



News for the week of Feb. 29, 2016

NEW SAN PEDRO BREWERY, ASSISTED BY EWDD, HOISTS BREWS AT GRAND OPENING

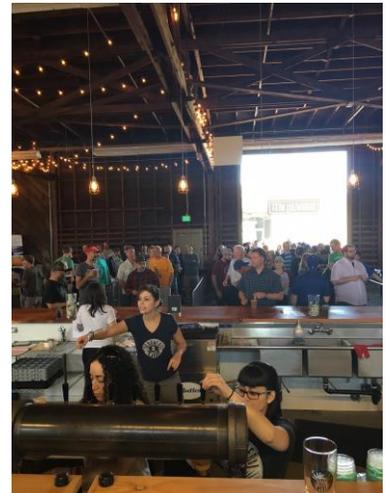
San Pedro's Brouwerij West had a smash grand opening on Feb. 27, serving artisanal brews to the more than 4,000 people who streamed through its new quarters in a vintage warehouse. EWDD in 2015 helped Brouwerij West obtain a \$442,845 loan to purchase special Belgian-made brewing equipment that uses less water than traditional methods.



The opening-day rush was so intense that founders Brian Mercer and Dave Holop briefly worried about keeping up with demand. Thankfully, Brouwerij West kept pouring its line of wheat-and barley-brewed ales until the last minute. The 26,000-square-foot brewery is built from the hulk of a World War II-era warehouse at the Port of Los

Angeles, complete with a soaring bow-and-truss ceiling and clerestory

windows. To learn more about EWDD's Small Business Loan program, [go to this link](#).



LocoL creates jobs in South L.A.: The new fast-and-healthy eatery LocoL this week submitted documents verifying its opening in Watts has created 35 new jobs. Twenty-two of the new positions are filled by individuals who were registered in the city's workforce system. EWDD assisted LocoL's founders, celebrity chef Roy Choi and Bay Area chef Daniel Patterson, with a \$275,000 Community Development Block Grant to purchase equipment.

Leimert Park study: EWDD and other City departments hosted a kick-off meeting March 1 for the Crenshaw/Vernon- Leimert Park Real Estate Feasibility Study. The study, conducted in partnership with HR&A Advisors, will analyze the most appropriate use of over three acres of City-owned parcels for economic development purposes. Parking, market and financial analysis will be included in the study.

LA River EIFD study: EWDD and other City Departments on Feb. 29 hosted a kick-off meeting for the L.A. River Enhanced Infrastructure Finance District Feasibility Study. Conducted in partnership with HR&A Advisors, the study will evaluate the new statutory framework for funding a wide range of public improvements using a powerful property tax increment financing mechanism. The state created EIFDs to fill a redevelopment gap after it dissolved redevelopment agencies in 2011. If implemented, EIFDs could play a key role in supporting a number of LA River revitalization projects.

We can't say it better: EWDD recently received this heart-warming story, reminding us why we do what we do. "Hi my name is Benjamin Rodas. My case manager informed me of the 100K Opportunity Job Fair. I was able to schedule two interviews with Starbucks and Target on February 11th, 2016. Prior to the event I attended these workshops: Build a Resume, Interviewing Skills, and Job Application to help me be the best candidate for the job. On the day of the event I was offered a job with Starbucks as a barista. The UCLA Central YouthSource Program has provided me with new opportunities. Involvement in this program has inspired me to continue my education and work on obtaining my high school diploma by June 2016. I plan to enroll into college to obtain a bachelor's degree in social work." Benjamin is pictured right at the Feb. 11 fair with EWDD's Lisa Salazar. Congratulations Benjamin!



Rapid Response: EWDD received word that biopharmaceutical company Baxalta is planning to lay off 139 L.A.-based employees on May 1. Staff has reached out to the company to offer transition services.

Biz Services: In Hollywood, the **MCS BusinessSource Center** assisted Gloria E. Hernandez in launching a cleaning business, and helped Xavier Carrica and his business partner obtain a \$5,000 microloan for Carrica Insurance Agency.

Biz Workshops: BusinessSource centers in **North Valley** and **South Los Angeles** held workshops, classes and service overviews, drawing a total of 81 participants.

EWDD Metrics:

JobsLA website: 536 average daily users; 22% new.

WorkSource enrollments: 1,206.

"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.