



## News for the week of Feb. 8, 2016

### **CITY OF LOS ANGELES EXPANDS WORKSOURCE HUBS, ADDS \$2.4 MILLION IN NEW JOB-TRAINING INITIATIVES**

Calling it a “bakery for jobs” Mayor Eric Garcetti celebrated the opening of the South Los Angeles WorkSource Portal operating out of an old Weber bread factory. Garcetti was joined by EWDD General Manager Jan Perry, Workforce Development Board Chair Charlie Woo, 9<sup>th</sup> District Councilmember Curren Price and workforce leaders for the Feb. 8 event at 5849 Crocker Street in Southeast Los Angeles. The new portal, the second launched and administered by EWDD, will bring enhanced job-search services to South Los Angeles residents. Garcetti also announced that the city, with the City Council’s backing, will invest \$2.4 million in new job-training initiatives to help struggling Angelenos find work in high-demand industries. Garcetti, the City Council and the Workforce Development Board have placed an emphasis on training workforce participants for jobs that pay living wages in industries such as healthcare, green technology, advanced manufacturing and logistics. The City of L.A. now operates 17 WorkSource centers and two job portals-- a mini version of WorkSource centers--to help people prepare for and find jobs. For more information on the new portal, and locations of all WorkSource centers, go to: <http://ewddlacity.com>



**Developers Invited to View Project Proposals:** City-supported real estate projects took steps forward in the last few weeks, with an open house for developers interested in a proposed upgrade of the Los Angeles Convention Center, including a new hotel, and a redevelopment tour of the vintage Westlake Theater near MacArthur Park. The Convention Center open house, held Jan. 26, had representatives from potential developers gathering around a model-scale of the proposed new campus to have a look and ask questions to City and Convention Center representatives. On Feb. 5, EWDD’s Samuel Hughes met with the Los Angeles Historic Theatre Foundation, contractors, architects, and theatrical producers for a

tour around the perimeter of the 1926 Westlake Theatre and adjacent city-owned properties. A walk-through of the interior of the theater is planned for a later date.

**Roundtable on Financial Literacy has Strong Turnout:** On Feb. 9, Mayor Eric Garcetti, EWDD's Lisa Salazar, and Amias Gerety, Acting Assistant Secretary in the U.S. Department of Treasury, addressed a City Hall roundtable on how to expand financial education for youth.



Collaborators from more than 30 agencies were on hand to share information on how to expand and improve financial literacy options in neighborhoods where the banking system is often viewed with suspicion. Salazar noted that in the City of Los Angeles, youth job training and financial literacy classes are always offered together. Youth participant Nicodemus Harper, upper left, told the panel that he was “putting cash between the mattresses” until he took a financial literacy workshop at Para Los Niños, an EWDD community partner. “I learned that credit is a tool,” Nicodemus told the group. Roundtable participant Bradley Alcantara, bottom left, took the same class. Receiving both job training and the basics of financial management at the same time made him feel empowered. “I’m going somewhere,” Alcantara said. “I know that.”

### 100k Youth Fair Reaches 6,000 Registrants

The third 100K Opportunity Fair takes place at the Convention Center today (Feb. 11), with 6000 youth registered to attend, including over 2000 pre-scheduled interviews. The event will also include 190 computers for youth to complete resumes and job applications, 32 coalition companies in attendance, and 30 community based organizations on hand to support youth in 5 areas including:

- **Jumpstart My Career:** Pre-job training; DACA; expungement services; resume support; application station and mock interviews
- **Contribute to My Community:** Community service; registering to vote and making the youth voice count
- **Creating My Successful Future:** financial literacy; foster youth services; finding a mentor; housing and transportation resources
- **Continuing My Education:** high school/GED degree completion; community college and support to pay for college
- **Look Good, Feel Good, Do Good:** Clothes the Deal Powered by Nordstrom; JCPenny Style Booth, Opportunity Lounge; Barista Craft with Starbucks; and a special LinkedIn Experience

### Council Update:

The General Manager and Executive staff continued to meet with Councilmembers last week to hear their top economic development priorities and projects, and to offer EWDD assistance in accomplishing

their district goals. Visits were made last week with Councilmembers Krekorian and O'Farrell, with more visits to be scheduled in the next few weeks.

**Biz Report:**

**Loans and Services:** Consultants at the **Hollywood BusinessSource Center** launched Gloria E. Hernandez's business, 'White House Cleaning Services'. With the Center's help she was also able to obtain her Sellers Permit, Los Angeles Business License, and DBA. A new client of the **Hollywood BusinessSource Center**, Geneson Macaraeg, owner of Smartech Communications, was awarded a \$400,000 loan. As a result of obtaining the loan, the owner was able to retain 16 jobs. At the **Harbor BusinessSource Center**, an MCS consultant assisted in refinancing a \$25,000 loan that a client previously took out from a shark lender. After having had the loan for almost two years, the client was paying over \$400 a month on interest and nothing towards the principal. With the assistance of the MCS consultant, the client was able to refinance a total of \$30,000 with more favorable terms through a reputable lender and is now on track to paying the loan off at a reasonable rate.

**Workshops:** The **South LA BusinessSource Center**, operated by VSEDC, held a Business Plan Writing Class, Level II (Spanish) on February 2, 2016 and February 4, 2016. 15 total participants attended. The **South LA BusinessSource Center**, operated by VSEDC, held a Entrepreneurship Class, Level I on February 6, 2016. Topics covered in Session 1 "Introduction to Business Concepts and Planning" were defining and understanding basic business concepts, identifying business success skills, the importance of planning for business startup and expansion, and overview of business structures. 14 participants attended. The **South Valley BusinessSource Center**, operated by ICON CDC, organized a Marketing Workshop at the ICON CDC location in Panorama City on February 4, 2016. 11 participants attended. The **Central West Business Source Center**, operated by PACE held its first week of an entrepreneurial Training Program. Starting February 2nd, the 10 session (25 hours) business start-up course is for entrepreneurs that want to start a new business but don't know where to begin. It is an indispensable part of any entrepreneurial endeavor as it allows one to "make mistakes on paper" rather than in the real world. Participants can also take advantage of free business counseling services in order to help them complete their business plan, receive the proper licenses and permits, and apply for startup business loans. 25 participants attended.

**EWDD Lending Unit:** The Dunbar Village Retail, LLC contract was executed on February 11, 2016. The project will utilize a \$500,000 Community Development Block Grant loan develop a 2,400 sq. ft. "sit-down" restaurant inside of the historic Dunbar Hotel. Work on the restaurant space is scheduled to begin in May 2016 with an estimated completion date of July 2017. Upon completion, the new restaurant will create no fewer than 15 new permanent Full Time Equivalent jobs, of which fifty-one percent, or a total of eight of these jobs being made available to Low and Moderate Income individuals.

**EWDD Metrics:**

JobsLA Website statistics: 30 percent new visitors, average session duration is 22 minutes, and 82 percent of the users are from Los Angeles.

Jobs LA Registrations: 659

WIOA Enrollments: 627

WSC Enrollments (WIOA + Wagner Peyser): 1,989

*“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.*