News for the Week of October 23, 2017

PARA LOS NIÑOS CELEBRATES GRAND OPENING OF YOUTHSOURCE CENTER

A crowd of 100 people celebrated the grand opening Wednesday, October 25, 2017 of the new Para Los Niños (PLN) YouthSource Center in the Westlake/MacArthur Park neighborhood of downtown Los Angeles. Jan Perry, General Manager of the City of Los Angeles Economic and Workforce Development Department, delivered remarks praising PLN for providing more assistance to youth and families in the area. The ceremony included a ribbon cutting and the unveiling of a mural at the site by artist David Flores, who donated the artwork to support PLN’s mission. PLN participant Destiny Nguyen credited the organization for helping her overcome her struggles as a foster youth, enabling her to earn her high school diploma and get on the path toward college. Destiny first connected with PLN at their East Los Angeles YouthSource Center. “We’re going to support the community with the center,” Destiny said. “Children, family, youth – everyone.”

VSEDC HOSTS 4TH ANNUAL HISPANIC ENTERPRISE BUSINESS SUMMIT

The Vermont Slauson Economic Development Corporation (VSEDC) held its fourth annual Hispanic Enterprise Business Summit on Wednesday, October 18, 2017 at the La Paloma Mercado Conference Center in South Los Angeles. EWDD Senior Project Coordinator Richard Pallay delivered a speech on resilience and an overview of the services available at EWDD’s BusinessSource Centers for small businesses, including information on access to capital. Attendees also gained tips on social media, marketing and guidance on where to obtain legal assistance for their businesses.
COMMUNITY OUTREACH – EWDD HOSTS BOOTH AT TASTE OF SOUL FESTIVAL

EWDD staff and partners returned to the popular Taste of Soul Family Festival on Saturday, October 21, 2017 to promote the job training and business services available at EWDD’s YouthSource, WorkSource and BusinessSource Centers. EWDD participates in community events throughout the year to increase awareness about the City’s YouthSource, WorkSource and BusinessSource centers. This year, EWDD shared a table with partners Coalition for Responsible Community Development (CRCD), Asian American Drug Abuse Program, Inc. (ADAP), the United Auto Workers (UAW), and the Housing Authority of the City of Los Angeles (HACLA). EWDD partner Los Angeles Hospitality Training Academy (HTA), also attended and accepted referrals for 60 candidates for HTA’s culinary and hospitality programs. EWDD and the City of Los Angeles Workforce Development Board (WDB) help finance HTA programs with grant funding. EWDD has sponsored a table at Taste of Soul for several years.

EWDD HOSTS PRE-BID FOR APPRENTICESHIP STRATEGY CONSULTANTS RFQ

About a dozen people attended a proposers’ conference on Tuesday, October 24, 2017 to find out more details about the EWDD issued Request for Qualifications (RFQ) for Apprenticeship Strategy Consultants. EWDD is seeking qualifications from organizations or individuals interested in providing workforce consulting services to EWDD to help the City of Los Angeles develop an apprenticeship policy, determine apprenticeship opportunities in key employment sectors in the region, and aid in implementing apprenticeship programs in the greater LA area. The qualifications submittal deadline is 5 p.m., November 7, 2017. The RFQ and related documents are available through the Los Angeles Business Assistance Virtual Network (LABAVN).

NORTH VALLEY BSC HELPS ENTREPRENEUR EXPAND INSURANCE BUSINESS

The North Valley BusinessSource Center has steadily helped Pacoima insurance agent John Hernandez with his business, beginning with his grand opening in 2010 to his recent growth and expansion efforts. The North Valley BusinessSource Center guided John to obtain a co-working space in the facility’s Entrepreneur Center, which provided additional space for John to meet with larger groups of clients and partners. In September 2017, John hosted educational presentations for the community with marketing assistance from the North Valley BusinessSource Center. The center’s business consultants also helped John find a 1,000 square foot office location in Sun Valley, CA. He celebrated the grand opening of his new space on September 22, 2017, and plans to hire up to five additional full-time employees. The North Valley BusinessSource Center referred him to the local WorkSource Center to find new employees, and John plans to continue to collaborate with the North Valley BusinessSource Center as he further develops his business.
BUSINESS METRICS:

<table>
<thead>
<tr>
<th>LABSCs Reporting:</th>
<th>North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor</th>
</tr>
</thead>
<tbody>
<tr>
<td>LABSCs Not Reporting:</td>
<td>None</td>
</tr>
<tr>
<td>Pre-Startups Enrolled</td>
<td>19</td>
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<tr>
<td>Pre-Startups Assisted</td>
<td>25</td>
</tr>
<tr>
<td>Start-ups/Operating Businesses Enrolled</td>
<td>24</td>
</tr>
<tr>
<td>Start-ups/Operating Businesses Assisted</td>
<td>26</td>
</tr>
<tr>
<td>Workshops: Number of Clients Attended</td>
<td>62</td>
</tr>
</tbody>
</table>

WORKFORCE METRICS:
(arrows indicate weekly trend)

JobsLA (online and mobile)

- 100,917 Page Views
- 32% New Visitors
- 4,628 New Sessions
- 393 Registrations

WorkSource Centers

- 505 Enrollments
- 6% decrease

“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