

Making Business More Equitable in Los Angeles



The Los Angeles region is approaching a stretch of major events unmatched by any other city across the globe with the NBA All-Star 2026, 2026 U.S. Women's Open, FIFA World Cup 26™, Super Bowl LXI in 2027, and the 2028 Olympic & Paralympic Games. These events are poised to deliver enormous long-term benefits to Los Angeles, including new jobs, extraordinary global visibility, infrastructure improvements, and community programs.

For too long, smaller local businesses have missed out on opportunities connected to high-profile events. **The LABC Institute is committed to identifying and promoting eligible small and medium-sized businesses across the L.A. region that can support major events and contribute to community rebuilding efforts.** By establishing a pool of eligible local businesses, the LABC Institute seeks to ensure these regional investments benefit every community in Los Angeles and leave a lasting legacy of economic development.

What is Compete4LA?

The LABC Institute (501c3) developed Compete4LA, a small business engagement program that supports the City of L.A.'s regional procurement initiatives. Compete4LA helps connect small and medium-sized businesses with mentorship and networking opportunities, capacity building resources, and contracts supporting major sports and entertainment events.

At the core of the program is a first-of-its-kind verified, searchable, and mappable directory of up to 40,000 small businesses across the Los Angeles region that can support major events and recovery efforts. Businesses in the Compete4LA database must be located in Los Angeles County and generate less than \$5 million in annual gross revenue. The database will help public agencies, prime contractors and intermediaries identify local small and medium-sized businesses which have historically lacked access to capital and new procurement opportunities.

The Compete4LA mentorship program will pair local businesses with experienced larger prime contractors and business resources for guidance on improving their capabilities and competitiveness. The program will ultimately help participants expand their professional networks and gain access to new contract opportunities.

History

Compete4LA was modeled after the success of a similar program built in the United Kingdom by BiP Solutions for the 2012 London Olympic and Paralympic Games. Roughly 12,000 contracts were awarded through the London CompeteFor program totaling £2.6 billion. Notably, 40% of these contracts went to London-based businesses, and three-quarters were awarded to small and medium-sized enterprises (SMEs).

Recognizing its success, the LABC Institute contracted BiP Solutions in 2017 to conduct a feasibility study, which identified best practices for connecting local underserved businesses with public and private sector supply chain opportunities arising from major events coming to Los Angeles. That study paved the way for a digital clearinghouse focused on creating opportunities for local businesses that have historically lacked access to contracts supporting global events in L.A.



Timeline of Key Milestones & Achievements

