



**PRESS RELEASE**

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South Bay Workforce Investment Board  
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**South Bay Workforce Investment Board Receives Award of Merit  
From the California Association for Local Economic Development for  
Creating the First South Bay Regional Business Portal**

**HAWTHORNE** – The South Bay Workforce Board (SBWIB) was named the recipient of the 2016 Award of Merit for Economic Development Promotion by the California Association for Local Economic Development (CALED) during its annual training conference, March 21-23, 2017, in San Diego, CA. The SBWIB was the only Workforce Board to be recognized at the event.

The award recognized the SBWIB for its innovative way of marketing a region by launching the first South Bay regional business portal called SouthBayBusiness.org, a website designed to aid businesses, Chambers of Commerce and city governments with critical data they need to make important business and economic development decisions. The website project was developed as a public/private partnership resulting from a regional collaboration among South Bay Cities, led by the South Bay Workforce Investment Board (SBWIB), to support business retention, layoff aversion and business attraction efforts. Access to current data for analysis of the marketplace was considered to be critically necessary for servicing business and remaining competitive.

The website profiles each city with its own landing page and provides an array of tools that include a comprehensive commercial real estate search engine, detailed demographics, incentives available, workforce and labor information, key contacts for each city and information about the communities...everything a business needs in one place. Plus, there are no passwords or logins required for access and all of the comprehensive data is available to the general public.

“This business portal project has proven to be an incredible example of an effective public private partnership,” noted SBWIB Executive Director Jan Vogel. “And we are honored to be recognized by our economic partners at CALED,” he added.

CALED is one of the largest economic development associations in the state boasting more than 800 members. It has led the way in teaching economic developers, local elected officials and state representatives the value of economic development and how it is used to grow businesses, generate revenue to support community development programs, and retain and create quality jobs.

The SBWIB provide no cost business and employment services in the cities of Inglewood, Hawthorne, El Segundo, Redondo Beach, Torrance, Hermosa Beach, Lomita, Gardena, Manhattan Beach, Lawndale and Carson. For more information please call 310-970-7700 or visit SBWIB.org.



www.sbwib.org

SOUTH BAY WORKFORCE INVESTMENT BOARD  
**SBWIB**

SouthBayBusiness.org

**ELEVEN CITIES STRONG,  
CENTRALLY LOCATED AND WIDE  
OPEN FOR BUSINESS:**

