

## Compete4LA

### What is Compete4LA?

Compete4LA will connect small and underserved businesses with new procurement opportunities throughout the supply chain to create a more equitable business environment in Los Angeles. The program will include a free, transparent digital marketplace that connects small businesses with contractors seeking local suppliers, as well as a targeted community outreach effort to ensure the benefits of major events and contracting opportunities are open to every small business in Los Angeles.

Compete4LA streamlines the procurement process by creating a single, regional clearinghouse of available contracting opportunities in both the public and private sector, along with a robust database of small, minority-owned, women-owned, and disadvantaged suppliers.

### Why do we need Compete4LA?

Local businesses, particularly small and underserved companies, are frequently unable to capitalize on large events and infrastructure investments in Los Angeles. These small businesses tend to either be unaware of the opportunities available to them or lack the time and resources to navigate the complicated bureaucracy of the over 30 different procurement systems that exist in Los Angeles.

Los Angeles is expecting an unprecedented influx of \$1.5 billion in investment over the next decade via major sports and entertainment events and even more in local infrastructure projects. We want to make sure that these major investments benefit all levels and types of businesses in Los Angeles. Compete4LA will help make that a reality.

### Is Compete4LA free for small businesses?

Yes. Compete4LA's primary goal is to maintain a free, open, and transparent system that will help remove barriers for small business participation.

### We already have BAVN (Business Assistance Virtual Network). Why do we need another system?

BAVN is merely one procurement portal among many. Compete4LA will not replace any current procurement system in the L.A. region. Rather, it will augment BAVN and the entire the procurement landscape by creating a single clearinghouse for both private and public contracting opportunities. Compete4LA is a social enterprise model that puts all contracting opportunities in one place and simplifies the pre-qualification process. The system will provide the City, and other participants, access to a robust database of suppliers to augment their current database.

## How is Compete4LA different than OneLA?

OneLA is a pilot initiative focused on helping the County of Los Angeles reach its 2020 goal for 25% of eligible contracts to go to certified local small businesses through the creation of a web platform that streamlines the certification process. OneLA is for direct, municipal contracting opportunities only.

Compete4LA is a long-term, comprehensive program aimed at taking advantage of the high-level visibility major sports and entertainment events that L.A. will be hosting over the next decade to open up public and private supply chain contracting opportunities for small and diverse businesses. C4LA will create an independent organization that will oversee a free, transparent, and open universal database of both public and private contracting opportunities and suppliers, coupled with a community engagement strategy and outreach staff dedicated to driving small and diverse business engagement.

## Will Compete4LA only help small and underserved businesses?

No, Compete4LA is designed for use by all businesses in Los Angeles. While small, minority-owned, women-owned, and disadvantaged businesses arguably have the most to gain, since they have traditionally been left out of contracting opportunities, all businesses will benefit from a free, open, and transparent system that consolidates all regional contracting opportunities into a single clearinghouse.

Additionally, large prime contractors will benefit from Compete4LA conducting vetting for suppliers, allowing buyers to bypass the lengthy and often cumbersome vetting process. Prime contractors are increasingly interested in working with minority and women owned suppliers, and Compete4LA will streamline these connections. Moreover, by increasing the number of suppliers in the pipeline, buyers are assured they will have more options and benefit from competitive pricing and quality of products.

## How do I know that the small businesses that sign up to use this platform are any good?

The online marketplace portion of Compete4LA has a review function (akin to “Yelp”) that allows buyers to comment on the quality of service they received from a supplier. This builds accountability and transparency within the supply chain.

Additionally, suppliers will still be required to receive any certification(s) normally required by the contractor.

## Will this system be used for both public and private contract opportunities?

Yes. Compete4LA is designed to be a single, regional system containing both private and public contracting opportunities throughout the supply chain.

## Is Compete4LA only for Tier 1 contracting opportunities?

No. Compete4LA is targeted to open up contracting opportunities throughout the supply chain. Small businesses benefit most from lower-tier, contract opportunities. Compete4LA will not only open up these opportunities, but will have the ability to track spend throughout the supply chain.

### Who will fund Compete4LA?

Ultimately, Compete4LA will be a self-sustaining organization, but initial funding will come from a mix of public and private sources. We anticipate the City of Los Angeles, LA County and private sector investors will comprise the largest groups of initial funders and will be represented on the program's board.

### Who will oversee Compete4LA?

Compete4LA will be overseen by a board comprised of a mix of public, private, and nonprofit stakeholders.

### Is Compete4LA an entity within city or county government?

No, Compete4LA is a 501(c)(4) a tax-exempt, non-profit organization that is independent from any government entity.

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