Los Angeles is the best option for moving cargo in and out of the most heavily populated region in the western U.S. and beyond. It has the nation's largest on-dock rail assets, providing the highest frequency of intermodal access to 14 major freight hubs across the region.

Top Container Port in the U.S.

Spending \$1 million per day in capital development



\$1.5 billion capital improvement over five years

- Reduced-fee incentive program and new container incentive program
- Access to multiple service providers in all parts of the logistics chain
- Easy access to special handling equipment companies
- 1,600 acres/647 hectares of container terminal backland



Workforce of **18,000** regular and casual longshore personnel

6,000+

drayage trucks that are model year 2007 or newer for superior reliability and air quality



50+
berths

85
gantry cranes

660 million

square feet/171,000 hectares of warehousing and distribution center facilities within 80 miles from the Port

53'

deep draft waterways to accommodate the world's largest container ships

113 miles/182 kilometers

of rail on Port property connecting to more than 100 trains daily

Los Angeles International Airport (LAX): Gateway to the Pacific and the World

Los Angeles International Airport (LAX) is the world's sixth busiest passenger airport and ranks 14th in air cargo tonnage handled. It is also the world's busiest origin-and-destination airport, with more passengers beginning or ending their trips in Southern California than using the airport for connecting flights. In 2013, LAX served 66.7 million passengers, handled nearly 2 million tons of freight and mail, and served 85 domestic and 67 international cities. There are nine passenger terminals, and 64 passenger carriers serve LAX, including all major airlines.



World's sixth busiest airport by passenger flights



25,000 square feet of duty-free stores in the new Tom Bradley Terminal

Cargo Facilities

LAX's handling facilities include the 98-acre Century Cargo Complex, the 57.4-acre Imperial Complex, the Imperial Cargo Center, and a number of cargo facilities located on the south side of the airport.

LAX is home to Mercury Air Cargo, the nation's first Independent Cargo Screening Facility (ICFS) under Transportation Security Administration (TSA) air cargo screening guidelines. Mercury also operates a 12,700 square-foot refrigeration unit, the largest at any West Coast airport, to accommodate perishable products.

New Terminal Investments

LAX has invested more than \$1.9 billion in the new Tom Bradley International Terminal. Passengers can now relax in the lounge-like seating in the 150,000-square-foot Great Hall featuring more than 60 premier dining and luxury retail shops—including 22 local L.A. brands—and 25,000 square feet of duty-free stores. In addition, the terminal can now accommodate the larger new-generation aircraft, such as the Boeing 747-8 Intercontinental and the Airbus A-380 super jumbo jets.

World-Class Academic Institutions and R&D

With 150 colleges and universities, higher and specialized education is a hallmark of the L.A. region. These internationally-acclaimed educational institutions include:

UCLA
University of California Los Angeles

Caltech
California Institute of Technology

CSUN
California State University, Northridge

USC
University of Southern California

CSULA
California State University, Los Angeles

LMU
Loyola Marymount University

In addition, Los Angeles has many specialized educational institutions such as California Institute for the Arts, Art Center College of Design, Fashion Institute of Design and Merchandising, Otis College of Art and Design, and the American Film Institute.

Highlights from L.A.'s institutions of higher learning:

43 Nobel Laureates

Three graduate schools that produce more engineers than any other city in the world

Nearly **4,000** Ph.D.'s awarded annually by 32 graduate schools

\$1.6 billion in annual research conducted



Three of the top 100 world universities and three of the top 25 U.S. universities

Tourism: A Dynamic Destination

Whether your visit is for business or pleasure, Los Angeles offers unrivaled attractions and exciting experiences. In 2013, Los Angeles set a new record by welcoming over 42.2 million visitors, making tourism one of L.A.'s leading industries, supporting nearly 425,000 jobs. Direct visitor spending totaled \$17.5 billion in 2012.

With nearly four million people living in the city, visitors will experience one of the most diverse populations in the world. Los Angeles is the third most visited city in the United States for international travel. In 2013, 6.2 million international visitors spent \$6 billion. International visitors made up 15

percent of L.A.'s visitor total in 2012 but accounted for more than 34 percent of total visitor spending. Mexico, Canada, Australia, United Kingdom, and China were L.A.'s top five visitor-generating markets in 2010.



Los Angeles is the third most visited city in the United States for international travel

Direct visitor spending totaled \$17.5 Billion



Tourism supports 425,000 L.A. jobs

A record 42.2 million visitors in 2013



Where else can you find an architecturally classic Downtown just a short distance away from the surf and sand of Venice Beach? The nightlife and iconic attractions of Hollywood are near unique shopping, original dining spots, and cultural landmarks such as the Walt Disney Concert Hall.





Foreign Direct Investment: A Key Destination

The city of L.A. is the #1 destination in Southern California for Foreign Direct Investment (FDI). Thousands of foreign-owned establishments are an integral part of the Los Angeles community.

FDI spans all sectors of the economy, with retail trade the dominant investment sector, followed by wholesale trade, finance, manufacturing, and logistics.

FDI is responsible for 1 in 10 jobs in Los Angeles. FDI currently sustains 360,000 jobs—10 percent of all private sector jobs—and \$1 billion in sales and personal income taxes.

A New Look for Downtown Los Angeles

Major projects funded by foreign investment are helping to bring new life to Los Angeles.

- >> Korean Air is continuing L.A.'s Downtown revitalization with the new Wilshire Grand Tower, at an estimated cost of over \$1 billion. The project made headlines as the largest continuous concrete pour in world history. The tower, set to open in 2017, will rise 1,100 feet and be the tallest building in the western U.S.
- >> Greenland Group of Shanghai has begun work on a \$1 billion project known as Metropolis Los Angeles. The development will feature a 38-story residential skyscraper and a luxury hotel and is expected to welcome guests in 2016.
- >> Oceanwide Real Estate Group, a Chinese property developer, has purchased a \$200 million project site next to L.A. LIVE, a premier entertainment destination, and will build a new mixed-use property with a luxury hotel, apartments, and retail shops.
- >> In 2013, Overseas Union Enterprise of Singapore purchased Downtown L.A.'s tallest building, the iconic U.S. Bank Tower, for \$367.5 million.



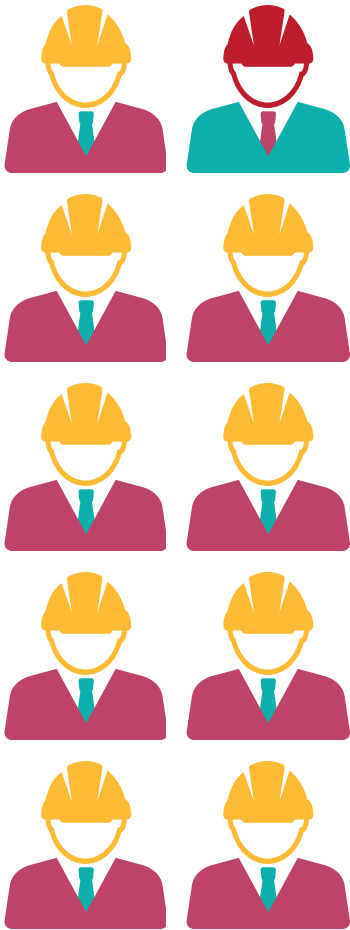
Korean Air's Wilshire Grand will be the tallest building in the western U.S.

**Greenland Group
of Shanghai has
begun work on a
\$1 billion project**

360,000 jobs
from FDI

**FDI is
changing the
Downtown
Skyline**

1 in 10
jobs from FDI



Investment Opportunities in Los Angeles.

Los Angeles is currently experiencing a booming real estate market. The surge of investment in Downtown in recent years has been astronomical, and there are numerous fantastic opportunities in the many diverse neighborhoods across Los Angeles.



**For more
information on
these opportunities,
contact**

Sara Lo at EY:
sara.lo@ey.com
and 213-240-7094

Residential Development, Downtown Los Angeles

- Prime site adjacent to entertainment and retail district in Downtown Los Angeles
- Class A, high-rise residential tower with 500 units, can be a mix of multi-family and condominium units
- Total project cost: approximately \$250 to \$300 million
- Estimated equity requirement: approximately \$75 to \$100 million

Mixed-use development, West Los Angeles

- Prime site located in the Beverly Hills/West Hollywood area
- Land is fully entitled and anticipated to include hotel, residential, and retail space
- Total project cost: approximately \$300 to \$350 million
- Estimated equity requirement: approximately \$75 to \$100 million

The city of L.A. is the #1 destination in Southern California for Foreign Direct Investment

“Ever since EY proudly became a part of the Los Angeles business community in 1920, we have watched our area continuously innovate and grow. With our city’s long history of cultural diversity, entrepreneurial spirit and strategic geography, Los Angeles will continue to serve as our country’s leading gateway city, welcoming and celebrating global business.”

Patrick Niemann, Managing Partner, Greater Los Angeles, EY

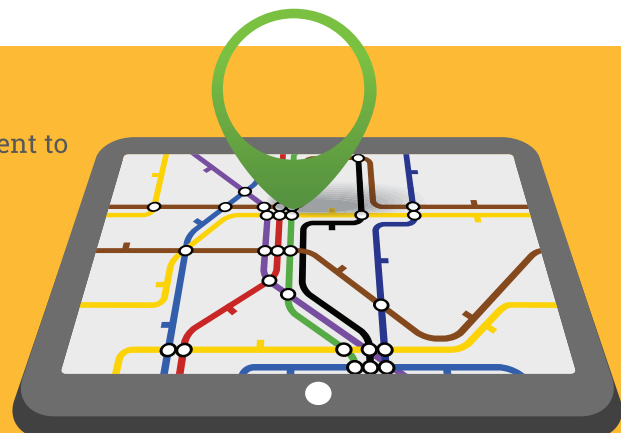


Mixed-use development, Long Beach

- Large redevelopment site on Pacific Coast Highway with access to beach, highways, and downtown area
- Major mixed-use property with ability to include residential, hotel, and retail space
- Total project cost: approximately \$300 to \$350 million
- Estimated equity requirement: approximately \$75 to \$125 million

Mixed-use development, West Valley

- Large site located in the West Valley area; located adjacent to Los Angeles transit station
- Significant multi-billion dollar mixed-use development project, anticipated to include residential units, office, hotel, and retail space
- Total project cost: multi-billion dollars
- Estimated land value: approximately \$100 to \$200 million (as-is, as-entitled land only)



Los Angeles and You

Los Angeles has so much to offer—size and reach, diverse industries, an extensive transportation network, world-class academic institutions and R&D, a talented and abundant workforce, dominance in international trade, enviable strategic location, and competitive incentives—to ensure the success of your business. **We're here to help you succeed.**

Committed to **making it easy** for companies of any size or sector to





For more information please contact:

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www.lamayor.com

discoverLosAngeles.com

r to do business in L.A.





*Los Angeles
World Airports*

