



News for the week of November 14, 2016



EWDD BUSINESS SOURCE HELPS GELATO ENTREPRENEUR SWEETEN HER SUCCESS AND CREATE NEW JOBS

Helping Los Angeles businesses thrive is a big part of what we do here at EWDD because when you build a strong economy, jobs follow. Uli Nasibova and her gelato shop in downtown Los Angeles are a good example of how this works. Nasibova wanted to open a second location following the 2014 launch

of her wildly popular ice-cream shop, Gelateria Uli, located at 541 S. Spring Street in the Spring Arcade building. But as a new businesswoman, she was having trouble pre-qualifying for a small business loan. Nasibova (*second from right, above*) learned about BusinessSource services provided by EWDD's network of community partners, and turned to Derek Kissinger at MCS, Inc. for help. Kissinger determined what options were available and paired Nasibova with the right lender for her situation. Nasibova, who says she's "the most organized person ever," provided her financial bona fides and in a matter of weeks was approved for a \$200,000 small business loan. "It was the easiest process ever," she said. "They even waived my application fee." The entrepreneur has already submitted permitting paperwork for her second location and hopes to have it up in running in a few months (she doesn't want to reveal the location just yet—got to build buzz, she says). With a new shop she will double her current staff of nine. And she's not stopping there. Nasibova already has her sights set on a third gelato shop at some point. "It's amazing," she said of the services she received. "I never would have prequalified on my own." To learn more about the nine BusinessSource centers operated by EWDD contractors across Los Angeles, go to our website at www.ewddlacity.com.

Request for qualifications released: On Nov. 10, EWDD released a Request for Qualifications (RFQ) for Professional Consulting Services that seeks to establish a list of qualified consultants with expertise in providing relocation services, environmental assessment services, cost estimator services, labor/wage

compliance services, construction management/inspector services and appraisal services in connection with the U. S. Department of Housing and Urban Development (HUD) Section 108 Loan programs operated by the Economic Development Division. Responses to the proposal, [found on EWDD's website](#), are due back Nov. 30.

U.S. agency announces trainings for LA workforce staff: The U.S. Consumer Financial Protection Bureau announced it has selected Los Angeles for three training sessions that will help frontline staff in EWDD's YouthSource and WorkSource systems better help clients with questions about cash flow, credit, banking, debt and consumer protection. The trainings, in English and Spanish, will be held Nov. 30, Dec. 8 and Dec. 9 in the City Controller's Office. Each organization must register and trainings are limited to 50 attendees each.

SLATE-Z Promise Zone launches: EWDD Asst. General Manager Robert Sainz was a presenter at the Nov. 15 launch of the South Los Angeles Transit Empowerment Zone (SLATE-Z). The initiative, a partnership of federal and local agencies, aims to move 10,000 South LA residents into jobs, increase economic activity, reduce crime and encourage residents to use public transit more often. Sainz led a break-out work session focused on job creation. The U.S. Department of Housing and Urban Development awarded the designation in June. The all-day event was held at L.A. Trade Tech College.

Workforce Development Board approves \$1 million: The Los Angeles Workforce Development Board on Nov. 16 approved \$1 million in Workforce Innovation Opportunity Act dollars for workforce training programs and services targeting underrepresented populations in Los Angeles. These include former foster children, the transgender community and people formerly in the justice system.

Business dream becomes reality for South LA resident: Yazmin Lopez Mendez was awarded "Best New Startup Business" during the Hispanic Heritage Month 2016 Celebration, hosted by the Vermont-



Slauson Local Development Corporation (VSLDC). Mendez came to the United States in 2003 and worked in the retail, apparel, food and advertising industries for a decade but always had a dream of opening her own business. This spring, she connected with the South Los Angeles BusinessSource Center, enrolled in their Spanish Business Plan Writing class and received one-on-one business counseling. Upon graduation from the writing class, she launched her first discount retail

store "Crea E Inova Tu Estilo" located at 711 S. Hoover Street in South Los Angeles. This past week Ms. Mendez was the keynote speaker at VSLDC's business plan writing class graduation. Her presentation focused on encouraging others to make an educated and informed entrepreneurial leap of faith and to utilize the resources before them. Many of the participants shared how inspired they were after her presentation.

Rapid Response helps 100s laid off at Coty, Inc: EWDD's Rapid Response unit held nine layoff orientation sessions over three days for workers laid off from Coty in North Hollywood. The cosmetics

giant owns the OPI Nail Polish brand and announced earlier this year that it is consolidating its nail polish manufacturing operations in South Carolina. At the orientation sessions, held on Nov. 2, 3 and 10, EWDD staff outlined transition benefits available to 297 affected workers in attendance and help available to connect them with a new job.

BUSINESS SOURCE METRICS:

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| LABSC’s Reporting: Harbor, North Valley, West Valley, South Los Angeles, Hollywood, Central West, and Mid-City, South Valley | |
| LABSC’s Not Reporting: East Los Angeles | |
| Pre-Startups Enrolled | 31 |
| Pre-Startups Assisted | 18 |
| Start-ups/Operating Businesses Enrolled | 18 |
| Start-ups/Operating Businesses Assisted | 16 |
| Workshops: Number of Clients Attended | 76 |

WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)



Page Views
(Down 5.9%)



New Visitors
(Up 0.4%)



New Sessions
(Down 6%)



Registrations
(Down 31%)

WorkSource Centers



Enrollments
(Down 16%)

“Updates” is produced by Catherine Saillant in EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Saillant at 213-744-9048 or at Catherine.Saillant@lacity.org.