News for the week of January 9, 2017

EWDD RAPID RESPONSE, TRUE TO THEIR NAME, COORDINATES SUCCESSFUL INFO SESSION FOR AMERICAN APPAREL EMPLOYEES WITH 3 DAYS NOTICE

On January 5, 2017, EWDD’s Rapid Response team and partners provided a five hour informational session for American Apparel’s Downtown L.A. facility. Given that the business was sold at auction January 9, 2017, the more than 2,000 workers on-site are worried about their future work situation and livelihood. American Apparel also has other facilities in L.A. County and Orange County - thus, ongoing coordination between partners from three jurisdictions has taken place over the past three months. Our Layoff Aversion contractor, LAEDC, has been working with American Apparel since October 2015 following their initial bankruptcy filing and has been instrumental in maintaining the lines of communication among all partners and American Apparel’s upper management. After the request from American Apparel management on December 30, 2016 to provide an informational session for the employees, Rapid Response began communication with partners starting the afternoon of December 30th, and provided final details the morning of January 5th - a couple of hours prior to the event. The event also had two state Employment Development Department (EDD) representatives on hand to cover Unemployment Insurance and Workforce Services, and there were three WorkSource Centers represented: Northeast, Boyle Heights, and Vernon Central. All three Rapid Response Coordinators and a representative from LAEDC were in attendance as well,
and over 150 workers received information. Next steps depend upon the actions surrounding the business sale on January 12th, however Rapid Response is confirmed to provide similar sessions on January 11th and 12th from 12:30 to 6:00 p.m. If/when actual layoffs occur, Rapid Response will be on-site, along with EDD and WorkSource Center teams to provide assistance to the dislocated workers.

**Hollywood BusinessSource Center success story**

The Parlor grooming lounge slated to open: Entrepreneur Regina Grogan describes herself as a master groomer and image consultant, and having worked at an upscale barbershop for 4 years, she felt it was time to go into business for herself. Regina came up with the concept of The Parlor Room, LLC within the last year and was looking for roughly $60,000 to get her business off the ground. Upon being connected with a consultant at the Hollywood BusinessSource Center by the Mayor’s Office of Economic Development, Regina and the consultant began working on financial projections for Regina’s first year in business. This was followed by the assembling of a loan package that was directed at lenders interested in helping a minority-woman business owner that is active in the LGBT community. On December 6, 2016, Regina was approved for an $80,000 line of credit ($20,000 more than she had initially asked for) to use to launch her business. That same week, Regina closed on a lease at 7374 ½ Melrose Ave. Los Angeles, CA 90046 and used her new line of credit for the deposit. The Parlor Room, LLC will have its grand opening on January 14, 2017 and will create 4 new jobs in the first 6 months.

**BUSINESS METRICS:**

<table>
<thead>
<tr>
<th>LABSC’s Reporting: North Valley, West Valley, South L.A., Mid City, Central West, Hollywood, South Valley, Harbor and East L.A.</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Startups Enrolled</td>
<td>15</td>
</tr>
<tr>
<td>Pre-Startups Assisted</td>
<td>10</td>
</tr>
<tr>
<td>Start-ups/Operating Businesses Enrolled</td>
<td>23</td>
</tr>
<tr>
<td>Start-ups/Operating Businesses Assisted</td>
<td>24</td>
</tr>
<tr>
<td>Workshops: Number of Clients Attended</td>
<td>39</td>
</tr>
</tbody>
</table>

*Building local business. Strengthening our workforce.*
WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)

Page Views (Up 46.9%)
New Visitors (Down 7.1%)
New Sessions (Up 54.9%)
Registrations (Up 31%)

WorkSource Centers

Enrollments (Up 29%)

“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.