

# West Coast Urban District Forum LONG BEACH, 2017



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# Millennials Shaping Cities

Thursday, March 16 | 8:30am – 10:00am

Moderator:

**Jessica Lall**, CEO, Central City Association

Speakers:

**Nick Griffin**, Director of Economic Development, Downtown Center  
BID, Los Angeles

**James Malone**, Vice President of Leasing, Brookfield

**Lexey Radcliff**, Senior Community Manager, WeWork



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# MILLENNIALS SHAPING CITIES

West Coast Urban District Forum 2017

**CCA**  
CENTRAL CITY  
ASSOCIATION  
OF LOS ANGELES



# ABOUT CCA

- Formed in 1924, CCA is the **leading advocacy** organization in the region.
- CCA **convenes** business, government, cultural institutions and citizens to build a better economy and a better quality of life for all Angelenos.
- Over **400 organizations**, including non-profits, representing a diverse cross section of the economy are members.



# STATS ON MILLENNIALS

- Millennials outnumber baby boomers and are for more diverse (83.1 million millennials represent  $\frac{1}{4}$  of the nation's population). [U.S. Census Bureau, 2015]
- Millennials now surpass Generation X as the largest in U.S. labor force. [Pew Research Center, U.S. Census Bureau, 2015]



# STATS ON MILLENNIALS

- “This hyper-connected, tech savvy generation will make up 75% of the workforce by 2030.” [*Wired*, 2013]
- First generation to grow up with broadband, smartphones, laptops and social media as the norm.





How are the workplace, cities, and public policy adapting and remaining relevant to this influential demographic?



# NICK GRIFFIN

Director of Economic Development  
Downtown Center Business  
Improvement District

CCA  
CENTRAL CITY  
ASSOCIATION  
OF LOS ANGELES



# JAMES MALONE

Vice President of Leasing  
Brookfield

CCA  
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# LEXEY RADCLIFF

Community Lead, Southern California  
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# CONTACT INFORMATION

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