



One of the conventions that unite neighbors across the Valley is upon us - the start of the academic year. As students and families from across the Valley all simultaneously settle into a new school year and common routines, we at The Alliance are also mindful that some of the ways we each experience life in the Valley can also vary widely. We may have very different experiences of going back to school depending on our zip code, household income, access to childcare, and many other differentiating factors. This tapestry of diversity is an important element of Valley life and integral to consider any time we endeavor to plan for the future development of our region we all call home.

That is why, as we undertake a strategic planning process to guide our work from 2023 - 2025, the perspectives of the full spectrum of Valley residents and business owners is tremendously important to The Alliance. If we are to realize our ideal job markets, housing stock, transportation systems, and other elements that comprise thriving communities, we will need to design them together. And by no means does our work end there. We will then need to join together to advocate for our shared vision by enlisting renewed dedication from our elected officials, industry leaders, and nonprofit decision-makers until we achieve our goals.

The Alliance is the leading catalyst in our community to undertake this meaningful, impactful work. Here at The Alliance, the voice of each resident is not only valued, but coveted, as we spearhead an integrated approach to enhance the wellbeing of our community and economy. This work encompasses:

- Assisting employers in creating and retaining jobs available to local residents;
- Empowering business owners to close the wealth gap and obtain financial independence;
- Collaborating with local government to improve quality of life for everyone; and
- Attracting locals, tourists, and visitors to the San Fernando Valley to spend more money and leisure time.

The Alliance offers you a “seat” at one of the most influential decision-making “tables” in our region - the regional development of the San Fernando Valley. Are you willing to take a seat and join us? Read on and submit your input through our Strategic Planning Community Survey today. In this way, you can let us know how you’d like to see the future of the San Fernando Valley economy unfold and we can build our region together.

Sincerely,

Sonya Kay Blake
President and CEO