News for the week of February 20, 2017

EWDD RECEIVES $400,000 FUNDING FROM CITI FOUNDATION “PATHWAYS TO PROGRESS” INITIATIVE FOR PROGRAMS THAT HELP EMPOWER YOUTH

For the fourth consecutive year the City of Los Angeles, Economic and Workforce Development Department is the proud recipient of the Citi Foundation's "Pathways 2 Progress" initiative, which gives young Angelenos the tools they need to access a job early in their working lives, ultimately better positioning them for their professional and economic future. Pathways to Progress is Citi and the Citi Foundation’s response to the persistent issue of youth unemployment globally. Led by the the Citi Foundation, and strengthened by the active involvement of dedicated Citi volunteers, the Pathways to Progress initiative supports programs that help young people, ages 16-24, build an entrepreneurial mindset, acquire leadership, financial and workplace skills, and begin to engage in the formal economy through a first job. Through this collaborative effort the City of Los Angeles will be able to continue to provide youth enrolled in our Hire LA's Youth program first job experience and exposure to career opportunities.

Citywide Economic Development Strategy Contractor Services RFP released:

Last week the Los Angeles City Council and Mayor Garcetti authorized EWDD to release a Request for Proposals (RFP) for the development of a Citywide Economic Development Strategy (CEDS). The overall goal for the CEDS is to promote robust economic growth through greater economic inclusion by the utilization of new economic development financing tools, the growth of existing businesses, and the establishment of new business. The selected contractor will work with the EWDD, the Mayor’s Office and the stakeholder community to prepare four deliverables: 1) background research, 2) needs assessment and Strengths/Weaknesses/Opportunities and Threats (SWOT) analysis, 3) draft CEDS and draft five-year implementation plan, and 4) final CEDS and final five-year implementation plan. The RFP was released on February 22, 2017, with proposals due on March 31, 2017.
Aura’s Xquisit Food, Xotic Juices & Coffee receives $40,000 loan to remodel juice bar:

Aura Estrada is the owner of Aura’s Xquisit Food. She emigrated from Guatemala at the age of 14 and challenged herself to succeed in a new country, with a new language and culture. Aura finished high school and went to work at Denny’s, McDonalds and Del Taco Restaurants, while dreaming of opening her own restaurant. Finally, in 2011, Aura opened her own restaurant at 18401 Sherman Way in Reseda. Operating in the challenging economy, she worked diligently to keep the doors open. In 2016, as a client of West Valley BusinessSource Center, Aura was provided a $40,000 loan to remodel the restaurant’s juice bar and make it more open to the public. The remodeling allowed the clients to see the fruits and vegetables being used in the juices. A major selling point of Aura’s restaurant is that it washes the fruits and vegetables with water at an alkaline level of 11.5, which dissolves any wax or pesticides. The remodeling has also allowed them to showcase the Kangen machines that they use to obtain the water, and has also provided more opportunities to highlight the washing concept and the Kangen water cleaning system.

Map showing registration of Older Workers enrolled at WorkSource Centers:

This map illustrates the number and location of older workers (55 and up) who are enrolled in the City of Los Angeles WorkSource Centers/ America’s Job Centers of CA (WSC/AJCC). A quick view of map and the top five centers enrolling older workers YTD are: Canoga Park-South Valley WSC/AJCC, West Los Angeles WSC/AJCC, West Valley WSC/AJCC, Boyle Heights-East Los Angeles WSC/AJCC, and West Adams WSC/AJCC. Canoga Park-South Valley WSC/AJCC is a standout from year to year with YTD enrollments twice the number of the second highest ranked center. Older worker enrollments have been increasing at all centers since PY 2014-15. To view a larger version of the map visit [http://bit.ly/2kNgyyt](http://bit.ly/2kNgyyt)
BUSINESS METRICS:

LABSC’s Reporting: North Valley, West Valley, South L.A., Mid City, Central West, Hollywood, South Valley, Harbor and East L.A.
LABSC’s Not Reporting: None

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<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Pre-Startups Enrolled</td>
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<td>Pre-Startups Assisted</td>
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<td>Workshops: Number of Clients Attended</td>
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WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)

- Page Views: (Down 22.3%)
- New Visitors: (Up 0.7%)
- New Sessions: (Down 28.1%)
- Registrations: (Down 11%)

WorkSource Centers

- Enrollments: (Down 5%)

“Updates” is produced by EWDD's communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Michael Cole at 213-744-7333 or at michael.cole@lacity.org.

Building local business. Strengthening our workforce.