

EWDD **UPDATES**



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News for the Week of October 30, 2017

**15 PEOPLE HIRED FROM HOLLYWOOD WORKSOURCE HOTEL JOB FAIR**



*A job seeker interviews with Hollywood Hotel representatives at the Hospitality Job Fair hosted by the Hollywood WorkSource Center*

Fifteen people were recently hired to work at several Los Angeles area luxury hotels after a successful hospitality job fair held by the Hollywood WorkSource Center on Friday, October 20, 2017. EWDD partner Managed Career Solutions (MCS), held the targeted recruitment event after identifying an employer need in anticipation of several hotels opening in the next few months in West Hollywood. After being prescreened and receiving interview preparation from MCS, approximately 60 job seekers met with and provided resumes to representatives from Kimpton La Peer, W Hollywood, Palisociety, Beverly Hills Hotel, Hotel Bel Air, Jeremy West Hollywood and The Hollywood Hotel. Shortly after the job fair, approximately 30 participants were interviewed

and selected for a variety of open positions, including sales and marketing management, cooks, housekeepers (stylists), butlers, attendants, desk and office agents, as well as maintenance positions such as engineers, and administrative and supervisor jobs. Another 15 interviews are scheduled and one participant is presently in a third-level interview for a senior management position. More hires are anticipated, with the Palihouse scheduled to begin hiring in December 2017 in advance of its opening in February 2018. Kimpton-La Peer plans to hire in November and December and open in January 2018. MCS has also been invited to participate in Kimpton-La-Peer's in-house job fair November 8th, 2017 and share City of Los Angeles WorkSource resources with job seekers.

**SOUTH VALLEY YOUTHSOURCE CENTER CELEBRATES FALL GRAND OPENING**

Nearly 50 youth, city and community leaders and Goodwill staff celebrated the ribbon cutting event at the grand opening ceremony for the South Valley YouthSource Center on October 26<sup>th</sup>, 2017. EWDD General Manager Jan



Councilwoman Nury Martinez (District 6), EWDD General Manager Jan Perry and other celebrants attended the ribbon cutting at the South Valley YouthSource Center Grand Opening on October 26, 2017

Perry attended and provided remarks. The Panorama City center, managed by EWDD partner Goodwill Southern California, will provide educational and employment services to at-risk youth between the ages of 16 to 24 who face challenges including re-entry and foster care. Services will include work experience opportunities, case managers who can assist with career curriculums, and workshops focused on building resumes, interviewing skills, and financial literacy. The Goodwill SoCal Workforce and Development team, similar to

the 14 YouthSource Centers citywide, is partnering with various charter schools to help high school students complete their education and obtain their high school diploma. Goodwill SoCal is also working with Valley Community College to develop training so youth can earn credits that will help them to enter careers in security, culinary, or medical industries.

## WEST VALLEY BUSINESSSOURCE CENTER GUIDES ASTOR PRINTING



Salvador Najarro outside his Northridge business, Astor Printing; Mr Najarro next to his company's printing equipment

The West Valley BusinessSource Center (WVBSC) provided long-term guidance to an entrepreneur, ultimately helping him become the owner of Astor Printing, in Northridge, where he had worked for nearly 30 years. In April 2017, Salvador Najarro came into the WVBSC to ask for preliminary information about business services, workshops and to discuss the possibility of purchasing a business. The center provided a one-on-one consultation, assistance with how to apply for a business license and permits. In addition, Salvador inquired about how to apply for a business loan. From April to June 2017, Salvador attended several workshops presented by WVBSC on marketing strategies, licenses and permits, and starting your own business. In July, Salvador

returned to the WVBSC for help on writing his business plan. In August, the center referred Salvador to the Opportunity Fund for an additional loan to complete the purchase of the business, and in September Salvador

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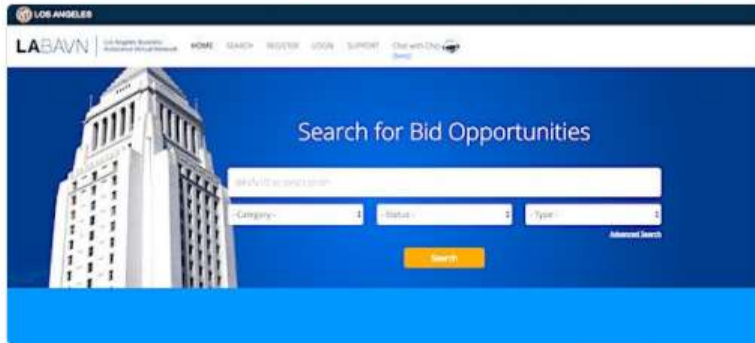
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was granted a business loan for \$26,000. As a result, Salvador was able to purchase the existing business and keep the current clientele, and is actively seeking new clients. The West Valley BusinessSource Center team is very excited and committed to continuing its collaboration with Salvador as his business grows and becomes more successful.

## EWDD PROMOTES LOCAL BUSINESS RECIPROCITY BETWEEN CITY AND COUNTY

 **LAEWDD @LAEWDD**  
Improving #ContractingOpportunities for #smallbusiness @LACity  
@CountyofLA collaborate [bit.ly/2vkm10T](https://bit.ly/2vkm10T) #entrepreneur #localeconomy



Assistance Virtual Network (LABVN). [@LAEWDD](https://twitter.com/LAEWDD) is steadily promoting the reciprocity collaboration on EWDD's social media channels.

EWDD continues to promote the recent announcement that the City of Los Angeles' Local Business Preference Program now recognizes firms certified as Local Small Business Enterprises in the County of Los Angeles, a reciprocity that will make it easier for small businesses to apply for contracting opportunities within the City of LA. The collaboration, announced in August 2017, will ease the process for small business owners applying for government contracts online via the City's Los Angeles Business

BUSINESS METRICS:

<b>LABSCs Reporting:</b>	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
<b>LABSCs Not Reporting:</b>	None
Pre-Startups Enrolled	36
Pre-Startups Assisted	40
Start-ups/Operating Businesses Enrolled	18
Start-ups/Operating Businesses Assisted	27
Workshops: Number of Clients Attended	80

WORKFORCE METRICS:

(arrows indicate weekly trend)

**JobsLA (online and mobile)**



94,174  
Page Views

6.7%



31.4%  
New Visitors

0.6%



4,494  
New Sessions

2.9%



504  
Registrations

28%

**WorkSource Centers**



380  
Enrollments

25%

“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)