



**TORRANCE** ADVANTAGE  
Office of Economic Development

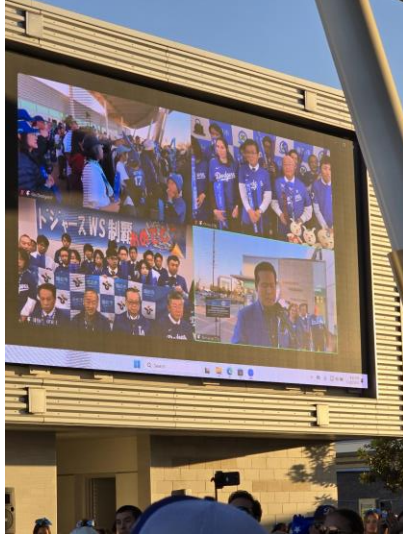
# ECONOMIC DEVELOPMENT UPDATE

February 11, 2025

10A

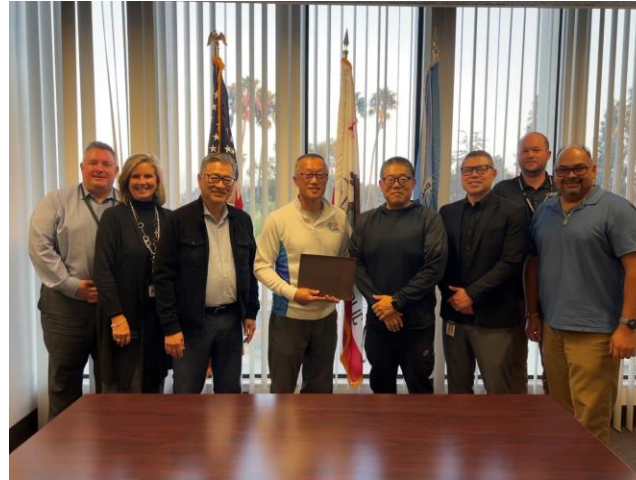


# INTERNATIONAL RELATIONS AND BUSINESS DEVELOPMENT





# INTERNATIONAL RELATIONS AND BUSINESS DEVELOPMENT



**REPRESENTATIVES**

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.

 <b>Stephen Cheung</b> President & CEO, LAEDC & WTECA SIGNATORY	 <b>Erin Bromaghim</b> Deputy Mayor of LA WITNESS
 <b>Akira Kajita</b> Chief Executive Director, JETRO LA SIGNATORY	 <b>Kenko Sone</b> Consul General of Japan in LA WITNESS

**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  
CENTERS  
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



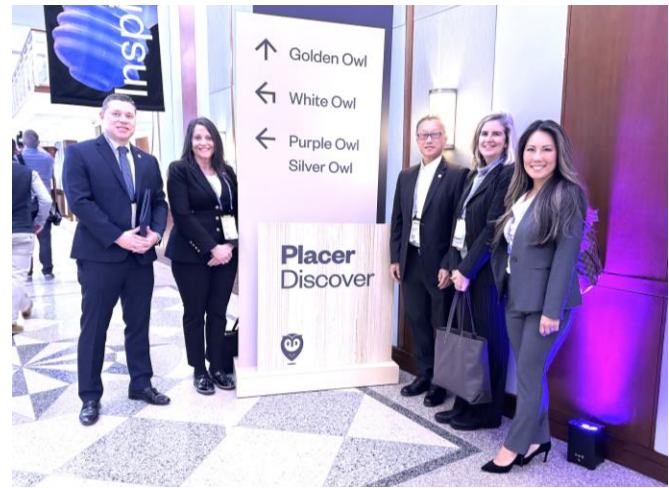
**Fran Fulton**  
Economic Development Manager, City of Torrance



**Lindsay Bourgeois**  
Director of Business Operations and Strategy, Biolabs LA

Learn more: [biocom.org/events](https://biocom.org/events)

 Biocom California





# 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

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# COMMERCIAL FAÇADE IMPROVEMENT PROGRAM

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

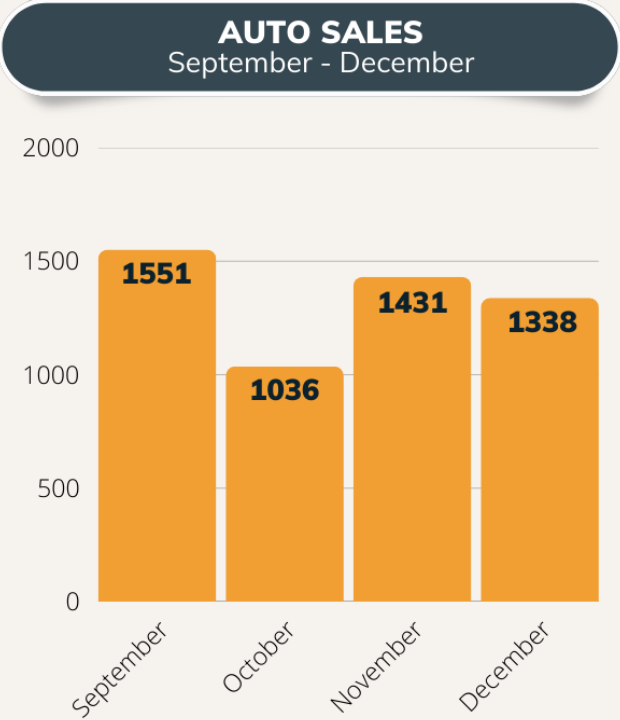
- Façade Upgrades
- Landscaping & Irrigation
- Awnings
- Window & Door Upgrades
- Lighting
- Painting and Stucco
- Outdoor Dining



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



# SHOP LOCAL – AUTO SALES

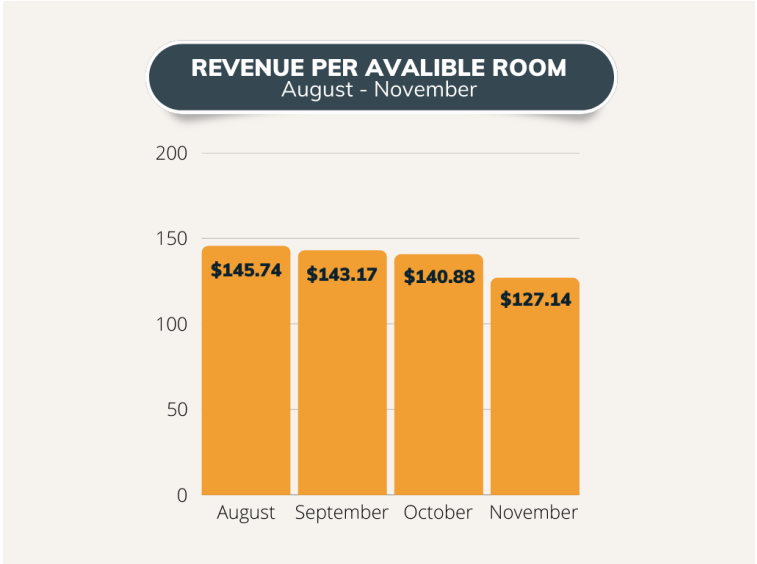
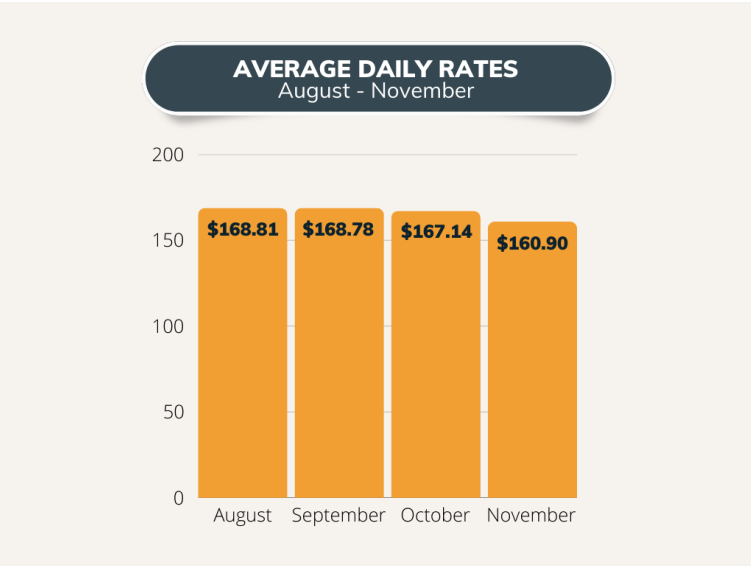
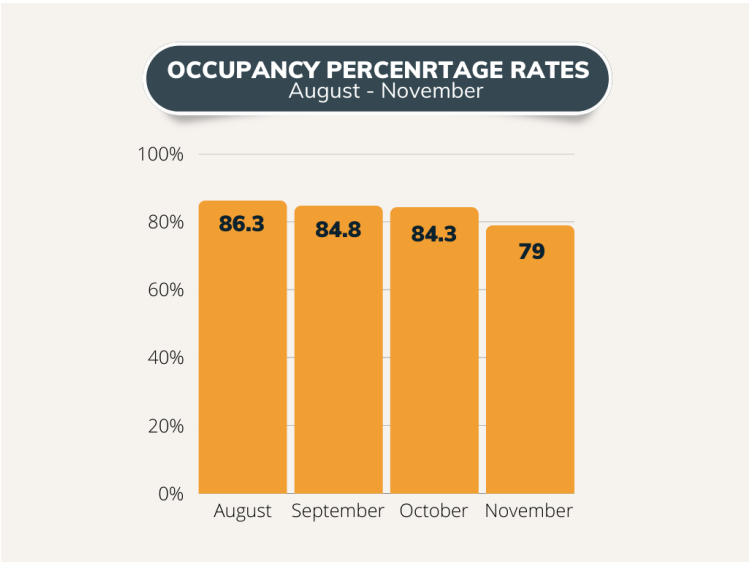
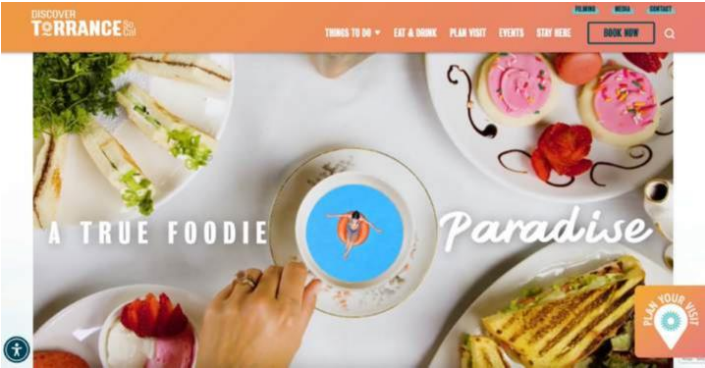




# HOSPITALITY AND TOURISM

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





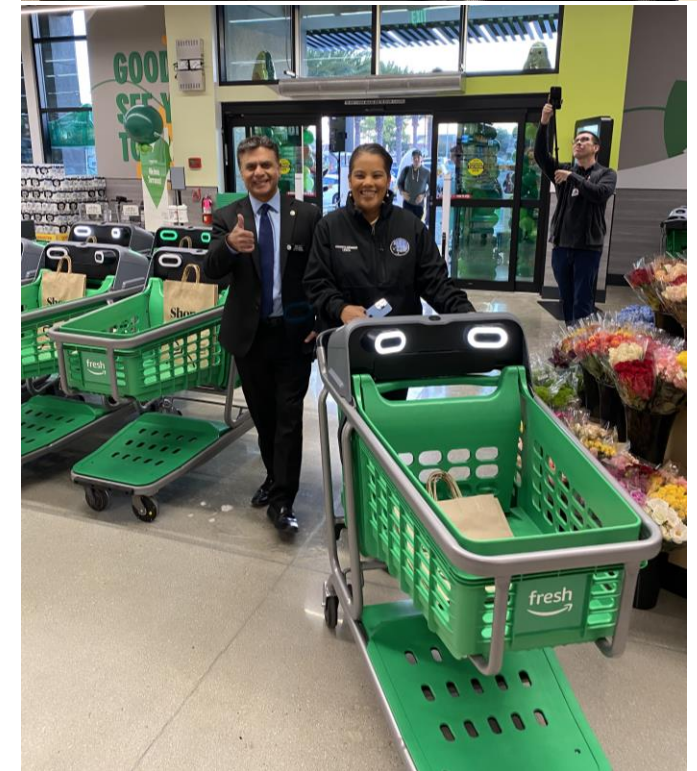
# SPECIAL EVENTS AND FILMING





# 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**

