

Connecting Small Businesses with L.A.'s Big Opportunities
Unlock Contracting Opportunities with Free Support Services

Module - ①

JANUARY 21, 2025 (Tue) 1:00 pm (90 min, PST)

NAVIGATING THE CITY OF LOS ANGELES GOVERNMENT STRUCTURE & CONTRACTING OPPORTUNITIES

This module will provide you with a clear understanding of how the city's government functions, how money flows from the government to small businesses, and how you can capitalize on contracting opportunities.



Cristina Espiritu
Procurement Manager, PACE

Introductory Remarks

Host & Moderator



Rosa H. Penalzo
Assistant Chief Grants Administrator
EWDD



Leah Chu
Deputy Chief Procurement Officer
Office of Procurement, City of LA



Daniel Cho
Sr. Management Analyst II
Office of Procurement, City of LA



Sharla Sullivan, CCA
Relationship Builder
Webcor



Samona Caldwell, APR
Director of the Business Connect Program
LASEC



Libby Williams
Small Business Director
Office of Mayor Karen Bass

Main Topics

THE WEBINAR COVERS

- ProcureLA/PACE Services
- Overview of how government agencies organize within the city
 - Government Function
 - Opportunities and Contracting with the City
 - Events with Procurement Opportunities, Including the Olympics & FIFA World Cup
 - Introduction to LA2028
 - City of Los Angeles Prime Vendors and Subcontractor Opportunities

ProcureLA, a new program launched by Mayor Bass and the City of Los Angeles Economic and Workforce Development Department (EWDD), provides free resources to help small businesses secure contracts and is operated by **PACE (Pacific Asian Consortium in Employment)**.