

Glendale Tech Strategy

A ROADMAP FOR GROWING GLENDALE'S TECH SECTOR



Presentation Overview

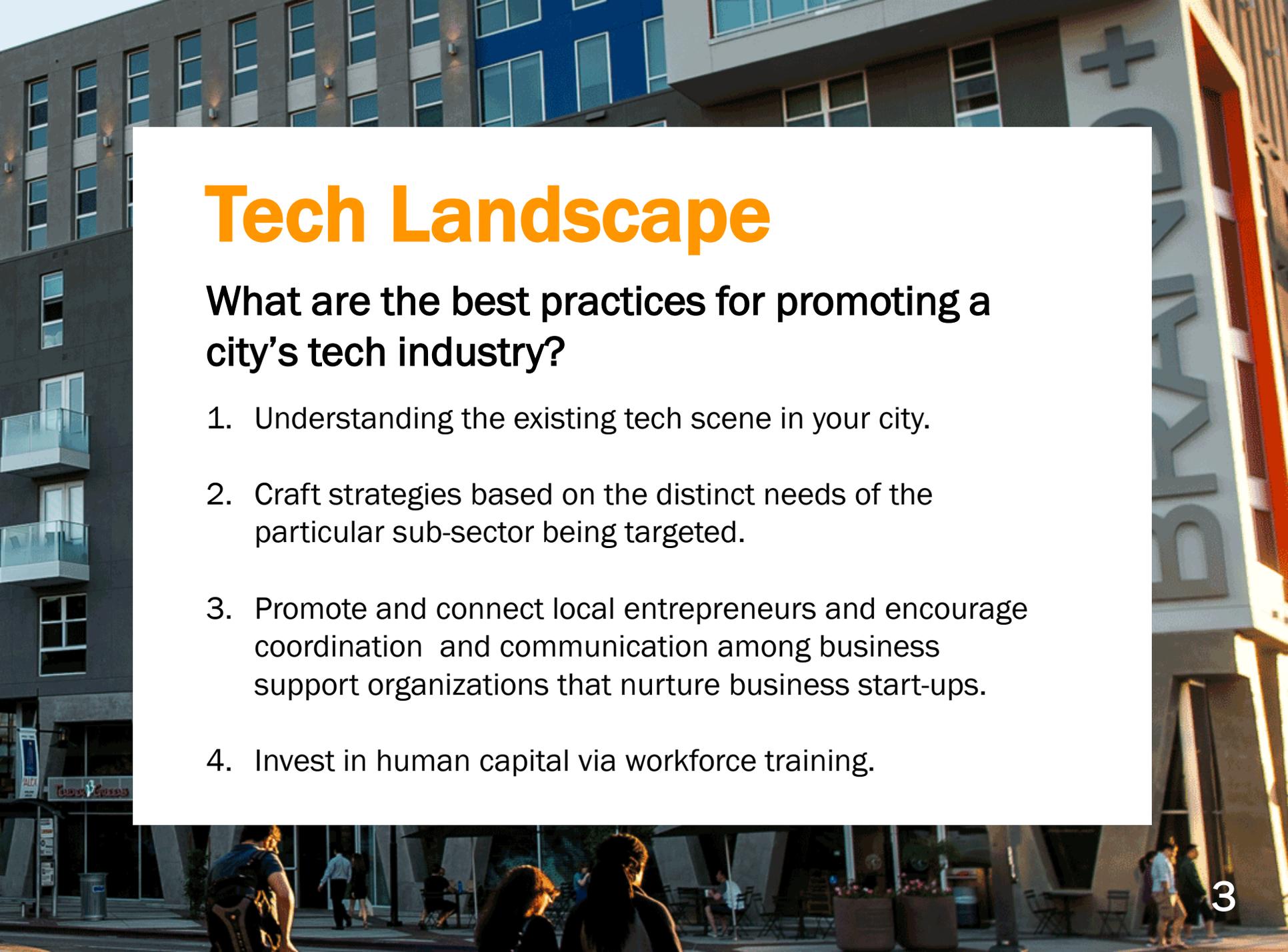
Tech Landscape

Data Analysis

Strengths & Weaknesses

Recommendations

Discussion



Tech Landscape

What are the best practices for promoting a city's tech industry?

1. Understanding the existing tech scene in your city.
2. Craft strategies based on the distinct needs of the particular sub-sector being targeted.
3. Promote and connect local entrepreneurs and encourage coordination and communication among business support organizations that nurture business start-ups.
4. Invest in human capital via workforce training.

DATA ANALYSIS

How much tech is there in Glendale?



1,029
HIGH TECH
FIRMS



41,168
PEOPLE EMPLOYED
BY HIGH TECH FIRMS

GLENDALE
RESIDENTS
WITH A
DEGREE



26.6%

25+ with a **BACHELOR'S DEGREE**

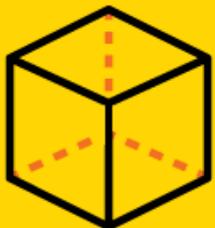
12.3%

25+ with a **GRADUATE OR PROFESSIONAL DEGREE**

32.7%

Graduates with a **STEM Degree**

WAYS TO MEASURE GLENDALE'S TECH ECOSYSTEM



VOLUME
AND
DENSITY



WORKFORCE
AND SALES



LOCATION
QUOTIENT

High Tech Subsectors and Glendale-based Businesses

Aerospace Products	Glenair
Architectural and Engineering Services	United Engineering Company, Inc.
Biopharmaceuticals and Medical Devices	Quest Diagnostics
Computer Products and Electronics Manufacturing	Hi-Tech Electro Design
Computer Software, Design, and Services and Online Publishing	LegalZoom
Food Technology (Additional category created for this report)	JH Biotech Europe-Africa LLC
Machinery and Equipment Manufacturing	Mechanical Concepts
Management, Scientific, and Technical Consulting	Liftoff
Media	Disney Interactive Media Group
Petroleum and Chemical Products Manufacturing	Avery Dennison
Telecommunications	Regus
Wholesale Activities related to High Tech	Weil Aquatronics



Number of High Tech Firms by Subsector in Glendale and Los Angeles County, 2016

HIGH TECH SUBSECTOR	NUMBER OF FIRMS IN GLENDALE	NUMBER OF FIRMS IN LOS ANGELES COUNTY	PERCENT IN GLENDALE
Aerospace Products	12	628	1.9%
Architectural & Engineering Services	194	6,435	3.0%
Biopharmaceuticals & Medical Devices	96*	2,232	4.3%
Computer Products & Electronics Manufacturing	12	901	1.3%
Computer Software, Design, Services, and Online Publishing	140	4,651	3.0%
Food Technology	26	892	2.9%
Machinery & Equipment Manufacturing	14	1,114	1.3%
Management, Scientific, & Technical Consulting	206	8,775	2.3%
Media	69	3,543	1.9%
Petroleum & Chemical Products Manufacturing	4	289	1.4%
Telecommunications	73	3,418	2.1%
Wholesale Activities Related to High Tech	183	8,247	2.2%
TOTAL	1,029	41,125	2.5%

High Tech Employees by Subsector in Glendale, 2016

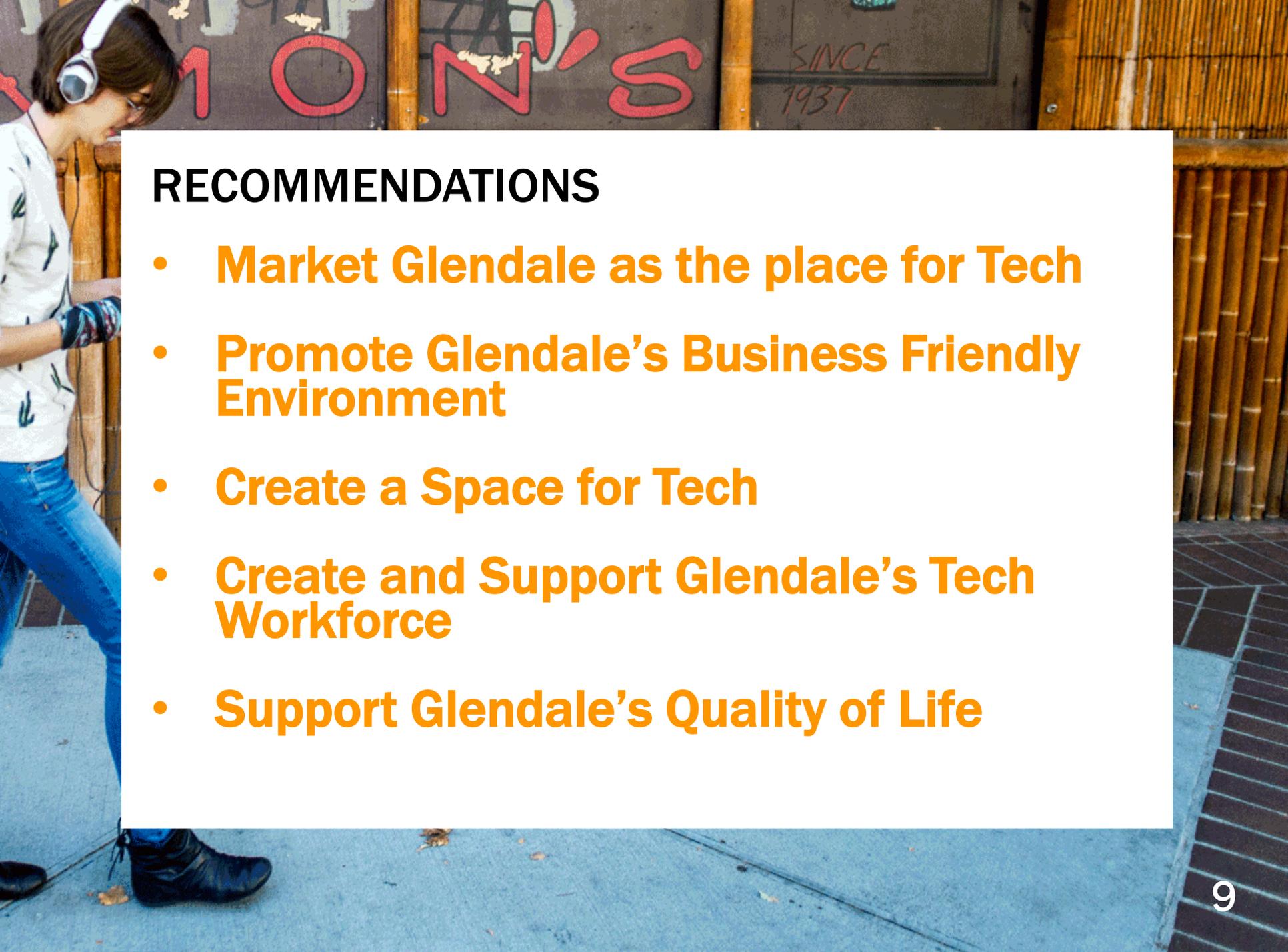
HIGH TECH SUBSECTOR	NUMBER OF EMPLOYEES	PERCENTAGE OF ALL HIGH-TECH EMPLOYEES
Aerospace Products	1,830	4.4%
Architectural & Engineering Services	4,278	10.4%
Biopharmaceuticals & Medical Devices	20,547	49.9%
Computer Products & Electronics Manufacturing	651	1.6%
Computer Software, Design, Services, and Online Publishing	3,061	7.4%
Food Technology	224	0.5%
Machinery & Equipment Manufacturing	161	0.4%
Management, Scientific, & Technical Consulting	3,011	7.3%
Media	1,365	3.3%
Petroleum & Chemical Products Manufacturing	485	1.2%
Telecommunications	544	1.3%
Wholesale Activities Related to High Tech	5,011	12.2%
TOTAL	41,168	100%

Strengths

- Quality of Life
- Location
- Brand Blvd.
- No City Business Tax

Weaknesses

- Tech Companies operate as islands
- Traditional office space
- Delays in permitting
- Bandwidth



RECOMMENDATIONS

- **Market Glendale as the place for Tech**
- **Promote Glendale's Business Friendly Environment**
- **Create a Space for Tech**
- **Create and Support Glendale's Tech Workforce**
- **Support Glendale's Quality of Life**

RECOMMENDATIONS

Market Glendale as the place for Tech

INTERNAL

- Creation of a Tech-Focused Advocacy Organization
- Build Civic Technology Infrastructure

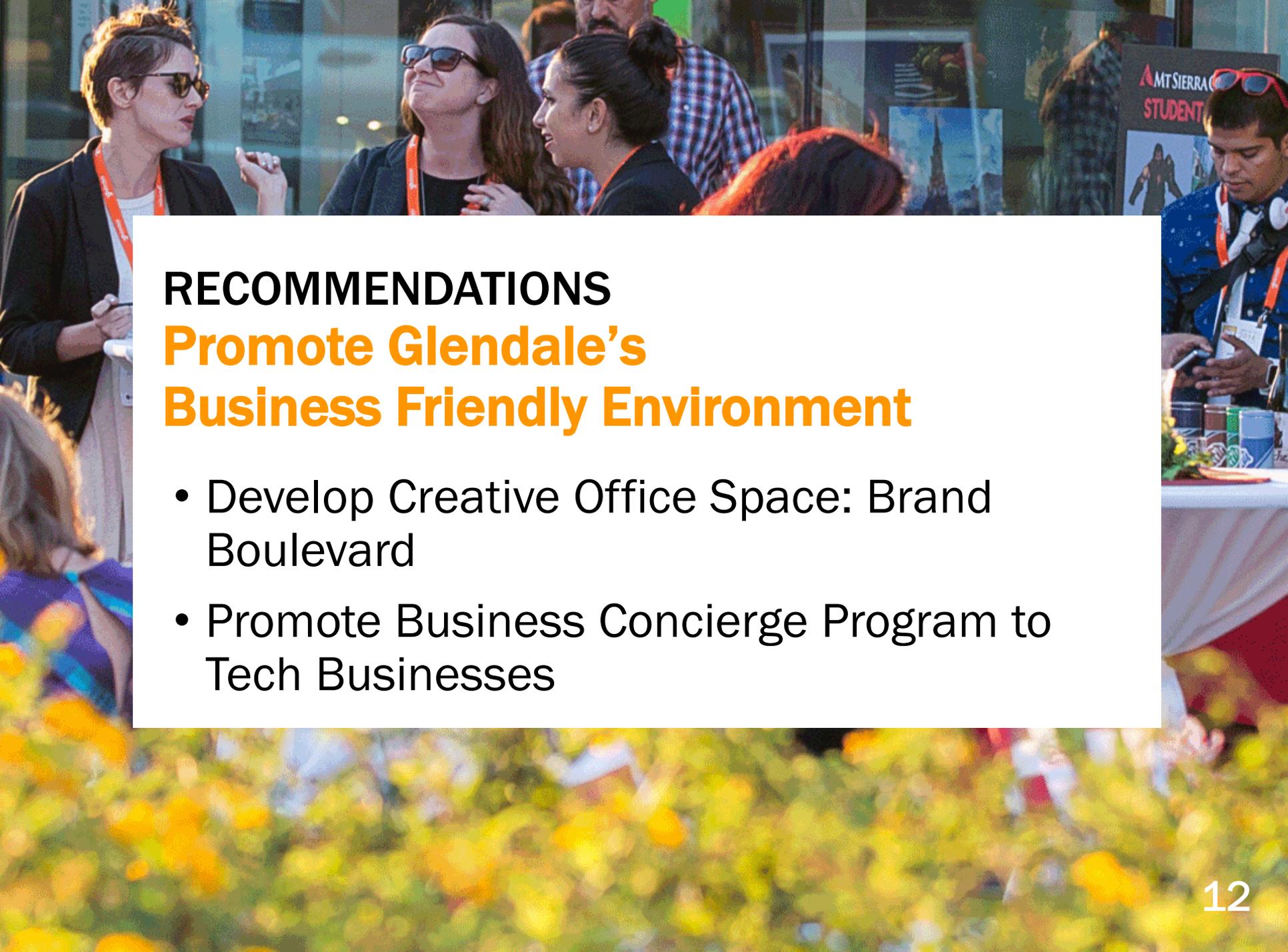
EXTERNAL

- Attract trade shows and conferences
- Leverage Industry Networks

RECOMMENDATIONS

Tech Focused Organization

- ID core leaders in Glendale's tech community willing to lead the effort
- Work with core leaders to brainstorm a path forward: develop a mission statement and priorities, create a funding strategy, etc.
- The City could offer initial support – but should ultimately be a community driven effort



RECOMMENDATIONS

Promote Glendale's Business Friendly Environment

- Develop Creative Office Space: Brand Boulevard
- Promote Business Concierge Program to Tech Businesses

RECOMMENDATIONS

Create a Space and Programs for Tech

- Preserve and Maintain Industrial and Manufacturing Space in West Glendale
- Attract Medical Related Uses: North Glendale
- Tech Accelerators/Incubators

Accelerator

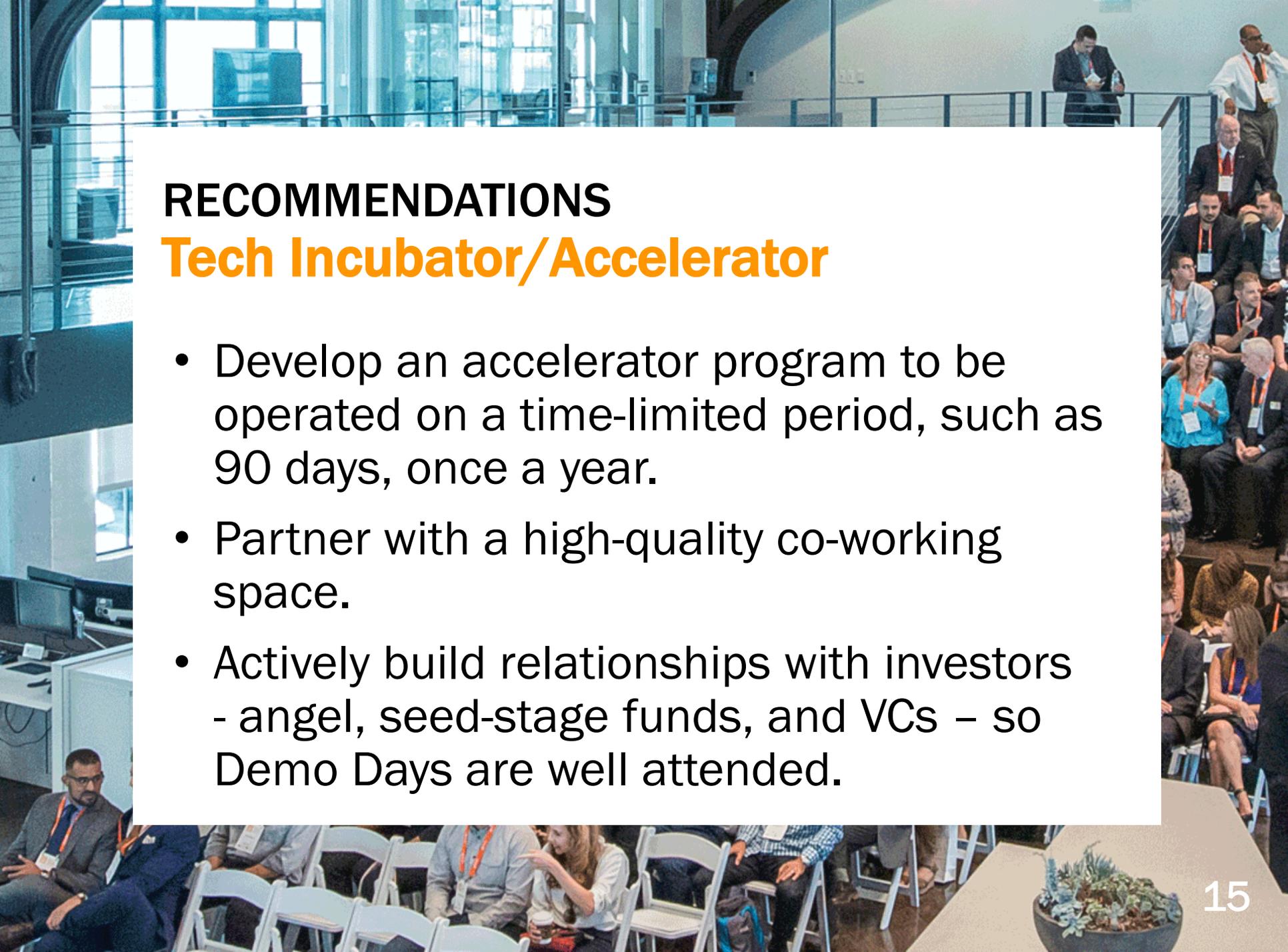
- Cohort-based program
- Highly competitive program
- Direct mentorship and access to resources
- Time-specific

Incubator

- Space-based
- Non-competitive
- Similar services to accelerator, but over a longer period of time
- Usually industry focused (e.g. biotech)

Co-working Space

- Membership-based creative office space
- Shared working environment
- Peer-to-peer mentorship
- May attract investors or professional mentors



RECOMMENDATIONS

Tech Incubator/Accelerator

- Develop an accelerator program to be operated on a time-limited period, such as 90 days, once a year.
- Partner with a high-quality co-working space.
- Actively build relationships with investors - angel, seed-stage funds, and VCs – so Demo Days are well attended.

RECOMMENDATIONS

Create and Support a Tech Workforce

- Career Awareness
- Work Experience
- Continuing Education

A photograph of two men smiling outdoors. The man on the left is wearing sunglasses and a dark shirt. The man on the right is wearing sunglasses and a light blue t-shirt. In the foreground, a dog with black and white fur is visible. The background shows a large, modern building with a curved facade and a clear blue sky.

RECOMMENDATIONS

Support Glendale's Quality of Life

- Transportation
- Public Space
- Public Sector Innovation

Glendale Tech Strategy

A ROADMAP FOR GROWING GLENDALE'S TECH SECTOR

