

EWDD **UPDATES**



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News for the Week of January 1, 2018

**WEST VALLEY BSC HELPS ENTREPRENEUR OPEN SECOND HEALTHY TAMALES HOUSE**



*Juan Gonzales, owner of Tamales House, the newly opened Reseda based restaurant specializing in healthy and fresh Mexican food*

The West Valley BusinessSource Center (BSC) helped entrepreneur Juan Gonzales develop a business plan to help him secure a \$50,000 small business loan, then provided marketing materials to help promote the opening of the second location of his “Tamales House” restaurant. Juan opened his first handmade tamales location “California Tamales House,” in North Hills in 2005. The business specializes in quality, healthy tamales that are fresh, gluten free and not cooked in lard. After experiencing success with the first location, Juan was ready to open a location in the San Fernando Valley. The West Valley BSC, operated by EWDD partner Valley Economic Development Center (VEDC), worked with Juan for several months. The approval of Juan’s business loan was contingent on his

business plan. The West Valley BSC helped identify back-up financing options, but Juan’s loan was approved in mid-October 2017. The West Valley BSC helped plan the grand opening, produced marketing materials including flyers, then distributed them and emailed them to clients and community members. Staff also delivered flowers to wish Juan well and welcome his new business. In early December, Juan opened “Tamales House” in Reseda. The Reseda location allowed him to retain several jobs and created new job opportunities. The West Valley BSC continues to work with Juan and has referred him to the Reseda Neighborhood Council and Reseda Council District for him to get involved in his new community.



*Juan Gonzales with family and West Valley BSC staff at the grand opening of his Reseda restaurant*

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## EWDD PROVIDED EMPLOYMENT & BUSINESS RECOVERY RESOURCES DURING FIRES



*(left to right) EWDD's Alex Lakshatnov and Chris Rajapakse helping victims of the December fires with employment and business related support*

EWDD WorkSource and BusinessSource staff provided families and business owners impacted by the recent fires in Los Angeles with information about how the City's WorkSource and BusinessSource Centers can assist with recovery efforts. EWDD answered the call to staff the Creek, Skirball and Rye Fires Local Assistance Center at the Lake View Terrace Recreation Center December 12<sup>th</sup> through December 16<sup>th</sup>, joining other government agencies to provide services and information to residents and businesses impacted by the fires. More than 100 people registered for services, with many asking for work and business related support.

BUSINESS METRICS:

<b>LABSCs Reporting:</b>	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	14
Pre-Startups Assisted	23
Start-ups/Operating Businesses Enrolled	11
Start-ups/Operating Businesses Assisted	14
Workshops: Number of Clients Attended	4

WORKFORCE METRICS:  
(arrows indicate weekly trend)

**JobsLA (online and mobile)**



49,579  
Page Views

19.4%



42.2%  
New Visitors

9.3%



2,967  
New Sessions

11.3%



417  
Registrations

20%

**WorkSource Centers**



490  
Enrollments

77%

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or [Jamie.Francisco@lacity.org](mailto:Jamie.Francisco@lacity.org)