



## News for the week of Feb. 1, 2016

### **REGISTRATIONS FOR 100K YOUTH FAIR HIT 4,000; PARTNERS URGED TO REGISTER OPPORTUNITY YOUTH**

With less than week to go before the Los Angeles Youth Opportunity Fair & Forum, registration for the event is now at 4,000 and counting. The daylong job fair targeted to youth ages 16 to 24 is expected to be one of the largest in the nation and will take place on Feb. 11 at the Convention Center. It is sponsored by the 100,000 Opportunities Initiative, a coalition of private-sector employers, in partnership with the City of Los Angeles, the County of Los Angeles and a number of community-based organizations.



With a goal of 5,000 registrants, political and community leaders are urged to spread the word about the fair, which will provide a slate of resources and one-stop job hunting for opportunity youth in areas of high unemployment. More than 30 companies will be on hand to interview youth, some making on-the-spot job offers. Youth can register for the event and learn more about it at the [100K Opportunities website](#).

**Final piece of Marlton Square closes:** EWDD's Economic Development team facilitated the funds transfer to close escrow on property in the Marlton Square project. The sale contributes to land assemblage necessary for a commercial development of several connected properties in South Los Angeles. General Services Department took possession of the property on behalf of the City. The Marlton Square project is intended to create new living wage jobs and to help revitalize a long underutilized and neglected block with retail, office and/or institutional uses.

**Rapid Response:** In response to worker request, EWDD's Rapid Response team is helping organize a 6 a.m. session with Hyatt Regency Century Plaza staff who work the graveyard shift. More than 600 hotel workers will be laid off in March when the hotel closes for a years-long renovation and development project. Rapid Response and community partners have already held several daytime sessions to offer layoff transition services but those who work the graveyard shift asked for one to be held at the end of their work hours. The session is scheduled for Feb. 11 at the hotel.



**Para Los Niños counselors help youth see his career path...and more:** The assistance provided at EWDD-administered YouthSource centers often goes above and beyond, as demonstrated clearly in this story from community partner Para Los Niños (PLN). David Garcia, left, came to the PLN's East Region center last year as a senior at Wilson High School. He comes from a single parent home and has experienced a lot of barriers. Now a student at Pasadena City College, David had problems

because he couldn't see well. He was getting headaches from reading and was also struggling to see the classroom whiteboard. His PLN career advisors Gloria Ocampo and Yasenia Capellino scheduled a free eye exam, and David recently received his Clark-Kent-style glasses. David was so happy that he reached out to PLN director Jorge Orozco on his way back from the optometrist to say his cheeks hurt "because he could not stop smiling." David also thoughtfully wrote a note, reprinted right, to express his appreciation.

Dear Jorge,

2/2/16

I want to say that I am grateful for the glasses you and PLN provided me with. When I first came to PLN I thought it was just for a summer job, and I never thought it would become anything more. But since I've been here PLN has done much more than I could of ever asked for. You guys have gave me guidance, motivation, and so much more. I will use these glasses to look and pursue the best future I can have. I am forever grateful to you and Para los niños for the opportunities that you guys gave me.

Love,

David Garcia

### **Biz Report:**

**Loans:** **Mid City BusinessSource Center** client Juan Andrews Aguilar closed on a microloan of \$5,000 for his business, American Builders and Home Improvement. The loan will be used to purchase a new vehicle. Mid City also helped Aysun Karabulutoblo launched his business, Elite California Education Consulting. This is Aysun's second business launched with the help of Mid City's consultants. **The South LA BusinessSource Center** assisted Helpsperts, Inc. owner in applying for a \$50,000 loan for marketing and location assistance.

**Networking events:** The **South LA BusinessSource Center** hosted a business and networking mixer at the Cork Restaurant on Jan. 28. Speakers included Jan Perry, EWDD General Manager, Councilman Curren Price of the 9th Council District, Joe Rouzan, LABSC Director and Nolan Rollins, President of Urban League. The **Hollywood BusinessSource Center** supported the Los Angeles Times Multicultural Business Forum. The event panel consisted of tax professionals, financial advisors, a business development representative from the City of Los Angeles, a representative from the US Patent and Trademark office and keynote speaker Oscar de la Hoya. The **Harbor BusinessSource Center** supported and attended an event hosted by The Friends of San Pedro Public Library. The guest speaker was Sandy Banks, the recently-retired Los Angeles Times columnist, for a discussion of the future of journalism and the newspaper industry. The **East LA Business Source Center** assisted and participated in the "1 year in business celebration" for its client--LA 1st St Taqueria. An estimated 200 people showed up to celebrate and learn about the services offered at the City's BusinessSource centers.

**Workshops:** BusinessSource centers in the **West Valley, South Valley** and **South Los Angeles** held workshops educating and informing business owners on various topics, including marketing strategies, how to grow a business and writing a business plan. A total of 61 participants attended.

**EWDD weekly metrics (2-week period):**

WorkSource center enrollments: 4,056

JobsLA registrations: 1,325

*“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](mailto:Catherine.Saillant@lacity.org).*

