

RCCSGV Strategic Plan for LA2028

San Gabriel Valley Regional Chambers of Commerce



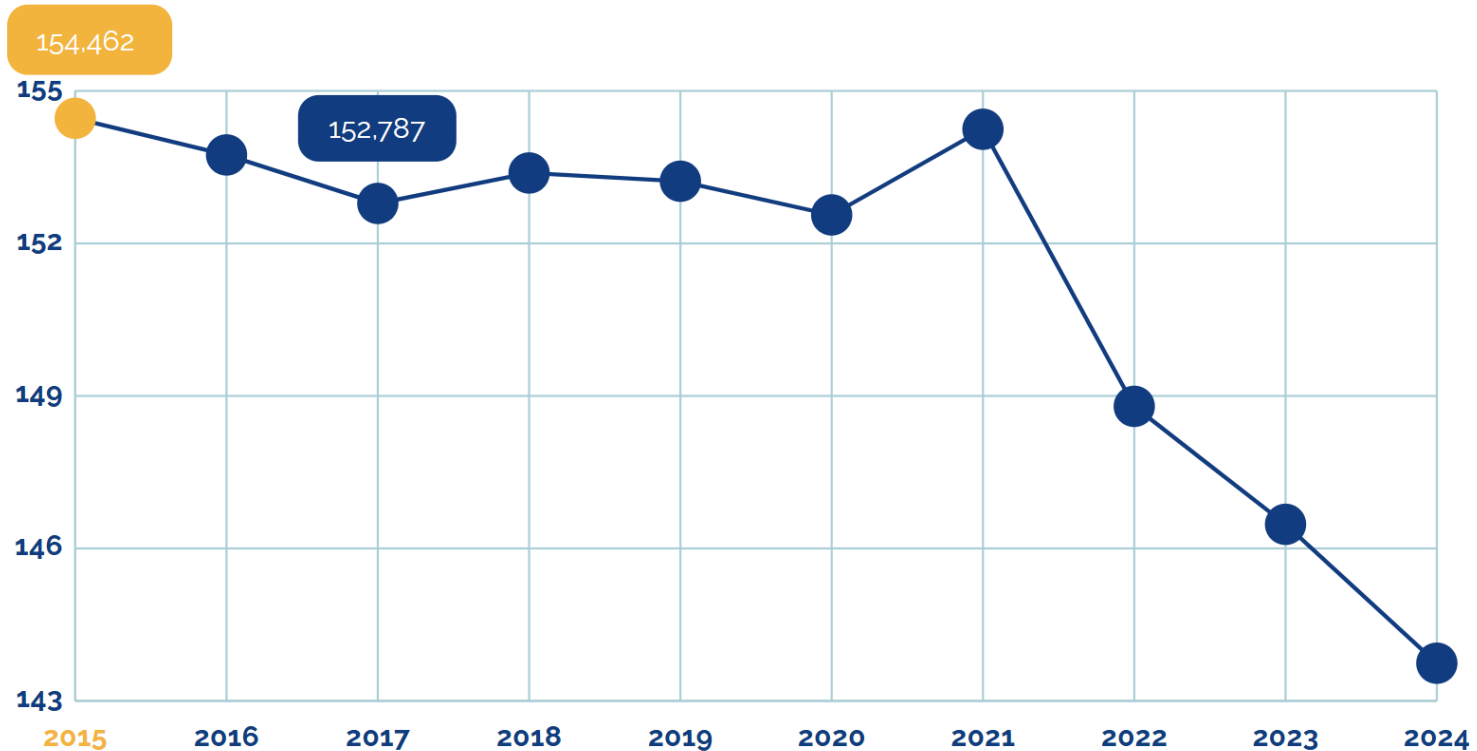
"To connect people, businesses, and communities with opportunities that drive economic growth, strengthen workforce pathways, and improve quality of life for all in the San Gabriel Valley."

Concern - Declining Population in our Region - Pomona



CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

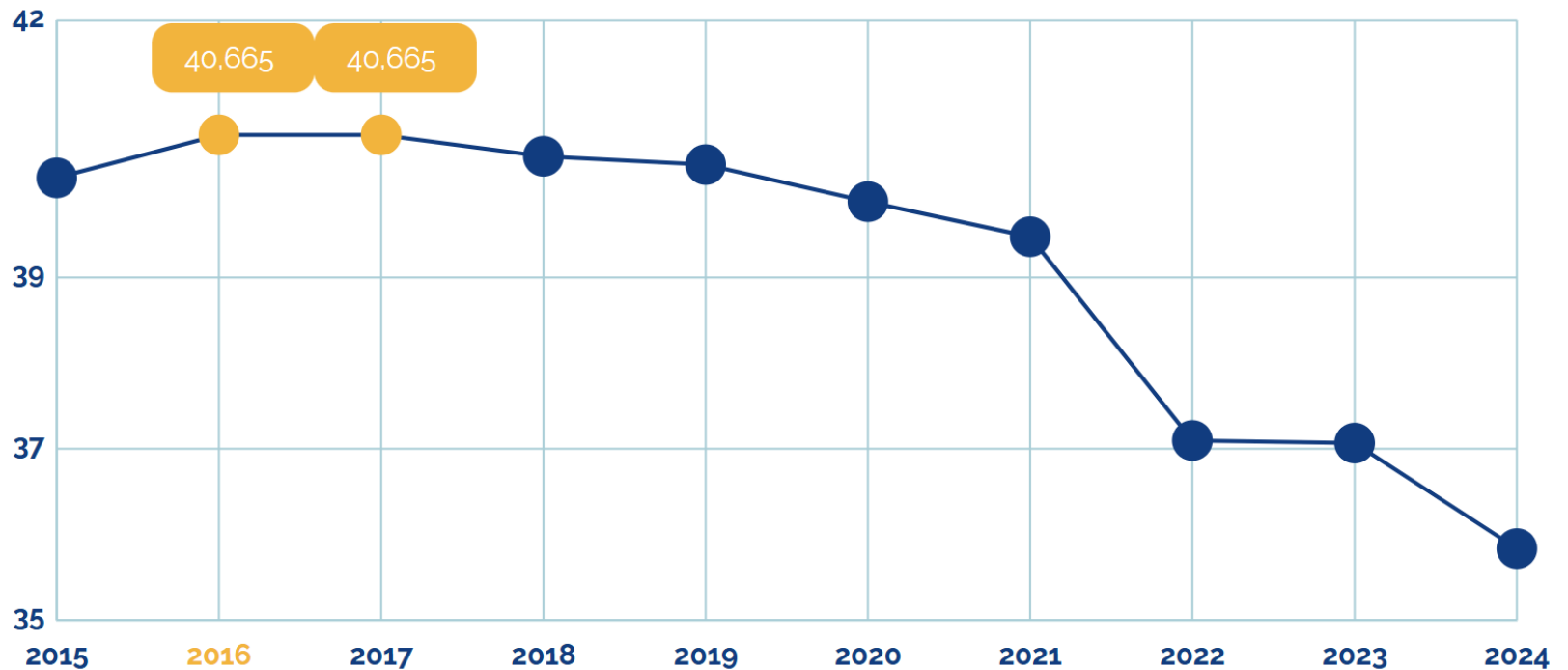
Population Growth (in thousands)



La Puente



Population Growth (in thousands)





Community
Base Solution:
***Learn, Earn,
Live and Thrive
in SGV***

- Vision: Empower the Community to fully benefit from the economic, cultural, and workforce opportunities of LA2028 and beyond.
- 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.



Regional Chamber's Mission – Drive towards 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 Source:
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/day

60% tickets for visitors outside LA County

Paralympics Visitors = 2.5 x Super Bowl/day

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.

Community Mobilization Events

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.

COMMUNITY READINESS
EVENTS

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.

COMMUNITY
CULTURAL EVENTS

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



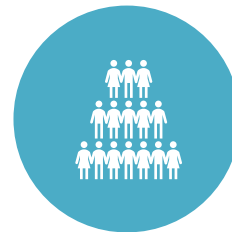
Youth: 500+ placed in Olympic roles



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 we can:

- Participate meaningfully in LA2028
- Drive economic growth
- Build cultural pride
- Leave a lasting legacy

Invitation to all Chambers in the SGV Region for a collaborative effort to realize the Vision