

RCCSGV Strategic Plan for LA2028

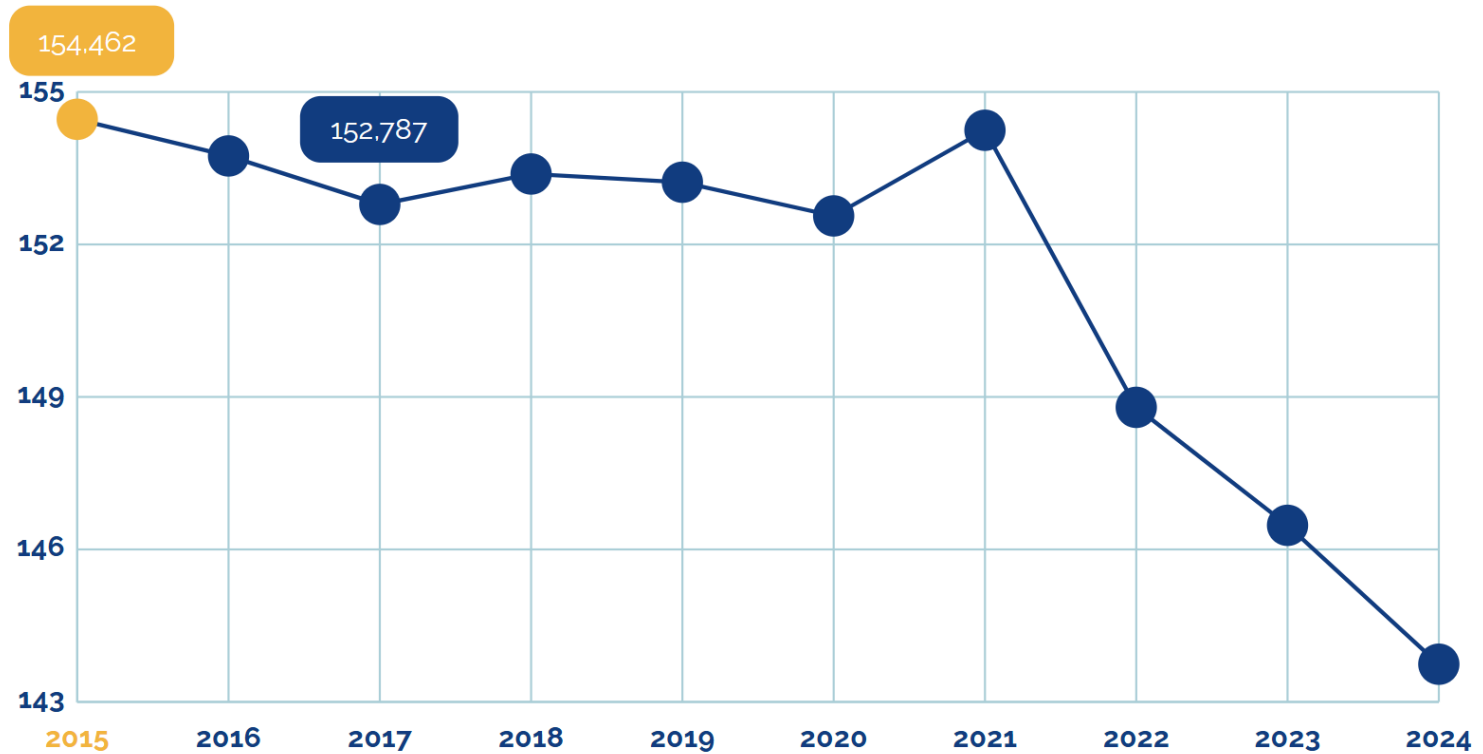
San Gabriel Valley Regional Chambers of Commerce



"To connect people, businesses, and communities with opportunities that drive economic growth, strengthen workforce pathways, and improve quality of life for all in the San Gabriel Valley."

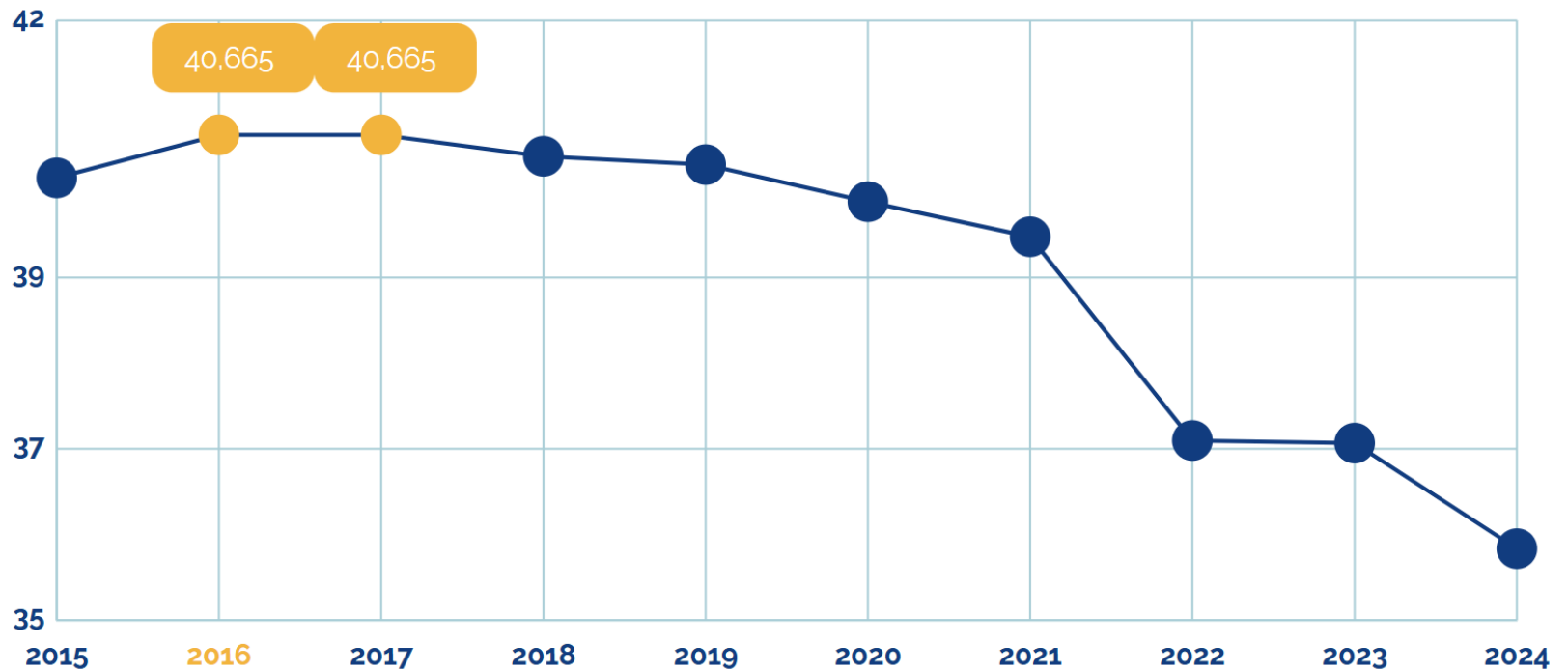
Pomona

Population Growth (in thousands)



La Puente

Population Growth (in thousands)





Vision & Mission

Learn, Earn, Live and Thrive in SGV

- Vision: Empower the Community to fully benefit from the economic, cultural, and workforce opportunities of LA2028.
- Mission: Equip youth, professionals, and entrepreneurs with the skills, networks, and resources to engage in Olympic-driven industries (hospitality, tourism, logistics, sports, tech) while leaving a legacy of resilience.

Closing Affordability Gap

Minimum Wage

The legally mandated lowest hourly pay.
To prevent exploitation but may not meet basic living costs.

Living Wage

An income level sufficient to cover essential needs.
It reflects the true cost of living in a specific region and supports a decent standard of life.

Prosperity Wage

A wage standard that goes beyond survival, enabling workers to save, invest, and thrive.
It emphasizes long-term financial security, personal growth, and community well-being.

Sports Economy Opportunity

Data: LA Metro

FIFA Games 2026

70k Tickets per game x 6 games

180k out of town visitors

3B TV viewers

LA28

40 Venues – 6 in SGV

Olympic Visitors = 7 x Super Bowl

60% tickets for visitors outside LA County

Paralympics = 2.5 x Super Bowl

5B TV viewers

Strategic Framework Overview LA28

- **Youth** – Workforce readiness & entrepreneurship exposure
- **Professionals** – Career growth & networking
- **Entrepreneurs** – Access to contracts & tourism opportunities
- **Community** – Broad participation & cultural visibility



Youth Strategy



Goals: Workforce readiness, volunteerism, entrepreneurship.



Programs:



Olympics Readiness Training



Volunteer pipeline with LA28



Startup bootcamps (apps, cultural experiences, food delivery, language services)

Professionals Strategy

- Goals: Career growth, certifications, and networking.
- Programs:
 - Certifications in project management, IT, logistics, sports management
 - Professional networking mixers
 - Mentorship program with industry leaders



Entrepreneurs Strategy



GOALS: ACCESS TO
OLYMPIC CONTRACTS,
TOURISM OPPORTUNITIES,
AND EXPANSION.



PROGRAMS:



REGISTER IN LA28 SUPPLIER
DIVERSITY & LA COUNTY
VENDOR PORTALS



DEVELOP HOSPITALITY AND
TOURISM PACKAGES



POP-UP RETAIL AND FOOD
CONCEPTS



TECH INNOVATIONS (FAN
APPS, RIDESHARING, AI
TRANSLATION,
MERCHANDISING)

Community-Wide Initiatives



GOALS: BROAD
PARTICIPATION &
VISIBILITY.



PROGRAMS:



ANNUAL OLYMPIC
READINESS SUMMITS



COLLABORATIONS
WITH CHAMBERS & LA
COUNTY AGENCIES



FINANCIAL LITERACY
WORKSHOPS



DIGITAL LITERACY
WORKSHOPS



SUPPLY CHAIN
SUMMIT



LEGACY PLANNING
BEYOND 2028

Phased Action Plan (2025–2028)

1

Phase 1 (2025–26): Preparation & Awareness

2

Phase 2 (2026–27): Scaling & Capacity Building

3

Phase 3 (2028): Execution & Participation

4

Phase 4 (Post-2028): Legacy & Sustainability

Metrics for Success



Youth: 500+ placed in Olympic roles



Professionals: 300+ certifications & placements



Entrepreneurs: 500+ vendor registrations



Community: 5,000+ participants in summits & showcases

Key Partners & Agencies

LA County
DEO

AJCCs &
Youth@Work

WDB, DCBA,
OSB, ISD

LACDA

LA County
Arts & Culture

Tourism &
Convention
Board

Conclusion

- By organizing across youth, professionals, entrepreneurs, and community, and leveraging LA County resources, the Ismaili EPB can:
- Participate meaningfully in LA2028
- Drive economic growth
- Build cultural pride
- Leave a lasting legacy

SGV BUSINESS WINS THROUGH READINESS

WOMEN LEADING THE WAY

AN IMPACTFUL LUNCHEON EVENT



Fiona Ma



Samona Caldwell



Dr. Tara Lynn Gray

16
OCTOBER
2025

Convening of entrepreneurs and executives designed to equip businesses to thrive in the Southern California emerging opportunities landscape. Focusing on economic opportunities and inclusiveness, the program strengthens the pipeline of SGVs diverse businesses poised to access procurement, infrastructure, hospitality, logistics, and creative industry contracts linked to the **World Cup 2026, Super Bowl 2027, and LA Olympics & Paralympics 2028.**

SPEAKERS:

- CA State Treasurer **Fiona Ma**
- LA Sports & Entertainment Commission Director, Business Connect **Samona Caldwell**
- Director, **Dr. Tara Lynn Gray**, State of California, Office of the Advocate of Small Business



11:30AM-2:00PM
MOUNTAIN
MEADOWS GOLF
COURSE

1875 FAIRPLEX DR.
POMONA, CA 91768

Strategic Goals:

- Advance inclusive contract readiness for mega-events
- Strengthen business peer networks and partnerships
- Increased visibility of women-owned businesses across public/private pipelines
- Align with SoCal Wins data and benchmarks for equity-driven outcomes

CA DGS Office of Small Business
will be available to answer
questions.



REGISTER NOW

Sponsorships
AVAILABLE



GLOBAL EXPOSURE

CERTIFICATION

ECONOMIC EQUITY