



## **Diversity Summit 2014**

The Diversity Summit was held in Anaheim on Sunday, September 13, 2014, the first day of the conference. We had approximately 130 people were in attendance. We were a part of the Pilot program to record the Summit; however due to technical difficulties we were not able to recorded it. Below is the article we wrote on the Diversity Summit that gives a good overview of the Diversity Summit.

### **Abstract**

With major attractions such as Disneyland and Knott's Berry Farm, sandy beaches and beautiful weather, Orange County is visited by 42 million tourists each year bringing \$7.75 billion and supporting 160,000 local jobs. Although the economic impact is undeniable, the benefit does not always circulate to low-income and predominantly minority communities.

As job centers, tourist destinations are vital economic catalysts that can reinvigorate entire regions. Attracting good paying low and middle-class jobs is a priority for cities and counties across the state. Utilizing these job centers is essential for leveling the playing field and ensuring that everyone has access to a decent living wage.

This panel will address the different ways in tourist destinations can be used to maximize the economic impact on communities that surround and support them. Some of the questions that will be addressed are:

- How can planners help diverse communities connect to major tourist attractions that also serve as job centers?
- How do jurisdictions plan for, attract and retain these job centers?
- How can low-income and minority communities better connect to these economic hubs?
- How can neighborhoods adjacent to tourist destinations draw visitors to local main streets, restaurants, retail establishments and parks?

## Agenda

Overview – Anna M. Vidal, APA CA Board

Panel Discussion

Emily Gabel-Luddy, as Moderator; Glyn Milburn, Mayor Eric Garcetti's Business Team, Office of Economic Development, and Jan Perry with Los Angeles' Economic and Workforce Development Department

Question and Answer Period & Wrap up

Closing – Miroo Desai

### **Diversity Summit 2014 - Inclusive Vacations: Making and Retaining Tourism As A Job Center in Diverse Communities**

By Anna M. Vidal & Miroo Desai Membership Inclusion Directors for Southern and Northern California

This year's Diversity Summit was tourism and economic opportunities created in and around tourist areas. Anna M. Vidal, Inclusionary Director (South), opened the Summit with introductions. The panel moderator was Emily Gabel-Luddy, Council member, City of Burbank, and speakers were Glyn Milburn, Mayor Eric Garcetti's Business Team, Office of Economic Development, and Jan Perry with Los Angeles' Economic and Workforce Development Department. Emily's opening comments included some interesting statistics on tourism in the Southern California area, the top five foreign visitors are Mexico, Canada, China, the United Kingdom, and Japan. In fact, there have been 1.8 million Chinese visitors coming to Southern California attractions. She mentioned the Regional Connectors and how it will one day give transit users the opportunity to go to Staples Center and then go on to Pasadena and Long Beach without transferring trains.

Glyn Milburn presented on transportation and transit centers and how they are vital to tourism. He highlighted how they support jobs in the Los Angeles area by allowing both employees and tourist to move around the City. Glyn's presentation focused on all aspects of transit in and around all major attractions in Los Angeles from infrastructure such as the various transit lines, the Regional Transit Connector's completion by 2020, the Los Angeles Convention Center, NBC Universal and the LAX Modernization project. Each of those attractions is important both for tourists and as job generators for our local economy. The objective is to keep the Los Angeles and the Southern California area as a world class destination by constantly improving and upgrading transit infrastructure.

Jan Perry then focused on development and job growth and talked about the Economic and Workforce Development Department's program, which provides the workforce with Federal funding in strategic locations to be a resource for people searching for employment. Her goal is to keep Los Angeles working and put people in new jobs. In discussing this goal, Jan noted that an important group of people in need of jobs are returning veterans. Over her last twelve years there have been over 90,000 jobs in places that were previously low-revenue generating areas. Jan's presentation also covered mechanisms for attracting development. On that point she stated that the government should be a catalyst to private development and that travel and tourism is one of the fastest ways to augment City's coffers. Some examples identified by Ms. Perry include Central Avenue's role in drawing tourism into this historic area; the birthplace of Jazz in the West Coast and construction of LEED certified centers to attract tourists; downtown Los Angeles' emergence as a destination for both tourist and residents with attractions such as Staples and Nokia Theater; and affordable housing options that attract employers to relocate to the area. In closing, she said more tourists in Southern California will help get the economy on its feet.

Ms. Gabel wrapped it up by bringing up some examples in Burbank and how they are catering to tourists in their area. The City has provided high end fiber optic cables for production companies to relocate to Burbank. They have a high proportion of Asian visitors and they are reducing the cultural barriers by providing familiar breakfast, and translation among other things. In conclusion, tourism will generate more jobs by 2030 through increased mobility to those that cannot drive. There was a brief question and answer period and Ms. Gabel asked the speakers what were their top three recommendations for cultivating diversity through travel and tourism. Ms. Perry said to look at one's City's assets such as history and water, and build on those assets to help the business communities. Mr. Milburn said to ensure the integration of technology in the planning efforts especially when it involves the younger generation.

Miroo Desai, Inclusionary Director (North) made the closing remarks and identified similar topics at the conference and welcomed everyone to the next Diversity Summit in Oakland.

Ms. Vidal and Ms. Desai would like to take this opportunity to thank everyone that helped in the planning and preparation of this program throughout the year and in particular Ms. Veronica Hahni, Executive Director of Los Angeles Neighborhood Initiative (LANI) and look forward to seeing you all next year in Oakland.

## Question & Answer Notes

### Dan Amsden's Notes

Attached are a couple photos I took, and here are my notes on the Q&A portion (albeit the notes are brief as I was focused on fixing the computer issues):

Q1: What are the three most important things for expanding diversity in tourism?

- Look at your cities current assets (ethnic and cultural communities)
- Support successful and interesting commercial areas, building architecture or traditions (e.g., food or cultural events)

Q2: To what extent are you collaborating with Health Departments? Do you have a way to evaluate health equity?

- Yes, leveraging resources for mental health is very important
- Health programs should go directly to the community

Q3: Do you have to use entertainment to bring higher wage jobs?

- Focus on conventions, which bring in high hotel tax dollars
- Create an overall strategy for economic growth
- Cluster development near existing/expanding infrastructure to help spur growth
- There are workforce training centers -- take advantage of their location/services

Q4: What do you see social media's role?

- Plays a huge role -- brings information into the house/pocket

### Cindy Ma's Notes

APA Diversity Summit 2014

Inclusive Vacations: Making and Retaining Tourism as a Job Centers in Diverse Communities

Moderator:

Emily G. City of Burbank (previous Mayor)

Panelist: Glyn Milburn and Jan Perry

Emily:

Questions: How many of you are planning for Tourism in your city?

Answer: About a 1/3 of the group is planning it today!

Hopefully you all be able to take away how valuable this is today

-In SoCal and CA region the top 5 foreign visitors are:

Mexico

Canda

China

UK

Japan

# of Chinese nationals visiting So Cal is 1.8 million to see the venue available to us today

Glyn's Presentation:

"Transportation and Transit Corridors"

Tourism is a vital industry to SoCal

LA stats:

- Tourism industry attracted over 42.2 million visitors
- supports 446k jobs in LA area
- visitors spend \$18.4 billion
- this affects our airports, transit systems and connections
- through our efforts in transit and connections we are helping these visitors and in turn our construction jobs industry

LA Infrastructure Growth

- Downtown is going through a revival
- \$15 billion in accumulated invested

Key job generators in line:

- Expo line that will connect to Santa Monica
- Crenshaw line will link Expo line; connect to USC and Santa Monica airport
- DASH system and taxi system and car shares
- Convention center improvements underway (things like digital wayfinding to help improve accessibility)

- Downtown streetcars to connect many parts of Downtown (fabric district, LA Live, etc.. and many other places that currently have not connection to these areas)
- LA Metro Regional Connector Transit
- will allow for time saving and connections within county's
- to be completed in 2020
- Think of the construction and permanent jobs that it will help create during the project and in the areas it connects

East LA (where gold line currently connects)

this will help those communities to save costs and money on transportation

this area has a low median average income

#### LA Convention Center

- One of the current improvements to this area is to improve the infrastructure around it
- How do you improve the transit and accessiblility of the infrastructure to address all of the population? Not everyone will have a smart phone with map capabilities.
- in the next 5 to 10 years the area will change dramatically.
- Hotel jobs will be created as a result.
- Expansion of the convention center should help retain tourism in the City as one of the most cited reason for LA not being more competitive in the national convention market is the lack of contagious space in the center.

#### NBC Universal

- \$23 billion of sports programming rights per parent company Comcast
- Studio is making this location headquarters on west coast and is committed to invest more than \$1billion in it's core business: production and tourism
- Imagine attacting a million visitors a year to Universal Studios west coast!
- This will requires significant infrastructure improvements that will include improved intersections, better transit connections
- 2 new hotels are planned (this will provide 500 full time jobs alone)
- 30k jobs are estimated to be created from this 20 year project

#### LAX Modernization Project

- Many of the visitors we get are coming through this terminal
- International visitors spend 70% more than domestic visitors, thus we need to make sure we provide adequate facilities and infrastructure for them

Jan's presentation:

Council woman for 12 years in DT South LA

Focused on development and job growth

- 2 sides to the department she runs:
  - Workforce side: federal funded by 98% grants (workforce programs)
  - "keep LA working and put people in new jobs"
  - strategically located workforce site centers provide resources for people in search for employment
- veteran focus in program
- 45k goal of new workforce source members enrolled
- 90k jobs over 12 years, tie these jobs to places where there is currently no revenue
- Gov should be a catalyst to private development

Concerns:

- Everyone would be able to benefit from development in area
- Approached LA technical college to discuss curriculum in new jobs of travel and tourism to ensure that economic development and workforce development had a good relationship and went hand in hand
- In the development around tourism industry, affordable housing and transit access are key
- Need to bring young people and empty nesters back into the urban core
- 55yr covenant of affordability is part of affordable housing plan?

Education, job creation and place to live for those people are important!

Used NSP (Neighborhood stabilization program) to fund housing

Travel and tourism is one of the fastest ways to grow city revenue

Jan's examples:

Central Ave

- Historic street, birth place of Jazz on west coast
- Helped build a LEED certified center to attract tourism

- Dunbar Hotel is historic icon in the area. It was restored and has senior housing on both sides
- Restoration used tax increment funds and utilized local kids in area in workforce so they could also learn about historic preservation
- In redevelopment of the area, community was also asked about their needs which resulted in new grocery store
- Central Ave slowed down from HWY to corridor so is more pedestrian friendly
- Established business association in the area
- Historic African American community, now more Latino.
- helped business owners get together to discuss goals for the area
- Help communities that have been ignored by involving them in the process. Funding not always needed but can be creative

Areas south of DT LA can be zoned for bigger box retailers to generate more jobs and get rid of the industrial areas. Can help make a better quality of life for people.

Focus on neighborhood stabilization:

- Workforce development
- Education
- Sustained effort to create jobs and housing to allow people to STAY here

Do folks see travel and tourism districts as attractive? The answer is: yes. They see it as an asset to build on.

DT has given the City a greater definition, it is now a destination. It is no longer just cut by freeways. People work and live there. There is transit options and wide affordable housing options that is attractive to many employers.

It is our opportunity to leverage sites such as the MLK hospital area. Using public-private partnerships is key.

More tourists in SoCal will help get economy on its feet!

Emily:

City of Burbank example

- Has hospitality association. is something smaller cities may want to look at.
- to maintain production companies in area, city has put in high end fiber optic cables to make sure they can compete with others in other areas
- has high proportion of Asian visitors



- so how do you cater to them to ensure that language and culture barriers are reduced? familiar breakfasts? translations? etc?
- regional based events will help attract tourists that will help a city's bottom line! kavali event (dance performance) event in Burbank
- this is a new age for us in terms of visitors and the talent we are seeking

Conclusion:

- tourism will generate more jobs (by 2030 it will be reality)
- there is increased mobility which means better access for those that don't or can't drive
- for food, sports venues there will be better connections
- there will be a decentralization of experiences in the area...
- when you think about your own city, think about the transit opportunities that will connect tourism

Emily questions to panelists:

1. give 3 top line recommendations to cultivate diversity thru travel and tourism

Jan:

- look at what your assets you have that have not been fully realized, water? history?
- build on your assets
- help your business communities. is there some nearing critical mass?
- does not have to be traditional concepts, ie. textiles, architecture, food are all interesting
- make sure it gets built with as much philanthropic funds as you can get

Glyn:

- be sure to integrate tech into planning efforts. esp with the young generation; which is what they mostly know

## Appendix

A – Welcome & Opening PowerPoint Presentation

B – Glyn Milburn's Presentation