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City of Los Angeles Economic and Workforce Development Department
1200 West 7th Street, Los Angeles, California 90017

News for the Week of July 20, 2015

Wilmington residents turn out for Avalon Blvd. biz tour

Thirty Wilmington residents braved sporadic thunderstorms on July 18 to take part in a **walking tour and informational session** aimed at gathering ideas on how to increase foot traffic on Avalon Boulevard. The event was sponsored by LA-MAS, a nonprofit working with the BusinessSource center in San Pedro. Avalon Boulevard is proposed for inclusion in Mayor Eric Garcetti's "Great Streets" initiative as a way



to increase business and create a more pedestrian-friendly environment. **Residents said they'd like to see better signage and landscaping. Several expressed concern about a growing homeless population.** During the walk the group ducked into shops and businesses whenever the leaden skies opened. "We got rained on a bit," said Allie Sanchez, a San Pedro BusinessSource consultant said. "But people got to see businesses they aren't familiar with and they gave us some great ideas for improving the street."

Other economy-building events:

- **LA's Biggest Mixer** – On July 16, EWDD provided program information in a booth at "LA's Biggest Mixer" at Shrine Auditorium. EWDD and Workforce Development staff provided program information to mixer attendees throughout the course of the four hour event.
- **The North Valley BusinessSource Center**, operated by VEDC, held its Business Plan Essentials class on July 14. Seven Los Angeles city residents attended the workshop to hear topics such as "Team/Management Team" and "Financial Administration."

- **The South Los Angeles BusinessSource Center** drew 30 Los Angeles city residents to its July 15 workshop on using the live-streaming app Periscope to generate attention and revenue.
- **The South Valley BusinessSource Center** held its “Marketing: Planning for Long Term Success” workshop on July 14. Seven Los Angeles city residents attended. On July 15, the Center held another workshop focusing on the role of credit scores in building a successful business, drawing 10 Los Angeles city residents.
- **EWDD WorkForce staff** were busy this week revising and executing nearly 100 contracts and amendments to align with WIOA, the federal legislation that re-authorizes workforce funding. Completing this major effort will take another two weeks.

EWDD/City Council:

- **CD11** - EDD staff met with CD11, CLA and CAO to discuss and work through concepts for potential redevelopment of West Los Angeles Civic Center property.
- **CD7** - EDD staff attended and contributed to a ULI-sponsored event to envision a "healthier" Van Nuys Boulevard. This is the first step in creating a demonstration project in collaboration with local partners that showcases community health on the Van Nuys Boulevard corridor.