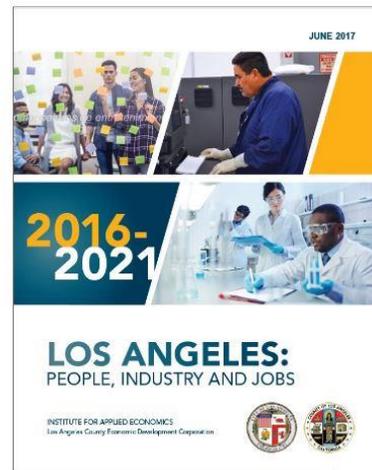


News for the Week of July 10, 2017

REPORT RELEASED - LOS ANGELES: PEOPLE, INDUSTRY AND JOBS REPORT, 2016-2021

The Los Angeles County Economic Development Corporation (LAEDC) Institute for Applied Economics recently released Los Angeles: People, Industry and Jobs 2016-2021. The report provides an in-depth analysis of key industries and occupations for the LA region, including occupational forecasts, and provides a strategic blueprint on how to focus resources so that workforce development is aligned with the region’s economic development priorities. The City of Los Angeles Economic and Workforce Development Department (EWDD) and the County of Los Angeles Workforce Development Aging & Community Services (WDACS) Department utilize the data in the report to help guide economic and workforce development. Commissioned since 2013 by the Los Angeles County and City of Los Angeles Workforce Development Boards, key findings in this year’s report include:



- Nearly a quarter of the region’s population has less than a high school education and high school graduates (or equivalent) account for an additional 20 percent.
- The economy is expected to add more than 206,700 new jobs across the County and approximately 67,500 new jobs in the City of LA in 2016-2021.
- The largest number of openings will occur in the following industries: construction, manufacturing, trade and logistics, entertainment and infotech, health services and leisure and hospitality.
- More than half of these openings are middle-skilled occupations, requiring more than a high school education but less than a four-year college degree.

Dr. Somjita Mitra, Senior Economist for LAEDC’s Institute for Applied Economics and lead author of study will deliver a public presentation of the report’s key findings on July 21 at Los Angeles City College. An estimated 100 people, including the region’s WorkSource system partners are expected to attend.

LA:RISE PROGRAM PRESENTED AT LA COUNTY SMALL BUSINESS COMMISSION

EWDD staff delivered a presentation about the Los Angeles Regional Initiative for Social Enterprise (LA:RISE) program to the County of Los Angeles Small Business Commission on Wednesday July 12 to increase awareness in the region’s small business community about the program’s efforts to place the hardest to serve populations in jobs, including the homeless, the formerly incarcerated and disconnected youth. Launched in 2015, LA:RISE, which is managed by EWDD, is a five-year program that provides integrated services from the City’s Workforce System, social enterprises and retention support providers with the goal of giving participants the personal

support services to stabilize their lives to help them maintain employment, such as financial literacy training and healthcare, along with career training services. Participants begin at transitional jobs with bridge employers to help build up their confidence before moving on to entry level jobs with potential for growth, such as food service, janitorial, street maintenance and office work. LA:RISE has served approximately 800 people to date and one-third have successfully transitioned to permanent positions. Initially funded by the Department of Labor's Workforce Innovation Fund, the now \$10 million program received \$5 million for 2017-2018, including \$2 million from the City and \$3 million from the County. Funding for this program year will provide slots for at least 800 people. EWDD staff fielded questions about opportunities for small businesses to get involved in LA:RISE, along with suggestions that LA:RISE provide ancillary roles in food service to tech companies to guide participants to jobs in the growing tech sector. "I appreciate what you're doing," said Commissioner Raymond Bishop, who represents the County's Third District. The 23-member Small Business Commissioners are appointed by the County Board of Supervisors and include representatives from the County's five Supervisorial Districts. The Commission meets quarterly and advises the County Board of Supervisors on how to help LA County businesses grow. EWDD General Manager Jan Perry currently serves as Chair of the Commission.



EWDD General Manager Jan Perry moderated the LA:RISE discussion as chair of the County of Los Angeles Small Business Commission. Ms. Perry invited EWDD staff to deliver the presentation about LA:RISE to the Commission.

EWDD AWARDED REENTRY PROJECTS GRANT TO SERVE YOUNG ADULTS

EWDD was recently awarded a \$1.4 million grant that provides funding to serve 200 youth at the [Boyle Heights Technology YouthSource Center](#). Approved for funding beginning July 1, the grant was a result of EWDD's collaborative proposal with Washington, DC-based nonprofit organization FHI 360, the St. Louis Agency on Training and Employment (SLATE) in St. Louis, Missouri and Our Piece of the Pie, Inc. (OPP) in Hartford, Connecticut. The U.S. Department of Labor Employment and Training Administration provided the grant as part a program that provides guidance, educational support and legal services, along with job readiness training, to young adults ages 18-24 who have had serious brushes with the law to transition them out of the justice system toward employment and education.

VaKA BURGER OPENS STOREFRONT THANKS TO HOLLYWOOD BUSINESSSOURCE



The Hollywood BusinessSource Center aided Chef Aaron J. Perez in receiving a loan to expand VaKA Burger

The Hollywood BusinessSource Center assisted Chef Aaron J. Perez in securing a \$200,000 Small Business Administration loan that will allow him to expand all-natural gourmet eatery VaKA Burger to a new location at 3107 Beverly Boulevard in LA's Rampart Village neighborhood. Mr. Perez launched VaKa Burger in 2013, amassing a following for its grass-fed burgers that resulted in positive reviews in the Los Angeles Times, Los Angeles Magazine and Eater LA. VaKA Burger had modest beginnings, starting at temporary locations twice a week then transitioning to a roving food truck before moving into a brick and mortar location at the back of the Ramirez Liquor Store in Boyle Heights. In spring 2017, Mr. Perez met with a consultant at the Hollywood BusinessSource Center to receive assistance in applying for a loan to move into a

permanent location. The expansion will create 10 new jobs and allow Mr. Perez to expand the VaKA Burger menu.

BUSINESS METRICS:

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor.	
LABSCs Not Reporting: None.	
Pre-Startups Enrolled	45
Pre-Startups Assisted	26
Start-ups/Operating Businesses Enrolled	24
Start-ups/Operating Businesses Assisted	30
Workshops: Number of Clients Attended	26

WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)



Page Views

(Up 9.9%)



New Visitors

(Down 1.6%)



New Sessions

(Up 34.6%)



Registrations

(Up 363%)

WorkSource Centers



Enrollments

(Up 48%)

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org.