Finding aid for the L.A.'s Business Team Records

L.A.'s Business Team Records
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Finding aid for the L.A.'s Business Team Records

Collection number: MS124

William H. Hannon Library
Loyola Marymount University
Los Angeles, California

Processed by:
L.A.'s Business Team Records

Date Completed:
February 2017

Encoded by:
Lauren Zuchowski Longwell

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Descriptive Summary

Title: L.A.'s Business Team records

Dates: 1994-2001

Bulk Dates: 1995-1996

Collection number: MS124

Collection Size: 1 document box0.50 linear feet

Repository: Loyola Marymount University. Library. Department of Archives and Special Collections.
Los Angeles, California 90045-2659

Abstract: This collection contains marketing materials, official documents, and press items for L.A.'s Business Team.

Physical location: Section H, Aisle 67, Row B, Bay 1, Shelf 6

Languages: Languages represented in the collection: English

Access
Collection is open to research under the terms of use of the Department of Archives and Special Collections, Loyola Marymount University.

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Preferred Citation
[Identification of item], Series number, Box and Folder number, L.A.'s Business Team records, MS124, Department of Archives and Special Collections, William H. Hannon Library, Loyola Marymount University.

Acquisition Information
Gift of Catherine Deely. Accession number: 2016.36.

Biography / Administrative History
L.A.'s Business Team was one of Mayor Richard Riordan’s notable efforts to make Los Angeles more business friendly. It came out of Riordan’s concern that businesses were leaving Los Angeles. Under this program, growing businesses were able to work with a personal representative in City Hall who advocated for the business and simplified the city’s complex processes. Another aspect of Riordan’s project was the New Los Angeles Marketing Partnership (N/LAMP), which presented national ad campaigns touting Los Angeles’ business advantages.

Scope and Content of Collection
This collection consists primarily of press materials for L.A.’s Business Team, spearheaded by Mayor Richard Riordan. Most of the collection is focused on the beginning of the project in 1995 and 1996. It also includes items related to N/LAMP, a collaborative project within L.A.’s Business Team.
Arrangement
Series 5: Audiovisual Materials.

Related Material
Mayor Richard J. Riordan Administrative Papers (CSLA-17).

Box 1 Folder 1-2  Series 1 Marketing Materials Undated
Series Scope and Content Summary
Marketing and publicity records created by L.A.'s Business Team for potential clients.
Includes One folder of informational brochures, booklets, and business cards and one box set of marketing materials containing council district overviews and informational packets.

Box 1 Folder 3-4  Series 2 INC. 500 Conference 1996
Series Scope and Content Summary
Informational materials for the INC. 500 Conference held on 1996 June 13-15 in Los Angeles, California. Includes one booklet about N/LAMP given to conference attendees and one schedule of events.

Box 1 Folder 5  Series 3 Official Documents 1995-1997
Series Scope and Content Summary
City of Los Angeles Business Attraction and Retention Program report dated 1995 June 30.

Series 4 Publicity
Series Scope and Content Summary
News articles and clippings.

Box 1 Folder 6  Clippings 1994-1996
Scope and Content Summary

Box 1 Folder 7-8  Magazines 1996-1998
Scope and Content Summary

Box 1 Folder 9  Newsletter 1996
Scope and Content Summary
Series 5 Audiovisual Materials 2001

Series Scope and Content Summary
Video’s produced at the end of Riordan’s time as Los Angeles mayor in 2001.

Access Note
Access to these materials will require digitization. Advanced notice is required.

Box 1 Folder 10
The Riordan Years
Subseries Scope and Content Summary
2001 May 25. 15 minutes. Wilkman productions. 2 copies.

Box 1 Folder 11
Mayor Riordan Needs a Job
Subseries Scope and Content Summary
Produced for the 2001 Radio/TV Correspondents Dinner.

Box 1 Folder 12
Celebrating a New Los Angeles
Subseries Scope and Content Summary
State of the city video. 2001 June 1.
Use Note
Contains copyrighted materials.