

# Los Angeles Overall Score: 46.7/100 | Overall Rank 6/50

## Basic Facts

- 13.3 million population
  - \$863 billion Gross Metro Product (2016)
  - Top industries by employment are: professional & business services, leisure & hospitality services, education & health services
  - The Los Angeles metro area has a broad-based economy
  - Its diversity belies the impact of high concentrations of activity in entertainment, aerospace, and business services
  - Southern California's trade ties with Asia and Latin America influence the area's transportation services industry
  - Ranking No. 1 in the nation, and No. 8 in the world in volume, the ports of Los Angeles and Long Beach have grown to dominate trade in the Pacific Rim
  - An influx of investment and development is making downtown Los Angeles a much more attractive place for employers and residents
  - New office space, condominiums, and hotels are going up at a breakneck pace
  - Desirable weather, wide availability of recreational activities, and the entertainment industry agglomeration will keep tourism strong, fueling the leisure and hospitality sector
- UCLA Anderson, for example, has an executive [Women's Leadership Institute](#) that helps propel women to the senior executive ranks
  - Los Angeles ranks No. 5 in the Capital pillar, and No. 5 in Funding, with a high percentage of Venture Capital funds going to women and exhibiting strength in funding for firms with female founders
  - Also, Vinetta Project LA (Vinetta Showcase is an event series that mix female founders with investors for pitches Women Founders Network) is an accelerator that connects women building high-growth businesses with the tools and resources they need to achieve business success

“LA scores No.12 in Women’s Skill and Experience, helped by its top score in management training for female executives.”

## Notable Strengths

- Los Angeles' No. 6 overall rank is the result of brand-based strength, No. 8 in operating environment and No. 9 in enabling environment
  - Under the Talent pillar (No. 14), LA scores No. 12 in Women's Skill and Experience helped by its top score in management training for female executives
- Ranking No. 7 in Culture, LA scores high with the number of entrepreneurial women, and positions of women on boards of industry associations
  - Los Angeles also has a number of networking and mentoring events and organizations

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- These include: [The Yellow Conference](#), which inspires women entrepreneurs to use their skills for the greater good and [Create & Cultivate](#), which hosts an annual event in LA for women entrepreneurs for a day of one-on-one mentor “power hours,” high-profile speaker panels, informative workshops, and networking opportunities from leading female entrepreneurs
- SoGal, Elevate Project, Girls in Tech LA, Worthy Women, Female Founders LA, Los Angeles Women Entrepreneurs Meetup (LAWEM) and Women Who Tech, etc. also host a number of competitions such as: Her Startup 2016, Women Startup Challenge and Women Founders Network

### Areas for Improvement

- Los Angeles' high costs of living and business taxes will continue to be a major impediment to growth in the area over the forecast period. As a result it ranks No. 42 in Market Costs
- Though LA scores high in Talent (No. 14), one area that ranks low is female enrollment at top universities. It also scores low in IT professionals in the labor force.
- LA scores No. 8 in Technology Policy, but would score higher with an effort to collect data by gender on technology use