



City of Glendale

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Glendale Embarks on a Three-Year Path to Boost Economic Growth and Prosperity

Glendale City Council Adopts Plan for Growing the Local Tech Ecosystem and Enhancing the Arts, Culture and Entertainment Sector

Glendale, CA -- The City of Glendale, recognized as the fourth largest city in Los Angeles County, has adopted a [three-year economic development strategic plan](#) that will provide a roadmap to enhance economic opportunities throughout the City. The Plan, which was developed with the help of key business stakeholders, builds on the city's strengths, and leverages partnerships and local assets to address business challenges and potential opportunities.

Four areas were identified as the greatest priorities:

- **Brand Identity:** Strengthen brand identity and enhance awareness of Glendale on a local, national, and global scale
- **Business Culture:** Develop a business-friendly ecosystem that supports business attraction, retention and expansion efforts to ensure a diverse, equitable, inclusive, and resilient economy
- **Innovation Ecosystem:** Grow the local innovation and tech industry sector to attract and retain talent and support the growth and success of entrepreneurs
- **Entertainment & Lifestyle:** Grow the arts, culture, and entertainment sector to position Glendale as a destination city

“Glendale’s strategic location, diverse population, and exciting atmosphere, make it the ideal home for expanding corporations and businesses, especially those in the tech industry. As we position ourselves for success, I am excited to showcase the city’s innovation and strengths aimed at increasing Glendale’s local, national, and global recognition,” said Glendale Mayor ArdyKassakhian.

With over 6-million square feet of office space and no gross receipts or business license taxes, Glendale offers a more pro-business environment than many other communities in the Los Angeles metropolitan

area. The City's office vacancy rate of 13.7% and low office rental rates combined with a location affordability that is lower than neighboring cities; including 4% lower than Pasadena and 11% lower than Santa Clarita, present a unique value proposition for businesses and a young professional labor force looking to settle in a centralized yet affordable urban environment.

"Glendale is home to one of Southern California's most desirable retail markets; offering a superior shopping experience that has made Glendale the sought after testing ground for innovative and ground-breaking concepts and a top shopping destination. Now is the time to invite businesses, entrepreneurs, corporations and top talent to discover and invest in Glendale," said Soua Vang, Deputy Director of Community Development - Economic Development.

The Plan also emphasizes growing Glendale's arts, culture, and entertainment sector to provide additional after-hour amenities for a growing workforce, a key element to positioning Glendale as a destination city and an ideal home for businesses to put down roots.

Cultivating an ecosystem of innovation and entrepreneurship is a top priority for the City, especially in the subsectors of medical, health and biotechnology, gaming, and cybersecurity. Glendale will continue to support entrepreneurship and start-ups by nurturing an environment where collaboration and innovative ideas can be brought to the marketplace. Since the adoption of the city's Tech Strategy, Glendale has made great strides in that direction with the formation of two tech accelerators: Hero House Glendale Gateway and Children's Hospital Los Angeles (CHLA) KidsX Pediatric Health Accelerator, the implementation of Glendale Tech Week and monthly Glendale Tech on Tap Meetups that bring local entrepreneurs & innovators together with investors, experts and other resources, for networking and ideas exchange.

To ensure the City's long term efforts are aligned with the priorities and needs of the local business community, city staff collaborated with business leaders and stakeholders to gain their input. This partnership helped the City craft an inclusive and sustainable plan that will bolster Glendale's economy to new heights.

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Glendale is one of the largest cities in Los Angeles County, with a population of 201,000. Glendale is a thriving cosmopolitan city that is rich in history, culturally diverse, and a bustling downtown that is home to a number of corporate headquarters and tech giants, two first-class regional shopping malls, and a walkable Arts & Entertainment District with endless fine dining opportunities. Visit ChooseGlendaleCA.com for more information about Economic Development in Glendale or connect on Twitter, Instagram and Facebook @ChooseGlendale.