News for the Week of November 5, 2018

A potential client (right) at the recent Entrepreneurship & Financial Literacy Conference for Veterans at Bob Hope Patriotic Hall speaks with Business Development Loan Officer Terry Gubatan (left) of the South Los Angeles BusinessSource Center, run by EWDD partner Vermont Slauson Economic Development Corporation (VSEDC).

EWDD GM AND WSC DEMONSTRATE SUPPORT OF FINANCIAL LITERACY FOR VETS

As Veteran's Day approaches, EWDD strongly supported the “Empowering Disadvantaged Communities for Disabilities, Veterans and Service Disabled Veterans Through Entrepreneurship & Financial Literacy Conference,” an event recently held at Bob Hope Patriotic Hall. EWDD General Manager Jan Perry delivered welcoming remarks, assuring
veterans, disabled veterans and spouses that they are EWDD’s top priority and that they get a spot at the front of the line when they visit the City’s 16 WorkSource Centers. In the past year, EWDD’s WorkSource Centers have served approximately 1,404 veterans and 2,950 disabled individuals. EWDD’s Wilshire Metro and Vernon-Central/Los Angeles Trade-Technical College WorkSource Centers were in attendance, representing the City’s WorkSource Centers. Representatives from the City's nine BusinessSource Centers and Business Response Unit were also in attendance.

**WEST LA YSC HELPS LOCAL YOUTH WITH COLLEGE, FAFSA & CA DREAM APPS**

The West Los Angeles Region YouthSource Center, run by EWDD partner UCLA, recently held an event assisting local high local students with college applications, Free Application for Federal Student Aid (FAFSA) and California Dream Act applications. UCLA will be holding a similar event from 9am to 3pm on Saturday November 17. For more information, call (310) 572-7680 or visit https://uclayouthsourcecenter.youcanbook.me.

**EAST REGION YOUTHSOURCE EXPERIENCE SHAKESPEARE CENTER OF LA EVENT**

East Los Angeles Region YouthSource Center participants recently toured the Shakespeare Center of Los Angeles and learned about careers in the arts. The youth also participated in Shakespeare’s *The Tragedie of MACBETH*, a production where a former Disney Imagineer transformed the Downtown LA space into multiple haunted playing spaces for a 70-minute play.

**UCSB SHOWCASES COLLEGE EXPERIENCE FOR PROSPECTIVE PLN STUDENTS**

Representatives from the University of California at Santa Barbara recently provided a presentation to high school seniors attending the East and Central Los Angeles Region YouthSource Centers to share information about UCSB’s academic programs and the support they offer to students. EWDD partner Para Los Niños routinely hosts college fieldtrips and presentations for high school senior participants to help them make an informed decision as they apply to college. PLN students interested in applying to UCSB were impressed with the presentation and look forward to continuing to participate in college enrichment activities, staff said.

**PARA LOS NIÑOS HOSTS YOUTH VOTE MATTERS SERIES AT CENTRAL REGION YSC**

In preparation for the November 6, 2018 mid-term election, Para Los Niños held a series of sessions to educate young adults about the importance of voting at the Central Los Angeles Region YouthSource Center. At the sessions, approximately 20 YouthSource Center participants registered to vote. Students engaged in discussions designed to educate them on propositions, candidates and measures.
NORTH VALLEY BSC HELPS ENTREPRENEUR NETWORK AND EXPAND CONNECTIONS

The North Valley BusinessSource Center recently guided entrepreneur Anna Moreno through the process to successfully certify her business “Anna’s Cleaning Service” as a Minority Business Enterprise (MBE), Disadvantaged Business Enterprise (DBE), and Small Business Enterprise (SBE) with the City of Los Angeles, providing increased networking and contracting opportunities for her establishment to grow. Anna Moreno established Anna’s Cleaning Service in 1999. She began her longstanding relationship with the North Valley BusinessSource Center, run by EWDD partner VEDC, by utilizing the services of the VEDC Women’s Business Center and Mujeres Empresarias group. After receiving the MBE/DBE/SBE certifications, and working with North Valley BusinessSource Center staff to develop her statement of capabilities and marketing her business, Anna started preparing and winning bids on contracts. Now, her business is growing and she created four new jobs due to the new contracts she has won. The North Valley BusinessSource Center is also currently helping Anna package a $15,000 loan application to help manage her business growth and to expand her business.
BUSINESS METRICS:

<table>
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<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>Microenterprise enrolled</td>
<td>21</td>
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<tr>
<td>Microenterprise assisted</td>
<td>55</td>
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<tr>
<td>Small businesses enrolled</td>
<td>8</td>
</tr>
<tr>
<td>Small businesses assisted</td>
<td>19</td>
</tr>
<tr>
<td>Number of BSC clients who attended workshops</td>
<td>68</td>
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</tbody>
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WORKFORCE METRICS:
(arrows indicate weekly trend)

**CalJobs (online and mobile)**
- 640 Registrations
- 6% ↑

**WorkSource Centers**
- 1604 Enrollments
- 3% ↓

“Updates” is the weekly report from the EWDD General Manager to the Office of Mayor Eric Garcetti, and is produced by EWDD’s communications section. If you have questions, comments or wish to have a contribution considered for an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org