

Path to 28: Westside Cities Business Readiness Workshop

I. Event Overview and Opening Remarks

Participating organizations: Los Angeles County Department of Economic Opportunity (DEO), City of West Hollywood, City of Beverly Hills, City of Santa Monica, and City of Culver City.

- The Path to 28 initiative is designed to prepare local businesses to participate in economic opportunities associated with the 2028 Olympic and Paralympic Games.
- The presentation cites estimates of more than \$20 billion in regional economic activity and over 100,000 jobs associated with preparing for and hosting the Games.
- Opportunities are expected across hospitality, transportation, construction, professional services, entertainment, technology, and related industries.
- The County emphasizes that businesses should begin preparing now to access procurement opportunities, build partnerships, and establish relationships with government agencies.

A. West Hollywood: Olympic Readiness and Economic Development

- West Hollywood plans to host Pride House, a 17-day activation recognizing LGBTQ+ athletes and celebrating inclusion throughout the Olympic and Paralympic Games.
- The City is actively pursuing international hospitality houses, having contacted approximately 30 countries and met with representatives from approximately six.
- The City is positioning its approximately 20 hotels, internationally recognized nightlife, restaurants, and entertainment destinations as major attractions for visitors.
- City staff are exploring streamlined permitting and approval processes for low-impact business activations, including promotional events and private gatherings.

LA County Department of Economic Opportunity:

Government Contracting Workshop

A. Why Businesses Should Pursue Government Contracts

The Department of Economic Opportunity presents government contracting as an opportunity to diversify revenue and strengthen business resilience.

- Government agencies purchase a wide range of goods and services, including construction, transportation, food service, consulting, technology, and social services.
- Some contracts extend across multiple years, allowing businesses to establish longer-term relationships.
- Presenters cite approximately \$1.5 billion in annual County purchasing activity and a much larger regional public procurement market.
- Businesses are encouraged to consider three markets: business-to-consumer, business-to-business, and business-to-government.

B. Procurement Goals and Small Business Preferences

- Los Angeles County has a stated goal of directing 25% of eligible contracting activity toward small businesses.
- Presenters emphasize that certification requirements and benefits vary by government agency.

C. LA28 Expression of Interest Process

The workshop explains how LA28 uses Expressions of Interest (EOIs) to identify prospective vendors before issuing certain formal solicitations.

- Businesses may submit an EOI to demonstrate their interest, qualifications, and ability to provide specific goods or services.
- EOIs allow organizers to evaluate prospective vendors before inviting selected businesses to participate in subsequent procurement stages.
- Applicants may be asked to provide business registration information, contact details, operating capacity, service areas, staffing levels, and relevant experience.
- Food vendors may also need to document health permits, point-of-sale capabilities, dietary accommodations, and other operational requirements.

- Businesses are encouraged to explain their history, community involvement, and unique value proposition.

Important distinction: An Expression of Interest does not guarantee a contract or an invitation to submit a formal proposal.

V. Business Registration and Certification

A. Registration Requirements

Businesses are encouraged to register with relevant procurement systems before pursuing government contracts.

- Businesses should maintain current licenses, registration documents, and applicable permits.
- Registration allows businesses to receive notifications about procurement opportunities.
- Different jurisdictions may use separate purchasing platforms.
- Businesses should identify the agencies most likely to purchase their goods or services and register accordingly.

B. Small Business Certifications

The workshop identifies several certifications that may provide advantages in government procurement.

Certification	Purpose or potential benefit
Local Small Business Enterprise (LSBE)	County price preferences and prompt payment benefits for qualifying businesses
Disabled Veteran Business Enterprise (DVBE)	Potential bid preferences for qualifying veteran-owned businesses
Social Enterprise (SE)	Recognition for qualifying businesses with a demonstrated social mission
Minority Business Enterprise (MBE)	Supplier diversity identification and potential contracting opportunities
Women Business Enterprise (WBE)	Supplier diversity identification and potential contracting opportunities

LGBTQ Business Enterprise

Supplier diversity identification and potential contracting opportunities

Additional guidance:

- County LSBE certification may provide payment within 15 calendar days for eligible, undisputed invoices.
- Presenters reference annual revenue thresholds and local ownership requirements for LSBE eligibility.
- Certain diversity certifications support business identification and outreach but do not automatically provide County bid price preferences.
- Businesses are encouraged to pursue certifications through free government programs when available.
- LA28 vendor opportunities do not necessarily require certification, although businesses may need to identify their small business status.

VI. Preparing a Competitive Capability Statement

Presenters identify the capability statement as one of the most important marketing tools for businesses pursuing government contracts.

A capability statement is a concise document communicating a business's expertise, qualifications, and capacity to deliver services.

Recommended Components

1. Core Competencies: Clearly describe the products or services the business specializes in.
2. Past Performance: Highlight relevant contracts, completed projects, industry experience, and results.
3. Company Background: Explain the business's history, leadership, mission, and qualifications.
4. Certifications and Industry Codes: Include applicable certifications, NAICS codes, and UNSPSC codes.
5. Contact Information: Provide direct contact details and relevant company links.

Presentation Recommendations

- Keep statements concise, visually appealing, and easy to review.

- Clearly identify the business's areas of expertise rather than claiming to provide every possible service.
- Use project examples, photographs, and graphics when they help demonstrate capabilities.
- Emphasize reliability, professionalism, and capacity.
- Tailor the statement to the specific needs of the government agency or buyer.
- Prepare additional supporting materials, including project portfolios, company presentations, and service descriptions.

Guidance for new businesses: Presenters explain that relevant employee experience, industry backgrounds, and partnerships can help demonstrate qualifications even when a company has limited contracting history.

VII. Market Research and Identifying Contract Opportunities

Businesses are encouraged to conduct market research before pursuing government contracts.

- Research which agencies regularly purchase the company's products or services.
- Review historical contracts to identify previous vendors, purchasing patterns, contract amounts, and agency contacts.
- Use procurement databases to identify current solicitations and anticipated future opportunities.
- Establish relationships with purchasing officers and program managers.
- Consider partnerships with established contractors to expand capacity and pursue larger opportunities.

LA28 Procurement Forecast

- Opportunities discussed include construction, marketing, catering, transportation, emergency management, janitorial services, and other operational support.
- Procurement opportunities will be released in phases leading up to the Games.
- Some opportunities are already being advertised, while others are expected closer to 2028.
- Businesses are encouraged to monitor the LA28 procurement forecast and prepare well before formal solicitations are released.

VIII. Types of Government Procurement

Procurement type	Description
Request for Proposal (RFP)	Formal solicitation evaluating a proposed approach, qualifications, pricing, and ability to perform the work
Request for Quotation (RFQ)	Pricing-focused solicitation, commonly used for goods and standardized services
Request for Information (RFI)	Preliminary market research used to identify potential vendors and available capabilities
Expression of Interest (EOI)	Initial screening process to identify businesses interested in specific opportunities
Streamlined Acquisition	Simplified purchasing process for qualifying smaller contracts
Master Agreement	Pre-established arrangement with qualified vendors for future purchases
Set-Aside Contract	Procurement opportunity restricted to businesses meeting designated certification requirements

Streamlined Acquisition Opportunities

- Presenters discuss simplified purchasing processes for smaller government contracts, referencing a threshold of approximately \$25,000.

- These opportunities may not always be publicly advertised through a full competitive solicitation.
- Departments may contact a limited number of qualified vendors directly to request quotes.
- Businesses are encouraged to introduce themselves to purchasing departments before opportunities arise.

Master Agreements and Prequalified Vendor Lists

- Master agreements establish lists of approved vendors that agencies can use for recurring purchasing needs.
- Vendors may be required to submit pricing and qualifications in advance.
- Acceptance onto a master agreement does not guarantee immediate business.
- Departments may use existing agreements to purchase services without conducting a new full solicitation.
- Businesses should review available master agreements and determine whether they qualify to apply.

IX. Questions and Clarifications from the Procurement Workshop

How can a new business compete without previous contracts?

- Presenters recommend highlighting the combined experience of owners and key personnel.
- New businesses may partner with more established firms to demonstrate capacity.
- Private-sector experience can be relevant even when a business has never held a government contract.

How specific should a consulting firm's capability statement be?

- Businesses should identify the particular services they offer and the problems they solve.
- Presenters use examples such as homelessness services, education consulting, and workforce development.
- Broad descriptions such as "management consulting" may be less effective than descriptions aligned with agency purchasing needs.

How can businesses find potential subcontracting partners?

- Government procurement records can identify businesses that have previously won contracts in a particular industry.
- Businesses can use these records to approach prospective partners.
- For formal proposals requiring combined capacity, partnerships should generally be established before submission.

How do businesses receive procurement notifications?

- Businesses should register with the appropriate procurement portals.
- Industry classifications and notification settings can help businesses receive relevant solicitation announcements.

XI. Key Takeaways

- Preparation is essential. Businesses should begin registering, researching, and building relationships now rather than waiting until 2028.
- Government procurement is a long-term opportunity. Skills and relationships developed through LA28 can support future public-sector contracts.
- Small businesses have multiple ways to participate. Opportunities extend beyond direct contracts to subcontracting, hospitality, activations, and local vendor partnerships.
- Certification can improve competitiveness. Qualifying businesses should investigate available preferences and supplier diversity programs.
- Regional collaboration is critical. Westside cities, Chambers of Commerce, BIDs, and economic development departments can help businesses navigate opportunities and overcome barriers.
- The Olympic legacy should extend beyond the Games. The overarching goal is to strengthen local businesses, create jobs, attract future visitors, and generate lasting economic activity.

More information can be found at opportunity.lacounty.gov/pathto2028/.