

LASEC Business Connect FAQ Sheet

1. How can local businesses get involved in the Business Connect program?

The Business Connect program includes a maximum of 250 local diverse businesses, suppliers, and service providers from Greater Los Angeles. Accepted businesses are profiled in the online Business Connect Resource Guide (BCRG), allowing event organizers and primary contractors to quickly identify qualified and experienced providers of goods and services. Participants in the Business Connect program are also eligible to participate in professional development workshops and networking events throughout the year.

2. Who qualifies for Business Connect?

- All Business Connect vendors are required to be certified as minority (MBE), women (WBE), person with disabilities (DOBE), veteran (VOBE) or LGBTQIA+-owned businesses (LGBTBE)
- The minority owner must hold 51% of the company
- The company must have been in business for at least three years
- Businesses must be the direct source of their offered good or service
- The company must have established offices within Los Angeles County
- The company must offer services that match those requested by event organizers

3. What does it mean to be included in the Business Connect Resource Guide?

Being included in the Business Connect Resource Guide means your company was selected as one of the best local, diverse providers of goods and services in your specific business category. You and other Resource Guide vendors are eligible to compete for contracts within the LASEC network.

4. Am I a “preferred” supplier?

We do not use titles such as “exclusive supplier” or “preferred vendor” to describe companies listed in the Business Connect Resource Guide. Businesses included in the Business Connect Resource Guide are considered “approved” suppliers because they have met the eligibility criteria of the Business Connect program. As such, your business is a part of an exclusive listing of businesses utilized by event producers from the Los Angeles Sports & Entertainment Commission who are looking for experienced, qualified local suppliers with the capacity to help complete contracts related to high-profile sports and entertainment events.

5. How will the Business Connect Resource Guide be used?

The Business Connect Resource Guide will be an online database of local approved and certified businesses that can contract with the Los Angeles Sports & Entertainment Commission (LASEC), its affiliates and contractors, or other interested parties. The Resource Guide is shared with local venues, sports teams, mayor’s office, corporate procurement partners and major sporting events.

6. I did not see the product or service I provide listed in the Business Connect application. What does that mean?

The products and services listed on the LASEC application were selected based on prior experience and event organizers’ requests. There is no guarantee that additional products or services would be needed beyond those listed in the application, nor are there any guarantees that goods and services will be purchased from the categories listed.

7. How can I pitch my product/service to the LASEC?

Completing a Business Connect Interest Form is the best way to introduce your company to the Business Connect Team. Eligible companies that provide the goods and services requested by our event partners will be reviewed, vetted and contacted as we have availability to add new suppliers to our event production resource guide.

Business Connect constantly meets with venues, sports teams, and special event organizers to identify contracting opportunities for local and diverse suppliers. Utilizing the Business Connect Resource Guide event organizers and procurement partners issue an Invitation to Bid (ITB) or Request for Proposal (RFP) when looking to engage Business Connect suppliers. Event organizers evaluate suppliers based on their ability to satisfy key factors including quality, service, price and flexibility.

8. Is my business limited to only one product or service?

No. If your business provides more than one product or service, you should select the services that your business has the most experience providing. Businesses are listed by their primary category in the Business Connect Resource Guide. The Business Connect team reserves the right to re-classify businesses as deemed more appropriate for the goods and services provided/and or needed.

9. What is the timeline for procurement opportunities to begin? How much advance notice is given regarding RFPs and contract awards?

Event organizers and contractors use the Business Connect Resource Guide as one tool to identify suppliers. All purchasing processes and decisions, however, rest solely with the buyer. There is no centralized site for RFPs and no master calendar of when opportunities are available. Buyers will contact suppliers when they are ready to build their programs and events. Business Connect suppliers are encouraged to always be ready to take the call. Keep your company profile up to date to ensure that, if utilized, the prospective buyer has as much accurate information about your business as possible.

10. How can I improve my chances of being selected for a contract?

We encourage business owners to be responsive, honest and flexible when working with parties soliciting requests for the RFPs. Also, attending Business Connect workshops and networking events help our team to get to know you and your company's capabilities. It allows us to make recommendations to vendors based on our knowledge of your business.

11. How can I learn what supplier and contracting opportunities are available?

Businesses that are selected for the Business Connect Resource Guide will be contacted directly by buyers. Additionally, RFPs may be distributed to Business Connect businesses, and others in the marketplace, that provide products or services in the desired category(ies). The procurement process is at the discretion of each buyer.

LASEC Disclaimer

The Los Angeles Sports & Entertainment Commissions' Business Connect program is a supplier diversity initiative designed to link LASEC event partners to our robust roster of 200+ vetted, certified, and experienced event production specialists. The LASEC Business Connect program serves as an advocate and works to facilitate contract opportunities for women, minority, LGBTQ+, person with disabilities, and veteran-owned companies.

Business Connect has two primary goals: (1) to link diverse Los Angeles suppliers to contracting opportunities related to major sports and entertainment events in LA and (2) to provide professional networking and development programming for all member businesses. The Business Connect, which is free to all members, is a competitive program. Participating suppliers are not guaranteed to be awarded work with LASEC or its major event partners. Suppliers are guaranteed full access to the program's development and networking opportunities.