



EWDD

# UPDATES



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## News for the week of March 28, 2016

### **COLLEGE-BOUND YOUTH AND PARENTS ATTEND PLN 'SUMMIT' AT CAL STATE LA**

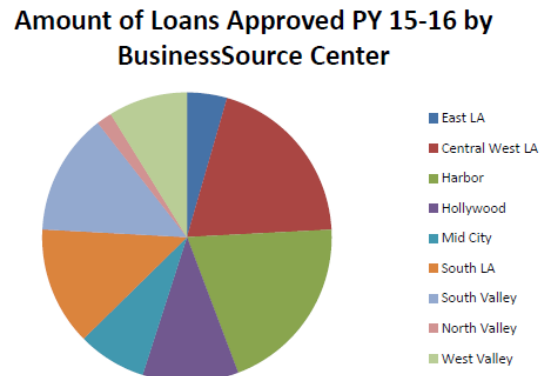
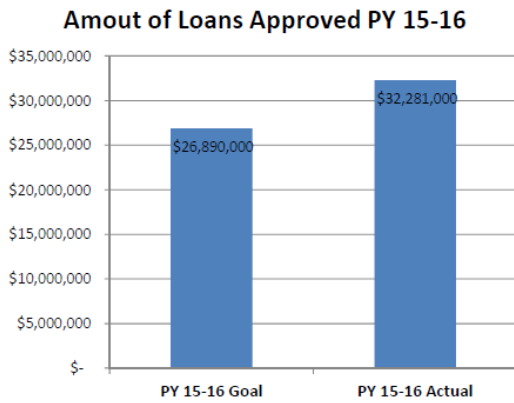
Para Los Niños (PLN), an EWDD YouthSource contractor, held a well-attended College Summit aimed at preparing both students and their parents for the college experience. About 120 students and 38 parents participated in the March 28 event at Cal State LA, taking part in talks on financial aid, high school graduation requirements, how to advocate for students with school administrators and career development. Many students are headed for college in the fall.



**Micro-loans help dance academy expand, prosper:** North Valley BusinessSource Center helped Toni Ricci, owner of Elite Dance and Performing Arts Center in Woodland Hills, obtain micro-loans of \$5,000 and \$10,000 to expand her business. North Valley also assisted Ricci four years ago obtain \$7,242 in start-up financing. Since then, her operation has grown from three full-time employees to 18 and she has become a recognized name in the industry.

**LA:RISE success story:** The nascent push to help some of the city's hardest-to-employ residents find jobs is showing success. EWDD partners Chrysalis and Goodwill have transitioned four participants into employment in the competitive market. The participants worked in a social enterprise job sponsored by Chrysalis and Goodwill. There, they learned skills needed to successfully land a job in the labor market.

**Promoting City of LA business loans:** Business loans approved through EWDD are, overall, on an upward trajectory, as seen in the charts below:



In an effort to enhance financing options available to small businesses, EWDD is promoting the small business loan program. In recent week’s staff met with Council Office representatives, BusinessSource Center officials and community partners to explain the application and funding process. The goal is to increase the number of loans provided so that small businesses can expand, create new jobs and provide a more vibrant neighborhood economy.

**Biz Report:** BusinessSource centers in **South LA**, **Hollywood** and **Central West** held business classes, hosted promotional events and introduced the city’s BusinessSource programs to 110 participants.

*“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.*