# Compton Community College
# Restaurant Project

Enclosed for your review is a proposal of interest to serve as a qualified subcontractor to the Community Financial Resource Center (***CFRC***) on the City of Los Angeles-Business Assistance Program. The *Los Angeles South business area* is the region best suited for the subcontracting services offered by this proposal.

Proposed is an array of business technical assistance services, including but not limited to;

- Individualized business plan development and follow-up,
  - Product differentiation
  - Market analysis
  - Organizational development
  - Financial planning
- Individualized management coaching and business networking, and
- Workforce development and customized training.

Thank you for reviewing the technical assistance potential of our nonprofit agency as a subcontractor to ***CFRC***. Please feel free to call if additional information is required as part of your evaluation.

**City of Los Angeles**
**Business Assistance Program 2003-04**

*Presented to the*
Community Financial Resource Center
**Tara Taylor, Director**
**4060 S. Figueroa Street**

# Compton Community College
# Restaurant Project

**Los Angeles, CA 90037**
**(323) 233-1900**

*From the*
**South Los Angeles**
**Economic Development Partnership**
**1902 W. Rosecrans Avenue**
**Compton, CA 90220**
**(310) 637-7248**
e-mail: POWERSOLA@aol.com

***August 6, 2003***

*INTRODUCTION*

The South Los Angeles Economic Development Partnership (SLAEDP) is a formidable collaboration of business, government and educators planning and implementing economic growth strategies. The mission is to markedly change the prevailing view of the southern Los Angeles area. In the process the SLAEDP will help stimulate expansion of existing businesses and promote investment by many from outside of the area.

Since 1999, as a nonprofit community-based organization, *SLAEDP* has delivered business enhancement services throughout the County of Los Angeles. Economic development activity includes job and training processes, critical skills enhancement and creative marketing services for business capacity building, retention and attraction.

The SLAEDP develops and implements marketing strategies designed to promote and improve the market perception that can help serve all people who live and work in the area from increased investment interests and healthier maintenance attainment.

**SERVICE AREA**

The southern portion of Los Angeles connects to many major commercial portions of the county, including downtown Metro, Gateway Cities, San Gabriel, Valley Cities, South Bay Cities, & Westside Cities.

- A strong industrial manufacturing base with more than 27,000 businesses, with 10% in manufacturing, generating more than 84,000 jobs,
- Available housing market-unlike many inner-city areas, South Los Angeles has an extensive base of single family residential neighborhoods where housing values have remained stable,
- A large, willing and able workforce-companies cite the labor force as one of the key reasons South Los Angeles remains competitive,
- A substantial market demand for consumer goods and services-growing aggregate income levels exceeding $10 billion annually
- A strategic location-access to an international airport, harbors and a transportation corridor offers significant location advantages to businesses.

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**SCOPE OF WORK**

Businesses requiring technical assistance need management enhancement and a process of raising capital. Our proposal offers a specific sequence of action to enhance the ***CRFC*** proposed services.

We propose to individualize time with the prospective micro-enterprise client to establish an effective operating tool—the business plan. The purpose is to develop or modify the businesses' written plan for management purposes and funding attraction. We will involve the entrepreneur in every phase of its documentation in order for them to fully understand and manage its goals.

Some plans may require several months to compile and we will include coordination from external legal, financial, information systems and accounting assistance as appropriate. The bulk of our initial attention will be industry ratios and market statistics. Helping the entrepreneur thoroughly know their respective market is a fundamental requirement. Taylor's Marketing & Management is strategic partner for our organization and specializes in wide range of industry analysis with demographics studies.

Workforce activity is critical with retention, morale and skills of workers. Capacity building centers on the micro-enterprise's ability to retain high quality staff members. We strategically aligned with all of the work source centers, EDD, DPSS, community colleges and several vocational training schools in the area. Right size staffing and customized training is part of the detail our staff offers in this proposal.

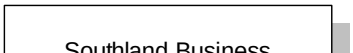
**COSTS**

Ideally, we would like to use a monthly retainer for services using a reasonable client service time and expense. A determination of such a rate could be determined should ***CFRC*** be the winning bidder. We are amenable to a variety of remuneration models that work in the best interest of ***CFRC***.

| Activity / Consulting Description | Hourly Billing Rate |
|---|---|
| Management Consultant | $55.00 |
| Accounting Manager | $50.00 |
| Marketing Specialist | $50.00 |
| Workforce Development | $35.00 |



# Southland Business Development Partnership
## Organization Chart



**STRENGTHS AND WEAKNESS**

The general areas offered in proposal involve being real with ***CFRC***. We have categorized our self-assessments in the following areas.

| | |
|---|---|
| ☐ Business relocation, including market analyses of alternative possibilities | **Strong** |
| ☐ Obtaining permits and entitlements for land use, license transfers, etc… | **Weak** |
| ☐ Seeking and obtaining financing | **Satisfactory** |

| | |
|---|---|
| ☐ Workforce assessment and recruitment | **Strong** |
| ☐ New business opportunities | **Strong** |
| ☐ Working with nonprofits organizations | **Strong** |

*STAFFING & RESOURCES*

The South Los Angeles Economic Development Partnership operates with independent contractors and subcontractors. The CEO is the only binding employees for the nonprofit at this time. Our organization uses many resources to help business owners meet their growth needs. Since July 2001, our agency has efficiently with leased office space inside the main lobby of OneUnited Bank (formerly Family Savings Bank). OneUnited is a commercial lender and is encouraged to review micro-enterprise loan request.

**VALUE-ADDED RESOURCES**

| | |
|---|---|
| **Workforce Development** | Al Washington |
| **Job Placement and Vocational Schools** | Oliver Tyrone |
| **Market Analysis** | Taylor's Marketing & Management |
| **Business Development** | Billy Williams |
| | |
| **CEO** | Dean L. Jones |

Dean Jones is a practicing business consultant with 25 years of consistent executive management and small business consulting experience. As a Certified Purchasing Manager (C.P.M.) accredited by the National Association of Purchasing Management, Mr. Jones helps large public and private organizations in evaluating and improving their written and practiced buying procedures, operating policies and human resources capabilities. He specializes in aiding these organizations to better recruit, encourage, and use growing companies normally outside the socio--economic mainstream.

Mr. Jones has efficiently completed general management and consulting services for many major organizations that include Blue Cross of California; California Endowment; City of Compton, CA; City of Los Angeles Department of Water and Power; GTE (Verizon); Kaiser Permanente; Los Angeles Black Business Expo and Trade Show; Los Angeles Music Center; Los Angeles County Office of Education; Southern California Edison; The Gas Company; and South Los Angeles Economic Development Partnership.

Mr. Jones delivers business-training programs that help to examine interrelated marketing questions to encourage and improve the open access purchasing system of large volume buying organizations. The educational training addresses critical issues, provides viable approaches to overcoming obstacles and emphasizes the importance of internal teaming relationships in obtaining effective contracting opportunities.

A native of Los Angeles, California, he earned a Bachelor of Science Degree in Business Administration - Accounting from San Jose State University. He is an active board member with the Watts United Credit Union and The Moriah Institute. He received various recognition and distinction awards for his work in support of socio-economic programs, including a special recognition from the California State Legislature for his extensive service and contributions to small business development with the state utilities' industry.

*Mr. Jones serves as the CEO for the South Los Angeles Economic Development Partnership. This is a growing collaborative of business, government, and educators; planning and implementing new economic strategies for the southern county of Los Angeles, California. The work helps businesses maximize their community-based investments, marketing and workforce resources and is strategically aligned with service providers, workforce training groups and business development agencies.*

**Work History**

| | |
|---|---|
| Management Consultant<br>**LYCEUM MANAGEMENT SERVICES**<br>P.O. Box 11107, Carson, CA 90749<br>(310) 638-9832 - 11/91 - present. | Marketing and management solutions, focused on purchasing management & outreach programs for public and private organizations. Implementing, training, outreach and evaluation of procurement programs. |
| CEO<br>**SBDP**<br>1902 W. Rosecrans, Compton, CA 90220 - (310) 637-7248 - 05/00 – Present. | Community based partnership to improve perception of the So. LA business markets. Business attraction and growth industry management activity are all included in the area of executive director responsibilities |
| General Manager<br>**LA BLACK BUSINESS EXPO**<br>3683 Crenshaw Blvd., Ste 502 - LA, CA 90016 - (323) 290-4743 - 01/96 – 01/01 | Yearly event management - 70 thousand visitors - 700 exhibitors, LA Convention Center. Inclusive of Sponsor, Media and Community based management. |
| Purchasing Manager<br>**BLUE CROSS OF CALIFORNIA**<br>21555 Oxnard St. Woodland Hills, CA 91367 - (818) 703-3131 - 01/92 - 02/94 | Purchasing activity w/annual expenditures of $50 million. Staff development & cost containment with emphasis on fair and equal procurement processes. |
| Director, Business Svc.<br>**THE DENVER GROUP**<br>Covina, CA 91724 - 04/90 - 11/91. | Business management consulting activity specializing in information systems & organizational planning. |
| Vendor Administrator<br>**GTE CALIFORNIA (**Verizon)<br>Thousand Oaks, CA – 11/87 - 04/90. | Administered company wide supplier base for outside purchases. Supervised staff to pursue the strategic plan objectives & legislative regulations. |
| Supply Coordinator<br>**GTE CALIFORNIA** (Verizon)<br>Pomona, CA - 01/82 – 11/87. | Developed supplier Affirmative Action Procurement Program-Policy, guidelines, objectives & goal setting for senior management incentives. |
| Accounting Supervisor<br>**GTE CALIFORNIA** (Verizon)<br>Santa Monica, CA - 10/77 - 01/ 82. | Developed, prepared and reported budget summaries. Ensured accurate accounting for customer mail billing remittance through supervision of twenty people. |
| Budget Accountant<br>**NO. AMERICAN ROCKWELL** (Boeing) El Segundo, CA 06/76 - 07/77. | Responsible for cost changes, monthly executive review reports, including recommendations to improve unfavorable variances. |
| Pool Manager<br>**LA COUNTY PARKS & RECREATION**<br>Los Angeles, CA - 06/70 - 07/75. | Provided swimming pool safety. Supervised lifeguards for public swimming and instruction of water safety and lifesaving classes. Conducted community outreach. |

**Training**

**Education**

San Jose State University, San Jose, CA; Bachelor of Science-Business Administration (Accounting) May, 1976

**Certifications**

- ❖ Certified Purchasing Manager (C.P.M.), Institute for Supply Management - January 1995
- ❖ California Basic Educational Skills Test (CBEST) – January 2003
- ❖ Public Swimming Pool Safety, plus Cardio-Pulmonary Resuscitation
- ❖ Kappa Alpha Psi Fraternity - Life Member

**Community Recognition**

Board Member for:
- Watts United Credit Union *(present)*
- Black Business Association *(Ex-officio)*
- Kwanzaa Heritage Foundation *(present)*
- So. LA Economic Dev. Partnership *(present)*
- The Moriah Institute *(present)*
- Special Advocate Award from the Asian, Black & Latin Business Associations
- CA Legislature Resolution from the Former Assembly Woman Gwen Moore
- Member of the Year - Black Business Association (1996)
- Achievement Award - Joint Conference
- President's Award from the Association of Black Women Entrepreneurs
- Corporate Individual of the Year from the Asian Business Association
- City of Los Angeles Dept. of Water & Power W/MBE Advisory Council
- Executive Advisor of the Los Angeles Black Business Expo and Trade Show
- Author/Seminar Presenter for:
  - Making it **BIG** in Consulting
  - Delivering with Spirituality in Business
  - Marketing Beyond Ownership
  - What Is Your Entrepreneurial Makeup?

***SLAEDP - Board of Director Members***

| | |
|---|---|
| Addie F. Little | US Small Business Administration |
| Alfonso Washington | AGOA International Trade Association |
| Billy Williams | United Latins In America |
| Dean L. Jones | SLAEDP, CEO |
| Sharon Casteneda | Partnership California |
| Shirley Hassel | County of Los Angeles, Welfare Incentive Act |
| True Warner | Entertainment Group |

**CODE OF CONDUCT**

Each representative of the proposed activity will conduct himself or herself in the manner of an ethical, reasonable person with the expressed understanding that acting ethically is not an optional course of conduct, but the only course of conduct. The proposed activity is presented to protect the integrity of ***CFRC*** in the business assistance program processes so that the results are completed fairly and are preformed an ethical manner at all times.

**Budget Breakdown**

The overall budget process helps to strategize, manage and monitor our course of action. It is another effective way of communicating our organization's activities, resources, and expenses for this project.

| Expenses | February | March | April | May |
|---|---|---|---|---|
| Project Management Fees | | | | |
| Travel & Lodging | | | | |
| Temporary Labor | | | | |
| Miscellaneous Supplies | | | | |
| Legal Services | | | | |
| Advertising/Public Relations Fees | | | | |
| Research Costs | | | | |

| | | | | |
|---|---|---|---|---|
| Printing/Publication Costs | | | | |
| Total Expense | | | | |

On behalf of the directors and staff, we extend our wholehearted support for the proposed placement of Hometown Buffet in the Crenshaw/Baldwin Hills Mall. The Southland Business Development Partnership [formerly, South Los Angeles Economic Development Partnership] is a collaboration of business, government and educators planning and implementing economic growth projects. Our economic development activity includes job and training processes, critical skills enhancement and creative marketing services for business capacity building, retention, and attraction.

Which is why we are excited about your attraction of Hometown Buffet, particularly based on their outstanding community programs that their management leadership brings to each of it strategic locations. Hometown Buffet's family atmosphere is most appealing for the area and once in place it will help lessen the gap of adequate sit-down dining proportionate to the population of the area.

This Hometown Buffet's management will bring new jobs that are essential to every community and the food service industry has broad trade relevance to age, gender, and skill acceptance. This Hometown Buffet will expand tax revenues for the City of Los Angeles, particularly needed for a region still recovering from an earthquake, riot, and national recession. The timing is right and the location is ideal as the Crenshaw/Baldwin Hills Mall is a tourist destination icon and local city dweller's centerpiece of commerce. Hometown Buffet's addition is a win-win for the upcoming Marlton Square and Coliseum/Crenshaw developments that will increase consumer traffic to the immediate vicinity beginning mid-year 2004.

Please accept this letter of support as an added layer of community excitement to welcome warmly this Hometown Buffet. Their record of accomplishment is impeccable as a good corporate citizen and one of the most important assets that an area can attract for providing quality meals.

**Economic & Resource Development Department**
**City of Compton**

Proposal to Provide
Procurement Fair
—Planning & Facilitation Services—

[redacted]

**APPROACH and WORK PLAN**

The *Black Business Association* & *Los Angeles Black Business Expo and Trade Show* (*BBA & LABBETS*) team will employ an event coordination control system that meets the City of Compton's Economic & Resource Development Department procurement fair project**.** Our proposed event management approaches two basic concepts:

- We perform our event management services using a "top-down" approach. Using this approach enables a thorough understanding of the City of Compton's Economic & Resource Development Department management philosophy and desired event outcome
- We offer a fair and reasonable fixed-price to marginalize the City of Compton Economic & Resource Development Department's contract administration expense and to maximize our incentive to produce at uppermost efficiency.

**Objective**
To support the City of Compton Economic and Resource Development department 's event management sourcing strategy for including qualified WMDVBE suppliers within its respective

aggregated commodity/service procurement requirements. The primary objectives that must be accomplished for this procurement fair are;

1. Plan the procurement fair from beginning to end, including appropriate registration, sponsorship development, follow-up letters and participant recognition,
2. Identify and facilitate, the request for sponsors, exhibitors and participants,
3. Coordinate all logistical activity (room layout, audio/visual, etc..) at the procurement fair location, including but not limited to, exhibitor set-up, certification and business assistance locations, seminar rooms, banners, signs, and ribbon cutting, and
4. Assist with teaming alliance, i.e. Compton Community College, Government and School District.

**Scope**

This project will interact with the City of Compton's Economic & Resource Development Department to plan, organize and promote procurement fair.

**Deliverables**

*BBA & LABBETS* commit to deliver within the proposed time parameters of this project at a minimum the following:

- **Develop and submit written plan for coordinating the procurement fair**
- **Develop and submit for approval a timetable for all activities including responsible team members**
- **Coordinate all on-site business from registration to thank you letters**
- **Meet and exceed all basic procurement fair components outlined in the Request for Qualifications**.

| Area | Task Description and Completion | *Week 1* | *Week 2* | *Week 3* | *Week 4* | *Week 5* | *Week 6* | *Week 7* | *Week 8* | *Week 9* | *Week 10* |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Planning: | Client Requirements & Expectations | ● | | | | | | | | | |
| | Procurement Fair Written Design | | ● | | | | | | | | |
| | Coordinate solicitation of participants (sponsors, exhibitors, agencies, speakers) | | ● | | | | | | | | |
| | Marketing Material Layout | | | ● | | | | | | | |
| | Insert and mail marketing material | | | | | ● | ● | ● | ● | | |
| | Fax and e-mail marketing invitation | | | | | ● | ● | ● | ● | ● | ● |
| | Meet and report on progress with Client | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Formal Written Update Report to Client | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Facilitation: | Marketing Material | ● | ● | ● | ● | ● | ● | ● | ● | | |
| | Promotions | | | | | | ● | ● | ● | ● | ● |
| | Mailing/Media Announcement | | ● | | ● | | ● | | ● | | ● |
| | Registration | | | | | | | | ● | ● | ● |
| | Site Logistics | ● | | ● | | ● | | ● | | ● | ● |
| | Event hosting | | | | | | | | | | ● |
| | Follow-up letters of appreciation and data base submission to Client | | | | | | | | | | ● |

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*The basic tasks listed are offered as a general action plan. Accordingly, the City of Compton Economic & Resource Development Department's management can be assured that our* BBA & LABBETS *strategic partnership will continue to place heavy emphasis on early planning, communication and coordination of building a practicable business-to-business procurement fair that can be replicated annually.*

**Suggested Event Component <u>Checklist</u>:**

<u>BUSINESS-TO-BUSINESS PROCURMENT FAIR</u>

| **Item** | Information | **Go To Person** |
|---|---|---|
| **Date/Time** | April/May, 2001 | |
| **Place** | *TBD* | |
| **Theme** | *"Unraveling the Mystery of Doing Business in Compton"* | |
| **Budget** | | |
| **Floor plan/breakout room(s) layout** | **Exhibitors, speakers, audience, networking, etc..** | |
| **Special Guests and Dignitaries for Ribbon Cutting** | | |
| **Sponsor(s)** | | |
| **Speaker(s) & Seminars** | | |
| **Exhibitors** | Fee collection/screening/decoration/table set-up | |
| **Strategic Alliances** | **Compton Community College**<br>Compton Unified School District | |
| **Target Attendance** | Greater than 150 business managers/owners | |
| **Target Audience** | **Entrepreneurs from the Gateway Cities and South Los Angeles regions** | |
| **Graphics/Printing Invitation & Program Books** | Creative program design | |
| Mailing Schedule & Logistics | **Save the date, pre-promotions, press releases, etc…** | |
| **Promotions** | Media directive | |
| **Awards/Recognition** | | |
| **Banners and Signs** | | |
| **Registration** | **Form development/badges** | |
| **Onsite Certification & Business Assistance** | Data Base management | |
| **Audio/Visual/ Photography** | | |
| **Refreshment Format** | | |
| **Follow-up Letters of Appreciation** | | |

| Venue | |
|---|---|
| Hotel Rental | $2,500.00 |
| Hotel Equipment Rental | 1,500.00 |
| Food & Beverage (per person) | |
| Décor/Signage | |
| Audio/Visual, Staging and Lighting | |
| | |

## Compton Community College
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| | |
|---|---|
| **Marketing** | |
| Graphic Design | |
| Advertising | |
| Printing: | |
| Marketing Collateral | |
| Save the Date | |
| Program | |
| Mailing (fulfillment, postage | |
| Marketing (web site, faxing, e-mail | |
| Promotional items | |
| | |
| **Registration** | |
| Staffing on-site | |
| Nametags & misc., | |
| Event handouts | |
| | |
| **Miscellaneous** | |
| Photographer | |
| Overhead Expense | |
| Misc. | |

# Compton Community College
# Restaurant Project

PRESENTING PARTNERS' EXPERIENCE

The BLACK BUSINESS ASSOCIATION
5440 Crenshaw Blvd., Second Floor
Los Angeles, CA 90043
(323) 291-9334 Fax: 323.291.9234
www.bbala.org

About the Black Business Association

*Since 1970, The Black Business Association (BBA), a 501[c][3] non-profit organization, headquartered in Los Angeles is comprised of African American business owners and corporate partners engaged to increased the effective use of its members. The BBA has contributed significantly toward the support, development, progress and expansion of greater than 10,000 black owned and operated business enterprises in Southern California. The BBA has influenced positive change for more than 75,000 African American owned and women/minority-owned businesses through the formation of strategic alliances with various trade associations nationwide.*

***Mission***

The BBA advocates for and advances the development and growth of African American owned businesses. The BBA participates in the self-determination, economic growth and prosperity of African American communities; thereby creating a strong economic base that nurtures, empowers and supports the on-going success of these communities and society at large by:

- Identifying and creating financial opportunities for African American entrepreneurs,
- Advocating for the growth and advancing the issues relative to all small business,
- Serving as an effective catalyst for building resources, values, profits, technology and human resources,
- Promoting the development and support of all minority business enterprises within the domestic and international economies,
- Encouraging and generating greater access to major corporate market opportunities and access to capital,
- Being a conduit for business training services to entrepreneurial professional development,
- Supporting and contributing to the economic base and progress of the total African American community,
- Developing coalitions that support the African-American political endeavors to effectively achieve public and recognition and constructive change.

Advocacy

Consistent leadership for securing innovative means and policies that protects the BBA constituency and their respective business interests. The BBA maintains very effective working relationships with the federal, state and local elected and selected public representatives for effecting change in recognition of African American enterprise. The BBA maintains constant vigilance on legislative action affecting small business activity, its growth, its ability to compete and any legislation that pertains to the well being of African Americans. When legislation is under consideration that relates to the BBA's mission, the BBA mobilizes its members, conducts outreach, and rallies ally organizations to work with elected and selected policy makers to support, defeat and/or modify effective legislative change pursuant to the BBA's mission.

Relative Experience

The BBA has planned and coordinated more than 400 special events that cover the array of award banquets, business mixers, procurement workshops, networking receptions, corporate roundtables and business trade missions to the state and federal capitols. Most events are coordinated in major Los Angeles hotels including, but not limited to the following:

Airport Hilton, Airport Marriott, Beverly Hills Hilton, Hyatt Regency, Los Angeles Convention Center Regent Beverly Hills, Westin Bonaventure.

*A sampling of the some the consistent BBA events over the past two decades include:*

| *Event* | Attendance | Revenue | # of Sponsors |
|---|---|---|---|
| **First Thursday Business Mixers** [one per month, each lasting 3-4 hours ] | 75 avg. | $1,000 each | 1 per mixer |
| **Annual Awards Banquet** [lasting 5-hours] | 500 avg. | $500,000 each | 10-20 annually |
| **Business to Business Exchange** [lasting 3-4 hours] | 30-60 avg. | $1,000 each | 1-2 each |

Each event requires specialized synergy that considers the political and logistical components. Marketing collateral is always detailed and specifically designed for each event. Budget detail is carefully followed where each event must stand on its own merit for cost containment.

**The BBA's Annual Awards Banquet**

*A value-added resource for the BBA is its distinguished member base. The representatives from major corporations have insightfulness the moves the BBA forward and make-up its Corporate Advisory Board that includes the following companies;*

American Honda Motor Company
ARCO
Bank of America
Boeing Company
California Lottery
Citibank
Coca Cola Enterprises
City of L.A. Dept. of Water & Power
Kaiser Permanente Medical Care
Los Angeles World Airports
Northrup Grumman Corporation
Pacific Bell
Raytheon Company
Sempra Energy
Southern California Edison
Swinerton & Walberg
So. CA Regional Purchasing Council
Toyota Motor Sales, USA, Inc.
TRW Space & Defense
Turner Construction Company
Union Bank of California
Walt Disney Company
Wells Fargo

**BBA Client Reference List**

**Alberto Alvarado, District Director**
Small Business Administration (SBA)
Los Angeles District Office
330 N. Brand Blvd., Suite 1200
Glendale, CA 91203
(818) 552-3201

- Capital Access, Procurement, International Trade, and Technology Fairs

**Diane Castano Sallee, Director**
City of Los Angeles
Los Angeles Minority Business Opportunity Committee
City Hall
Los Angeles, CA 90012
(213) 847-2489

- Memorandum of Understanding (MOU) for local economic development

**Los Angeles Black Business Expo and Trade Show**
3683 Crenshaw Blvd., Suite 502
Los Angeles, CA 90016
(323) 290-4743 Fax: 323.290.1750
www.BlackBusinessExpo.com

***Mission***
To support the development & growth of business enterprises through *Promotion*, *Education*, *Training*, & *Finance*.

About the Los Angeles Black Business Expo and Trade Show
The Los Angeles Black Business Expo and Trade Show (LABBETS), held annually at the Los Angeles Convention Center, celebrates the entrepreneurial spirit of African Americans. This show was founded by entrepreneur Barbara Lindsey, who sold it to WATTSHealth Systems in 1996. The show allows businesses who may not have the financial resources to conduct traditional advertising for their respective product and services can do so to thousands through the LABBETS.

Since its acquisition, the WATTSHealth supports year-round development business providing assistance in event planning, seminar development, public relations and marketing to help entrepreneurs improve their operations and also their LABBETS presentations.

The LABBETS is California's most effective and proven avenue to reach one the most dynamic segments of the American Economy. The annual sales revenue for African American businesses in Los Angeles County has grown to $3.6 bullion, according to the US Census bureau. Open to corporation, investors, large entrepreneurs and small businesses, LABBETS is a special opportunity to reach a leading consumer group, establish long-term contacts and build sound customer relationships.

Annually showcasing more than 700 businesses and attracting attendance to well over 70,000 the LABBETS coordinates business education seminars, business to business conferences, networking receptions, black business Sunday and community faith breakfasts.

About the WATTSHealth Systems, Inc.
History has shown us that out of despair, destruction and tragedy are born new beginnings, hope and progress. From smoldering ashes of the 1965-Watts Revolt rose the $6.5 million WATTSHealth Center—the new beginning that brought hope and progress to a devastated community.

Following the revolt in August 1965, the McCone Commission, a group appointed by the former Governor Edmund G. Brown to investigate riot-torn areas in California during the 1960's, reported that in Watts: "Health services are inadequate in quantity, uncertain quality and totally uncoordinated." In fact, it was discovered that prior to the opening of the Center, residents were forced to seek medical care at the county facilities located outside of the community, where they sometimes waited all day for treatment.

As a result of the McCone Commission's report, the South Central Multipurpose Health Services Center began in October 1967, as a federally funded demonstration project, with a $2.7 million grant from the Office of Economic Opportunity. Lending their expertise and help to this giant undertaking were Watts community health professionals, concerned community leaders, Congressman Augustus Hawkins, and the University of Southern California Medical School—which served as the Center's administrator. Dedicated to the idea of helping the needy under the most desirable circumstances, the Center chose as it's stated purpose: "To render personalized services in a setting of dignity."

Although the Center consisted only of temporary structures, which included a storefront drugstore and thrift shop, it provided quality service to over 32,000 low-income residents of South Central Los Angeles, Watts, Willowbrook and Compton on an annual basis. In addition to offering medical treatment, the Center also had a food give-away program.

In 1970, the Center came under the administrative control of an Advisory Council comprised of community residents who became its Board of Director. In 1974, the Board renamed the organization the WATTSHealth Foundation. In 1979, the WATTSHealth Center was completed.

Serving over 200,000 people each year of all races, creeds, colors, national origin or economic status, WATTSHealth Systems is the umbrella for more than 21 health programs and organizations including the WATTSHealth Center and UHP Healthcare—a 90,000 member federally qualified and State licensed Health Maintenance Organization (HMO).

**IN 1996, WATTSHealth Systems, Inc. became the majority shareholder in Family Savings Bank, founded in Watts in 1948, and the same year purchased the Los Angeles Black Business Expo was founded in Los Angeles in 1989. The WATTSHealth Family of Companies includes:**

1. Center of Excellence/Case Management
2. Community Access Response Effort (CARE)
3. Community Tobacco Control Program
4. Family Savings Bank
5. Golden Age Adult Day Health Care Center
6. WATTSHealth Property Management, Inc.
7. House of Uhuru
8. Immunization Program
9. Los Angeles Black Business Expo and Trade Show
10. Maternal and Child Health Department
11. Multipurpose Senior Services Program
12. New Los Angeles Business Group
13. South Los Angeles Community AIDS Program
14. South Los Angeles Economic Development Partnership
15. Tuberculosis Screening Program
16. UHP Healthcare
17. UHP Med-Center
18. United Senior Services Center
19. WATTSHealth Charities, Inc.
20. WATTSHealth Center

Relative Experience

The LABBETS is planned and managed under the leadership of the New Los Angeles Business Group staff members, a WATTSHealth Systems company. The major venues employed by the New LA Business Group are:

LAX Hilton, LAX Westin, Los Angeles Convention Center, Radisson Hotel, Watts Westminster Community Center

*A sampling of the some the consistent LABBETS events over the past three years include:*

| *Event* | Attendance | Revenue | # of Sponsors |
|---|---|---|---|
| **Pre-promotion Marketing Workshop** [four per year, each lasting 4 hours ] | 200 per session | $4,000 | 2 per workshop |
| **Business-to-Business Conference** [one per year, lasting 5-hours] | 300 avg. | $20,000 | 3-5 each |
| **Los Angeles Black Business Expo and Trade Show** [one per year, lasting three | 70,000 plus annually | | |

| | | | |
|---|---|---|---|
| days or 30 hours] | | $700,000 | 10-20 |

Marketing collateral is always detailed and specifically designed for each event. Budget detail is carefully followed where each event must stand on its own merit for cost containment.

The Annual LABBETS's

*A value-added resource for the LABBETS is its interaction with sponsor organizations that include the following business organizations;*

*Financial Sponsors:*

American Express
Avon
Bank of America
Cal Fed
Crenshaw Christian Center
Family Savings Bank
Lawry's
Mobil
Southern California Edison
UHP Healthcare
Union Bank
US Postal Service
Washington Mutual
WATTSHealth Systems
Wells Fargo
Western Union

**Media Sponsors:**

Channel 36 LA
Inglewood Today Magazine
KJLH 102.3 FM
KKBT 100.3 FM
L.A. Sentinel
L.A. Times Newspaper
L.A. Watts Times
LA Focus
Turning Point Magazine
Wave Newspapers

Strategic Alliance Sponsors:

Black Business Association
Fashion Alliance
L.A. Convention & Visitors Bureau
LA Area Chamber of Commerce
L.A. Black Restaurant Association
SBA
So. LA Economic Dev. Partnership
Tomorrow's Entrepreneurs Today

**LABBETS Client Reference List**

**Melanie Polk, Publisher**
L.A. Watts Times Newspaper
3540 Wilshire Blvd., Penthouse 3
Los Angeles, CA 90010
(213) 251-5700

- Community outreach newspaper for business event announcements

**Curtis Gatlin, Owner**
Matson Printing
3929 West 139th Street
Hawthorne, CA 90250-7496
(310) 675-3301

- Small business printing company, specializing in marketing collateral

**Myra Wallace, Owner**
Woven Integrity
3221 N. Alameda, Suite K
Compton, CA 90222
(310) 537-1122

- Small business apparel company specializing in Fashion Show coordination

# Compton Community College
# Restaurant Project

**Billy Chase, Owner**
Blinds 2000 Plus
401 W. Compton Blvd.
Compton, CA 90220
(310) 537-3114

- Small business commercial interior decorator

BBA & LABBETS TEAM MEMBERS

| Name | Project Title | % of Time | *Organization* |
|---|---|---|---|
| **Harold Hambrick** | Executive Producer | 15% | LABBETS |
| **Earl 'Skip" Cooper** | Producer | 35% | BBA |
| **Dean Jones** | General Manager | 40% | LABBETS |
| **Arelettia Jones** | Logistics Manager | 60% | LABBETS |
| **LaSandra Stratton** | Marketing Director | 40% | BBA |
| **Kim Anthony** | Creative/Logistical Director | 40% | BBA |
| **Isidra Person Lynn** | Media Director | 20% | LABBETS |

A value-added component of retaining the *BBA & LABBETS* team is its high level of understanding the historical and present issues of small business development. The **foundation** for implementing this new business to business procurement fair should include the largest level of understanding available from its' event organizer. Collectively, the *BBA & LABBETS* offer outreach experience to over 3,000 small business in the greater Los Angeles area, which includes the City of Compton.

The *BBA & LABBETS* consistently works to develop enhanced methods for building stronger business relationships. The team members understand some of the areas of unraveling the mystery with doing business in the City of Compton.

***"Unraveling the Mystery of Doing Business in Compton"***

| Business Concern | Mystery |
|---|---|
| • Long-term contracts | How can business owners avoid infrequent bidding requirements that preclude small businesses from gaining current contracting opportunities? |
| • Incumbent Supplier | How do smaller businesses convince buyers that their services are compatible and can deliver continuity? The current contractor knows the job and can complete the process more proficiently than new suppliers so why should buyers let new smaller businesses waste their time competing? |
| • Subcontracting | How do smaller businesses apply and get primes to involve them with tracking and reporting 2nd and 3rd tier activity? |
| • Union / trade contractors | How do smaller businesses gain access to the supplier section process where Union(s) work is a minimal bid requirement? |
| • Human Resources and time management | How soon can smaller business anticipate approval from the evaluation and qualifying procedures of new suppliers? |
| • Goal setting | Does the City of Compton have an established numerical goal for contracting requirements or budget process for small business? |
| • Reverse discrimination | Are non-minority small businesses awarded contracts along with M/WBE? Will this program place preferential treatment over non-minority contracts? |
| • Economies of Scale | Will buyers loose their price savings if forced to break apart contracts and award fragmented business to multiple small businesses? |
| • MWBE resource pool | How extensive is the certification process to be a validated and bona fide M/WBE? |
| • Bonding | Smaller businesses rarely have adequate bonding surety. Is there a process or buyer authority to waive this requirement where determined not to be necessary? |

# Compton Community College
# Restaurant Project

## COST and PRICE ANALYSIS

The *BBA & LABBETS* responsible understanding of the City of Compton Economic & Resource Development Department's procurement fair requirement allows our team to propose the stated services with a 30-day billing cycle of accumulated work completed. Our fees are based solely on the time required to complete the objectives within the identified scope described. The average billing rate of $45.00 for event coordination time is estimated within a total 440 hours necessary to complete this RFQ.

This proposal is projected for a ten (10) week period beginning **February 2001**. We offer this as a **fixed-price contract with re-determination**, should the City of Compton Economic & Resource Development Department agree on a future point in time to reassess the parameters when there are more definitive measurements available relating to this project.

| **Direct Labor:** | **Hours** | **Rates** | | **Total** |
|---|---|---|---|---|
| Planning: | | | | |
| • Management planning | 40 | $50.00 | $2,000.00 | |
| • Creative development | 40 | $45.00 | $1,800.00 | |
| • Marketing solicitation | 120 | $40.00 | $4,800.00 | |
| | 200 | | | $8,600.00 |
| Facilitation: | | | | |
| • Logistical coordination | 160 | $45.00 | $7,200.00 | |
| • Promotional management | 80 | $35.00 | $2,800.00 | |
| | 240 | | | $10,000.00 |
| Projected Direct Time & Labor Cost | **440** | | | $18,600.00 |
| **Direct Expense*:** | **Units** | @ | | |
| Marketing Materials; | | | | |
| ♦ Save-the-date letters | | $0.34 | $850.00 | |
| ♦ Invitations, registration | 2500 | $0.34 | 850.00 | |
| ♦ Assembly and mailing | 2500 | $0.34 | $480.00 | |
| | | | | $2,180.00 |
| Facsimile (sending and receiving) | 1500 | $0.50 | $750.00 | |
| Tele-marketing (sending and | 2000 | $0.75 | $1,500.00 | |
| receiving) | 4000 | $0.50 | $2,000.00 | |
| Data base development | | | | |
| | | | | $4,250.00 |
| | | | Sub-total | $25,030.00 |
| Overhead (.033 on direct labor) | | | | $600.00 |
| Profit (15%) | | | | $3,750.00 |
| | | **Total Proposed Management Fees** | | **$29,380.00** |

*All direct expenditures regarding marketing collateral layout, printing, postage, banners, signs, food, location charges and other fixed project expenses will be protracted by the Client.