News for the week of January 23, 2017

EWDD RAPID RESPONSE CONTINUES SUCCESSFUL REGIONAL EFFORT SUPPORTING THOUSANDS OF AMERICAN APPAREL EMPLOYEES DISLOCATED BY CLOSURE

The regional partnership including EWDD, Mayor’s Office, the California Employment Development Department (EDD), LAUSD Division of Adult and Career Education (DACE), Department of Labor, DPSS, HCID, LA Community College District, Los Angeles County, WorkSource Centers, and community based organizations continue to provide support to thousands of individuals that were dislocated by the closure of American Apparel last week. Starting January 20th, EWDD coordinated 4 Rapid Response events at 4 LAUSD Adult Schools to provide information on career and other vital services, and to make resources available to impacted employees to find employment. There were over 80 people supporting in various capacities at the January 20th event with participant flow, presentations, one-on-one Q&A, and interpreting. Two additional orientation events took place this week, on January 24th at the Maxine Waters Employment Preparation Center, and January 25th at the East Los Angeles Skills Center. The fourth orientation takes place today, Thursday, January 26th, at the Richard N. Slawson Southeast Occupational Center. A date has been established for hosting a ‘Hiring Fair’ on February 3rd at the Abram Friedman Occupational Center tailored specifically for American Apparel. EWDD is working with the EDD Trade Adjustment Assistance (TAA) and is coordinating a regional application for National Emergency Grant (Dislocated Worker Additional Assistance funds) to the State of California in the coming weeks in order to make additional resources available to impacted employees.
Central West BusinessSource Center helps market obtain start-up $35,000 microloan:
In 1996, Jeong Chul Son emigrated from South Korea to the United States with a dream that he would establish a chain of compact market stores in America. He started from the bottom up, learning and practicing everything he needed, from the setup to the management of a grocery store. He worked for 20 years at three of the major Korean supermarkets until he felt the time was right to establish his own compact market that would deliver high quality service and offer low prices and mutual employee ownership. In September 2016, Mr. Son was referred by one of his contacts to a Central West BusinessSource Center business counselor, for start-up financial assistance. The counselor provided him with the essential courses and technical assistance that prepared Mr. Son to receive a $35,000 microloan, which he used to open his first store, which he named Thankyou Market. This store will serve as the model for his planned future chain of markets. Thankyou Market is having its Grand Opening on February 1, 2017, creating 5 full-time jobs, including Mr. Son and his wife. Within 3 years, Mr. Son plans to open two more stores. His annual projected revenue is $1.5 million for 2017 and $2 million for 2018. He plans to contribute 10% of his profits to the communities he serves.

OPI Products Inc. praises EWDD Rapid Response for transition help of displaced workers:
The management team and Director of Human Resources of Coty Inc., sent their thanks to the EWDD Rapid Response team and its partners regarding the transition of displaced workers from their North Hollywood based OPI Products, Inc., a division of Coty Inc. OPI wrote to thank EWDD Rapid Response Coordinator Rosa Arcadia and the entire Rapid Response team and partners, “for your recent support assisting OPI with the transition of over 400 fulltime positions out of State.” OPI contined, “The partnership of Rosa (Arcadia) and her team, as well as the resources from the company have led to an extremely well executed transition. Despite the impact to employees, the Rapid Response Team worked relentlessly to ensure the project’s success. This could not have been accomplished without the Economic and Workforce Development Department. Please share this information with your supporters...so that we may continue to have such wonderful services available for all displaced workers.”
BUSINESS METRICS:

**LABSC’s Reporting:** West Valley, South LA, East LA, Central West, Mid City, Hollywood, Harbor, North Valley and South Valley.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Pre-Startups Enrolled</td>
<td>31</td>
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<tr>
<td>Pre-Startups Assisted</td>
<td>19</td>
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<tr>
<td>Start-ups/Operating Businesses Enrolled</td>
<td>31</td>
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<tr>
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<tr>
<td>Workshops: Number of Clients Attended</td>
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WORKFORCE METRICS:

(Arrows indicate weekly trend)

**JobsLA (online and mobile)**

- Page Views (Up 31.9%)
- New Visitors (Down 4.2%)
- New Sessions (Up 18.9%)
- Registrations (Up 68%)

**WorkSource Centers**

- Enrollments (Up 3%)

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Michael Cole at 213-744-7333 or at michael.cole@lacity.org.

Building local business. Strengthening our workforce.