

# ProcureLA:

## Fast Track your Team to a Winning City Contract

*Module 1: Navigating the City of Los Angeles Government Structure  
& Contracting Opportunities*

[WWW.PROCURELA.COM](http://WWW.PROCURELA.COM)



# Pacific Asian Consortium in Employment

Since 1993 , PACE Business Development Center (BDC) has provided business training, technical assistance, 1:1 counseling and access to capital to thousands of inspired, committed and hard -working men and women. In addition to being an SBA Microloan Intermediary and a Community Advantage lender, PACE is a COIN certified Community Development Financial Institution (CDFI), Community Development Entity (CDE) and an official CalCAP Lender. PACE BDC also houses an award -winning Women's Business Center.

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# SIX TRAINING MODULES

## MODULE 1:

**Navigating the City of Los Angeles Government Structure & Contracting Opportunities**

*1/21/25, 1:2:30 pm*

## MODULE 2:

**Unlocking Procurement Opportunities with the City of LA's RAMPLA Portal**

*1/28/25, 1:2:30 pm*

## MODULE 3:

**Introduction to City of Los Angeles Certifications for Small Businesses**

*02/04/25, 1:2:30 pm*

## MODULE 4:

**Crafting Marketing Strategy to City of Los Angeles Departments and Prime Contractors**

*02/11/25, 1:2:30 pm*

## MODULE 5:

**Mastering Bid Proposals: Key Strategies for RFP Submissions**

*02/18/25, 1:2:30 pm*

## MODULE 6:

**Navigating Post-Bid Success: Key Steps After Winning a Contract**

*02/25/25, 1:2:30 pm*

# AGENDA

## HOST

- **Cristina Espiritu: PACE**

## INTRODUCTORY REMARKS

- **Rosa Penaloza: EWDD**
- **Libby Williams: LA Mayor's Office**

## SPEAKERS

- **Daniel Cho: RampLA**
- **Sharla Sullivan: Webcor**
- **Samona Caldwell: LASEC**

# HOUSEKEEPING ITEMS

- You are on Listening Mode
- Use Q&A to post questions
- Q&A session – towards the end (10-15 mins)
- Webinar Recordings – Please visit our e-library

**Q & A (10 - 15 min)**





# Are you a small business looking to grow through contracting?

Free services and resources to equip knowledge and tools to acquire city contracts, such as extensive contracting and financial and technical assistance. Guidance of forthcoming opportunities available with anticipation of the 2026 World Cup, 2027 Super Bowl, 2028 Olympics, and even beyond the completion of these major sporting events.



Operated by



Pacific Asian Consortium in Employment



LOS ANGELES AWARDED EIGHT TOTAL MATCHES AND U.S. MEN'S NATIONAL TEAM OPENING MATCH FOR FIFA WORLD CUP 26™ -JUNE, 2026.



NBA ALL-STAR RETURNS TO THE LOS ANGELES REGION FOR THE RECORD SEVENTH TIME IN HISTORY AT THE NEWLY CONSTRUCTED INTUIT DOME IN 2026- FROM FEB. 13-15, 2026.



SUPER BOWL RETURNS TO THE LOS ANGELES REGION FOR THE SECOND TIME THIS DECADE AT SOFI STADIUM IN FEBRUARY 2027



2028 OLYMPIC & PARALYMPIC GAMES JULY 2028 AT VARIOUS VENUES

## Eligibility Requirements:

- Must be a **for-profit** business operating in the City of Los Angeles
- Must have an **active** Business Tax Registration Certificate (BTRC) with the City of Los Angeles that is current and in good standing
- Must be operating from a commercial location and have a valid commercial lease (home-based businesses are not eligible)
- Must identify the negative economic impact resulting from COVID-19
- Must be in **good standing** with the Secretary of State, if applicable



# Procurement TA Services

- **Access to Business Assistance Services**
- **Access to Procurement Bulletins:** Ongoing (electronic) notification of procurement opportunities and related resources.
- **Counseling Sessions:** Individualized training, strategic planning consulting, and small group training.
- **Bid Proposals and Submission Assistance:** Assists clients in drafting and submitting proposal bids and contract negotiations
- **Access to Resources:** Business matchmaking (identifying appropriate prime and sub contractors), workforce assistance (HR needs), referral, and partner search.
- **Follow-up technical assistance** to ensure contract specifications (insurance, bonding, labor requirements, etc.) CFAP\*
- **Assistance in staging and follow-up** contract reporting requirements
- **Workshops/Trainings-** 6 modules
- **Supplier Diversity Conference/Matchmaking events**



*CFAP\* : Up to \$350,000 , Terms up to 24 months, 10.2% interest fixed Working capital to cover early project cost expenditures under contract awarded*

*Businesses participating in the ProcureLA Program are not guaranteed to be awarded work with the city of Los Angeles or its partners.*

# PACE is a strong partner

Is your small business ready to acquire a city contract? Whether new to contracting or looking to expand your opportunities, our dedicated team is here to help.

2021-2024

**370 MBE Served**

**116MM Contract award**

**66MM Financing, Capital & Bonding**

**1,045 Job Creation/Retention**



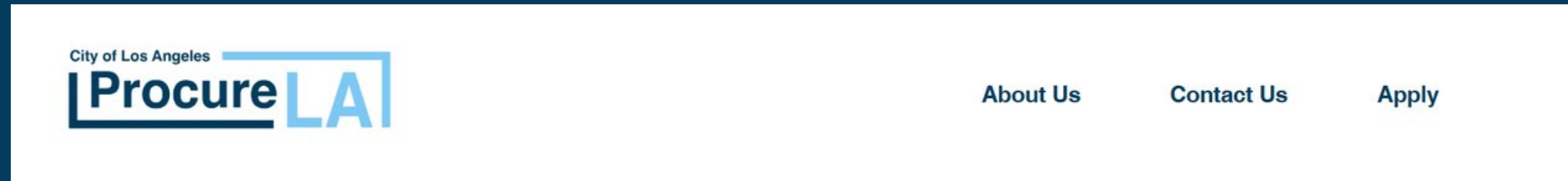
**Mayor Karen Bass**



**pace** Pacific Asian Consortium in Employment



# TO BE ADDED:



## ProcureLA:

Connecting Small Businesses with  
L.A.'s Big Opportunities

Unlock Contracting Opportunities with Free Support Services

Get Started



[www.ProcureLA.com](http://www.ProcureLA.com)

6 Training Module - on-demand

### Upcoming Events

- Meet the Prime Info Sessions
- Roundtable meeting with Prime vendor
- City of LA Department Procurement Conference
- Networking Events

Bulletins: Subcontractor Bid Opportunities

# ACCELERATOR FOR SMALL BUSINESS

## Fast-Track Your Team to a Winning City Contact

### 2025 Webinar - 6 Modules

Join our 6-module accelerator in 2025. This webinar will provide you with how to navigate LA's government procurement process, access certification benefits, market to city departments, craft winning proposals, and develop competitive budgets to secure contracting opportunities.

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| <p><b>1</b><br/><b>NAVIGATING THE CITY OF LOS ANGELES GOVERNMENT STRUCTURE &amp; CONTRACTING OPPORTUNITIES</b><br/>JAN 21<br/>1:00 pm<br/>90 min<br/>A clear understanding of how the LA city functions</p>       | <p><b>4</b><br/><b>CRAFTING MARKETING STRATEGY TO CITY OF LA DEPT &amp; PRIME CONTRACTORS</b><br/>FEB 11<br/>1:00 pm<br/>90 min<br/>Guide you through the key strategies for marketing your business</p>                                 |
| <p><b>2</b><br/><b>UNLOCKING PROCUREMENT OPPORTUNITIES WITH THE CITY OF LA'S RAMPLA PORTAL</b><br/>JAN 28<br/>1:00 pm<br/>90 min<br/>How to leverage the City of Los Angeles' RAMPLA procurement portal</p>       | <p><b>5</b><br/><b>MASTERING BID PROPOSALS: KEY STRATEGIES FOR RFP SUBMISSIONS</b><br/>FEB 18<br/>1:00 pm<br/>90 min<br/>A step-by-step guide on the essential components of a successful bid</p>  |
| <p><b>3</b><br/><b>INTRODUCTION TO CITY OF LA CERTIFICATIONS FOR SMALL BUSINESSES</b><br/>FEB 4<br/>1:00 pm<br/>90 min<br/>How the City of Los Angeles' certification programs can provide a competitive edge</p> | <p><b>6</b><br/><b>NAVIGATING POST-BID SUCCESS: KEY STEPS AFTER WINNING A CONTRACT</b><br/>FEB 25<br/>1:00 pm<br/>90 min<br/>Explore the crucial next steps after securing a contract and how to ensure successful project execution</p> |

**Register Here**  
[tinyurl.com/bdxxundz](https://tinyurl.com/bdxxundz)  
Registration is required only once for all six zoom sessions.



**Contact Us**  
[www.ProcureLA.com](http://www.ProcureLA.com)  
[ProcureLA@pacela.org](mailto:ProcureLA@pacela.org)

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)**.



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