



The Valley Economic Alliance

Better businesses. Better jobs. Better communities.

March 23, 2022



Spring has certainly sprung in the San Fernando Valley with Daylight Savings Time and a season of new beginnings is in full bloom here at The Valley Economic Alliance. We are pleased to bring you some of our most invigorating news of economic vitality after a stagnated winter and staunch COVID mandates.

And new beginnings are indeed what are needed. The February 24 invasion of Ukraine by Russia and the unfolding war we have all been witnessing is a tragic injustice, weighing down our hearts and reminding us that we need to be vigilant against injustice wherever it may be found. We, at The Alliance, are watching with keen interest the economic impact of rising interest rates, the uncertainty of war, inflation, and what appear to be waning days of this two-year pandemic.

And yet hope does rise. We are pleased to hear economists report the Valley's business growth and expansion. And, Valley business owners continue to hire new staff, manage inventory, and expand into new markets and need our support. The Alliance continues to strengthen our local employers with programs such as our Pathway to Profit series which this month highlighted alternative sources of funding for business growth. We continue to promote the development of our local workforce, encouraging job seekers to upskill to advance into higher-paying jobs which employers are seeking talent to fill. And we persevere in promoting the development of workforce housing and recognizing models for employee housing that our large employers can consider emulating.

Even while addressing the current needs of our community, we continue to keep an eye on our shared future, and we are leading the way to ushering in the San Fernando Valley that we want to realize. Our Tech Valley initiative is exploring ways for us to expand and promote our region's imagination and innovation. Our Sustainability work is inspired by environmental imperatives such as the drought as well as opportunities such as cost saving rebates earned by implementing wise conservation strategies. And our promotion of the Valley's natural beauty as one of our most attractive assets for tourism is a healthy strategy for building our local economy.

Don't miss our upcoming convenings addressing Valley public investment projects, procurement opportunities, and our spotlight on the City of Burbank, among others, with dates that can be found on our events calendar [here](#).

This spring, even while we pursue economic endeavors, we hope you will treat yourself to some refreshment and rejuvenation. Visit the beautiful parks of the Valley and consider spending some quality time enjoying our local recreational venues.



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Not only does your patronage of these venues and surrounding businesses benefit our local economy, but these nature trails and fitness paths offer our families a refreshing boost which, by extension, helps to improve the health and vitality of our communities.

Another way to treat yourself while advancing The Alliance's work is to join us at our April 8 Valley of the Stars Gala. An enchanting and star-studded evening with the theme, the *Sky's the Limit*, we've selected a delightful menu, a beautiful skyline backdrop, and an entertaining program as we honor exemplary contributions to our community. This is a fun and easy way that you can support this meaningful work. Tickets for the festivities are still available and can be purchased [here](#).

At The Valley Economic Alliance, we continue to affirm our position as a vibrant agent of economic change and a catalyst for thought leadership for the entire San Fernando Valley region. We hope you will join us as we enter into a fresh and fruitful season of blossoming prosperity for us all.

Sincerely,

Sonya Blake
President and CEO