

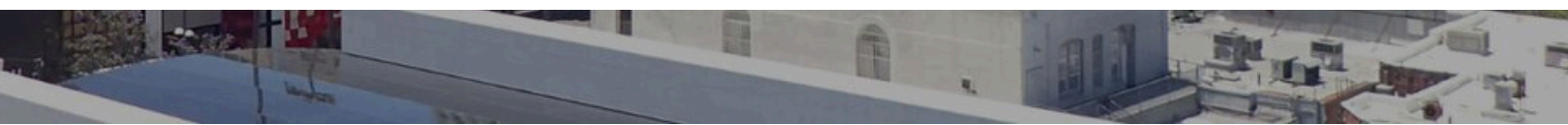


BUSINESS RESOURCE GUIDE

POWER OF BUSINESS SUMMIT 2024
WORKFORCE | MARKETS | PROCUREMENT



This Business Resources Guide is brief compilation of great links intended to help you grow your business and help your business thrive!



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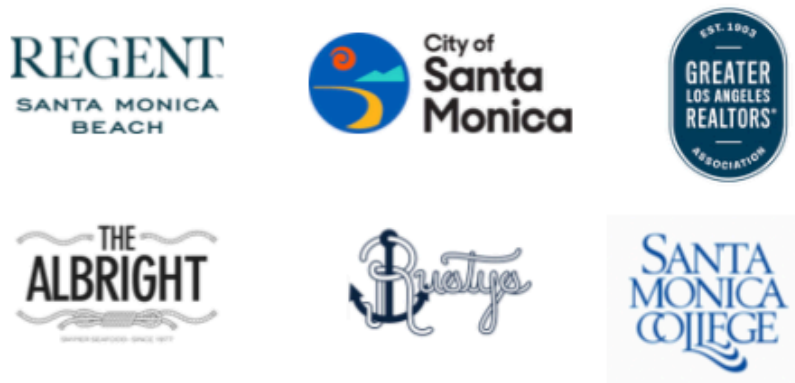
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WORKFORCE



LINKS:

Go Biz Workforce Resources

<https://business.ca.gov/advantages/workforce-and-education/>

https://business.ca.gov/wp-content/uploads/2023/02/CA_BusinessInvestmentGuide_2023.pdf

Unite LA Workforce Resources

https://www.lacompact.org/our_approach/#oa_section4

<https://www.layoutthatwork.org>

Santa Monica College Workforce Resources

<https://www.smc.edu/student-support/career-services/employment/>

Santa Monica Chamber Talent Connect

<https://smchamber.com/workforce/>

West Los Angeles Workforce Center - AJCC

<https://www.ajcc.lacounty.gov/businesses>

City of Santa Monica Hire Local

<https://www.santamonica.gov/economicrecovery/jobresources>

Harvard Business Review - Boost Employee Engagement

<https://hbr.org/2023/11/4-fundamental-ways-to-boost-employee-engagement>

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MARKETING

LINKS:

Snapchat Resources for Business: The Ultimate Marketing Guide

<https://blog.hootsuite.com/snapchat-for-business-guide/#Benefits of Snapchat for business>

<https://www.hubspot.com/snapchat-marketing>

<https://forbusiness.snapchat.com/resources>

Generative AI For Business Guides

<https://blog.botcopy.com/googles-generative-ai-and-botcopy-a-dynamic-duo-in-the-making-5651b85a8f85>

<https://www.techtaraget.com/searchenterpriseai/definition/generative-AI>

<https://cloud.google.com/blog/transform/introducing-executives-guide-to-generative-ai>

Santa Monica Chamber Resources

<https://members.smchamber.com/list>

<https://helpdesk.chambermaster.com/kb/article/3789-update-company-information-via-the-mic-for-your-members/>

Forbes - How to Market with AI

<https://www.forbes.com/sites/forbesagencycouncil/2023/01/13/15-creative-ways-marketers-can-use-ai-to-build-connections-with-consumers/?sh=6982390c2e1a>

Deloitte - Leverage AI in Marketing

<https://www2.deloitte.com/si/en/pages/strategy-operations/articles/AI-in-marketing.html>

Top 26 AI Marketing Tools in 2024

<https://www2.deloitte.com/si/en/pages/strategy->

<https://influencemarketinghub.com/ai-marketing-tools//articles/AI-in-marketing.html>

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PROCUREMENT

LINKS:

City of Santa Monica Buy Local

<https://www.santamonica.gov/programs/buy-local-santa-monica>

Small Business Development Center Business Resources:

<https://www.sba.gov/local-assistance/federal-contracting-assistance>

<https://smallbizla.org/workshops/>

<https://smallbizla.org/category/business/>

Small Business Exporting Resources:

<https://www.sba.gov/local-assistance/export-trade-assistance>

Go Biz Business Resources:

<https://business.ca.gov/>

<https://economicdevelopment.business.ca.gov/>

Sysco Supplier Portal:

<https://www.sysco.com/Suppliers/Supplier-Partnerships/Supplier-Resources.html>

Lionsgate Supplier Portal:

<https://www.lionsgate.com/dei/supplier-diversity>

Providence Supplier Portal:

<https://www.providence.org/business/supplier-information/business-requirements>

smchamber.com





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[https://www.canva.com/design/DAFzEcNmAsE/92PNNeauDhbT32BwMAeqTQ/view?
utm_content=DAFzEcNmAsE&utm_campaign=designshare&utm_medium=link&utm_source=editor](https://www.canva.com/design/DAFzEcNmAsE/92PNNeauDhbT32BwMAeqTQ/view?utm_content=DAFzEcNmAsE&utm_campaign=designshare&utm_medium=link&utm_source=editor)



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