



TORRANCE ADVANTAGE
Office of Economic Development

ECONOMIC DEVELOPMENT UPDATE

February 11, 2025

10A

INTERNATIONAL RELATIONS AND BUSINESS DEVELOPMENT



INTERNATIONAL RELATIONS AND BUSINESS DEVELOPMENT



LA-Japan Trade & Investment

Japan to Los Angeles
Startup Showcase

YOU'RE INVITED!



REPRESENTATIVES



Stephen Cheung
President & CEO, LAEDC & WICLA
SIGNATORY



Erin Bromaghim
Deputy Mayor of LA
WITNESS



Akira Kajita
Chief Executive Director, JETRO LA
SIGNATORY



Kenko Sone
Consul General of Japan in LA
WITNESS

Join us for an invitation-only reception at the residence of Japanese Consul General in Los Angeles, Kenko Sone. Witness the signing of an LA-Japan Memorandum of Understanding on Trade, Investment & Economic Cooperation, and hear from six hand-picked Japanese startups from the Beyond JAPAN 2024 cohort.

1:30PM:
Doors Open & Welcome Networking

2:00PM:
LAEDC x JETRO MoU Ceremony

2:30PM:
Startup Pitch Presentations

3:00-5:00PM:
Networking & Light Bites

在ロサンゼルス日本国総領事館
CONSULATE GENERAL OF JAPAN
LOS ANGELES

JETRO
Los Angeles

PLUGANDPLAY

LAEDC

WORLD TRADE CENTER
LOS ANGELES

BUSINESS DEVELOPMENT



Greater LA
Spotlight on City of Torrance

Register Today
 December 5, 2024
 10:00am - 11:00am PST | Virtual

Panel Discussion

			
Brad Grossman Head of Operations - Torrance, PolyPeptide Group	Dan Gober Executive Director, Los Angeles, Biocom California	Fran Fulton Economic Development Manager, City of Torrance	Lindsay Bourgeois Director of Business Operations and Strategy, Biolabs LA

Learn more: biocom.org/events 



BUSINESS ATTRACTION IN TORRANCE PROGRAM

This program incentivizes businesses to choose Torrance - Provides up to \$100K to companies that boost Torrance's employment base and sales tax:

- One-time payment of \$100 per added employee; or
- One-time payment Equal to 2% of the increased City's share of sales tax revenues from a consecutive 4-quarter period



DOWNTOWN TORRANCE REVITALIZATION & BUSINESS IMPROVEMENT DISTRICT



COMMERCIAL FAÇADE IMPROVEMENT PROGRAM

This program is designed to assist property/ business owners visually upgrade property and beautify the area. Potential projects:

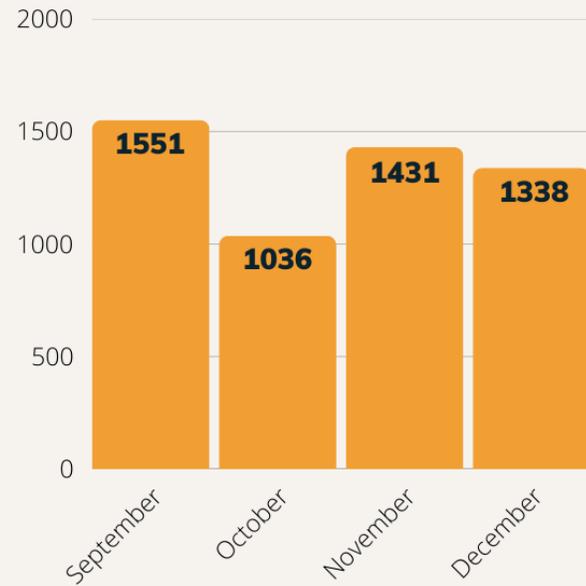
- Façade Upgrades
- Landscaping & Irrigation
- Awnings
- Window & Door Upgrades
- Lighting
- Painting and Stucco
- Outdoor Dining



For More Information Please contact [**CDDInfo@TorranceCA.Gov**](mailto:CDDInfo@TorranceCA.Gov)

SHOP LOCAL – AUTO SALES

AUTO SALES
September - December



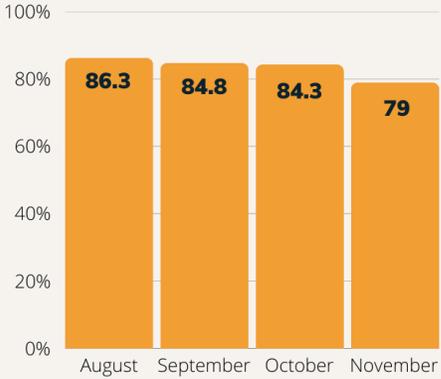
HOSPITALITY AND TOURISM

For the past 4-month period:

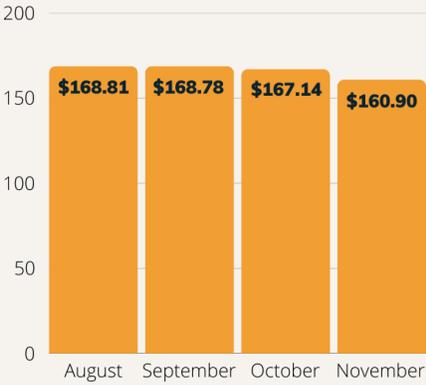
- Occupancy Rate average is 83.6%
- Average Daily Rate is \$166.40
- Revenue Per Available Room is averaging \$139.23



OCCUPANCY PERCENTAGE RATES
August - November



AVERAGE DAILY RATES
August - November



REVENUE PER AVAILBLE ROOM
August - November

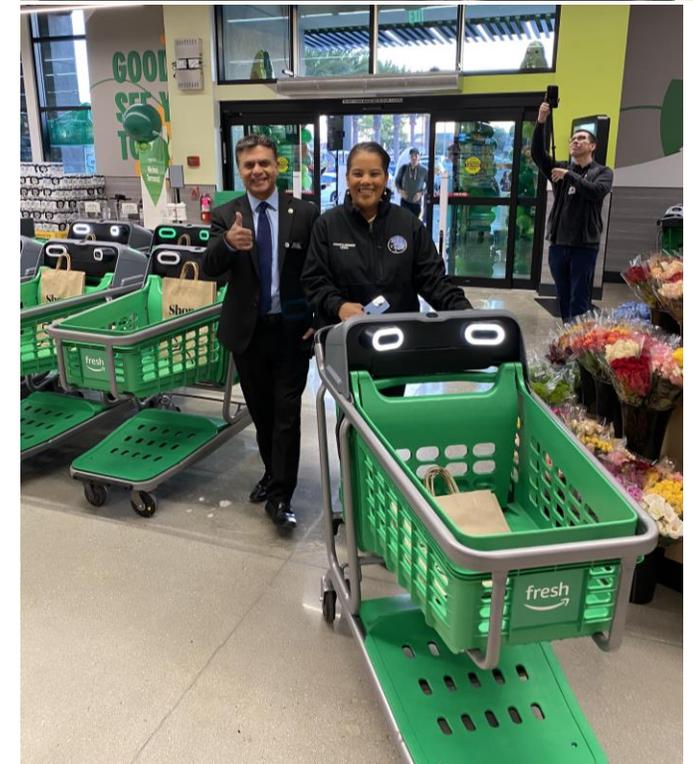


SPECIAL EVENTS AND FILMING



COMING SOON...

- Tech Committee (Innovation Challenge/Pitch Torrance)
- Breakfast with the Mayor: JLL
- 88 Cities Summit
- Select LA
- International Youth Baseball Competition





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WWW.BUSINESS.TORRANCECA.GOV

