Making Business More Equitable in Los Angeles

COMPETE 4 LA
LABCi Small Business Database

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.

LABC INSTITUTE

USC University of Southern California

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Timeline of Key Milestones & Achievements

January 2026

LABC Institute and USC Dornsife Spatial Science Institute relaunch Compete4LA to expand the database and include small businesses prepared to support regional recovery and rebuilding efforts in response to the 2025 wildfires

2024 – Current Day

Compete4LA collaborates with LA28 and the LABC is a proud member of LA28's Community Business & Procurement Working Group as well as the Los Angeles Mayor's Small Business Cabinet

June 2022

LABC Institute and USC Sol Price School of Public Policy's Center for Economic Development launch Compete4LA, a small business database that works in tandem with the city's RAMP platform

March 2022

City of Los Angeles launches the Regional Alliance Marketplace for Procurement (RAMP), a new procurement platform that offers equitable access to contracting opportunities

June 2020

Citing the LABC Institute Feasibility study with Bip Solutions, the LA City Council votes to fund a new procurement platform focused on increasing opportunities

November 2019

LABC Institute in partnership with USC Dornsife releases a feasibility study, "Los Angeles as a Host City: Identifying Investment Ready Neighborhoods for Equitable and Inclusive Procurement"

August 2018

LABC Institute publishes feasibility study by BiP Solutions on the demand for an online procurement platform in Los Angeles

December 2017

LABC Institute forms partnership with BiP solutions, creators of the small business platform used in the 2012 Olympic Games