



News for the week of Feb. 22, 2016



MORE THAN 1,000 ANGELENO YOUTH GET JOB OFFERS AT OPPORTUNITY YOUTH HIRING FAIR

The numbers are in and it's official: the Los Angeles Opportunity Fair & Forum on Feb. 11 produced more than 1,000 on-the-spot job offers to youth between the ages of 16 and 24. What's more, thousands of Los Angeles youth who aren't in school or working received access to services and continued follow up through EWDD's

YouthSource and WorkSource network, Los Angeles County, the Alliance for Children's Rights, Los Angeles Opportunity Youth Collaborative, the Los Angeles Area Chamber of Commerce, UNITE-LA, Los Angeles Unified School District, Leaders Up and more than 30 other community-based organizations. Organizers say more than 6,000 opportunity youth registered for the event held at the Convention Center, creating resumes, participating in real and mock interviews and filling out job applications. Three hundred participants walked away with new business attire, courtesy of Nordstrom, and 130 got headshots and created new LinkedIn profiles. Speakers included Mayor Eric Garcetti, who announced his pledge to provide 15,000 young people with jobs this year through his Hire LA's Youth initiative, and Howard Shultz, CEO of Starbucks. Participating private-sector companies included Chipotle, Lyft, Nordstrom, Papa John's, Starbucks, Target, and more. The event was covered in several media, including [this thoughtful story](#) by KPCC's Brian Watt revealing that 48% of young Los Angeles job seekers contribute to household expenses.



Rapid Response: Sixty Blue Shield employees received layoff notices; Rapid Response teams are contacting Blue Shield to inquire if they would like services.

DTLA shopkeeper gets help: Yong Nam Kim, left, and her husband came to the U.S. find better educational opportunities for their two sons. She and her husband worked in several supermarkets to



support their family over the years and, with their hard earned savings, were eventually able to open their own small grocery store in Downtown Los Angeles called Sunny Market. In order to help their business grow, they needed more working capital to purchase better equipment and expand their store inventory. Kim heard about PACE's Business Development Center from her friend and met with Kenneth Min, a business counselor. Kenneth provided Yong Nam with credit counseling for her business and helped her to secure a \$30,000 SBA

Microloan. This cash infusion enabled her to grow her business to over \$100,000 in annual revenue and employ one full-time worker and one part-time worker. She projects that her business will continue to grow 20% more this year with revenues exceeding more than \$120,000.

SBA outreach continuing: Economic Development staff continued efforts to raise awareness of the city's Small Business Loan program by holding presentations for City Council offices and other stakeholders. Staff recently met with officials in Council Districts 5, 6, and 15 and with representatives from the South Valley BusinessSource Center to explain how the application and funding process works. The loan program's target market is new or growing businesses that cannot access capital through private lenders. To learn more about EWDD's Small Business Loan program [click here](#).

Loans and Services: The **Central West BusinessSource Center**, operated by EWDD contractor PACE, helped Claudia Sanchez launch her ice-cream manufacturing and distribution business with a \$135,000 SBA Community Advantage loan. Ms. Sanchez already had a successful track record as a business owner and plans to use the loan to purchase equipment, ingredients, a delivery truck and materials.

Workshops: BusinessSource centers in **North Valley, South Valley, Hollywood, Central West** and **South Los Angeles** held workshops, classes and service overviews, drawing a total of 97 participants.

EWDD Metrics:

JobsLA website: 540 average daily users; 22% new.

WorkSource enrollments: 1,561.

"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.