

Mission & Initiatives

The Mission of the Valley Economic Alliance is to grow and strengthen the economy of the San Fernando Valley to improve the quality of life in our five-city region.

We do this by:

- Retaining, expanding and attracting businesses and adding high-quality jobs.
- Helping to train and educate a more qualified workforce to fill those jobs.
- Improving the livability of our neighborhoods.
- Branding and marketing the San Fernando Valley.

The Alliance has four major Initiatives:

- [Economic Development](#)
- [Workforce Investment](#)
- [Livable Communities](#)
- [Marketing](#)

Many Valley businesses find it difficult to grow and prosper in today's economy. They need help. They need answers. And they need one place to find them.

Will Valley neighborhoods maintain their hometown quality of life?
Will transportation and infrastructure keep pace with our needs?
Will we give our children a clean environment and green spaces?

Small town feel. World class opportunities. The Valley has it all.

Valley businesses often find it difficult to hire qualified employees. Valley workers find they often don't have the skills to qualify for open jobs. What's the answer?

Our Economic Development Initiative offers help with:

- Permitting
- Expansion
- Financing
- Site selection
- Tax credits and incentives
- Economic data
- Recruitment
- Employee training
- Global opportunities

Our Livable Communities Initiative offers help with:

- Transit solutions
- Land use
- Infrastructure
- Environment and conservation
- Sustainability
- Arts and culture
- Public safety strategy
- Valley residents' input
- Encouraging multi-piers input
- The Valley Virtual Library
- Public policy recommendations
- The Valley Green Team
- How do we see the Valley?

Our Marketing Initiative covers the following areas:

- TheValley.net website
- Valley publications, including "Views" and "Visions"
- The Valley Visitors Bureau
- The Valley DVDs and videos
- Street sign banners
- "Stars of the Valley"
- Gala & community events
- Investor / Stakeholders logo ads
- Media outreach campaign

Our Workforce Investment Initiative offers help with:

- Identifying employment opportunities needs
- Communicating educational needs to schools, universities, training centers
- Creating customized employment programs
- Providing educational experience
- Job fairs
- Educational symmetry
- The Training Alliance
- The Learning Alliance

Through our Workforce Investment Initiative, we help employers identify their employee qualification needs...then customize training programs to meet those needs. At the same time, we also work with schools, universities and job training sites through our Training Alliance to make sure they are teaching the skills students will need to succeed in The Valley job market of today and tomorrow.

Better employers create more successful businesses. Successful businesses create more and better jobs. And it all starts here!

The Valley Economic Alliance
Better businesses. Better jobs. Better communities.

Published by



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