



## News for the week of July 4, 2016

### CITY, COUNTY LAUNCH 2016 HIRE LA'S YOUTH SUMMER JOBS INITIATIVE



EWDD'S Workforce managers and staff were on hand for the July 6 launch of this year's Hire LA's Youth summer jobs program held at downtown's Grand Park. Hire LA's Youth is Mayor's Eric Garcetti's signature initiative helping 15,000 Angeleno youth between 14 and 24 gain jobs skills training, work experience and paychecks. The program is targeted to low-income communities to help youths gain valuable on-the-job experience and mentoring that will lead to well-paying careers.

EWDD staff for months has worked with community partners, including the city's 16 YouthSource centers and the Los Angeles Area Chamber of Commerce, to register youths and prepare them for their first day on the job. Participants learn how to shine during a job interview, write a resume and manage money. Each youth is employed up to 120 hours at a wide variety of work sites, including hospitals, movie studios and government agencies such as the Los Angeles Public Library and the Los Angeles County Superior Court. Participants are paid \$10.50 an hour, the new minimum wage that went in to effect July 1. As of this week, Hire LA's Youth has registered 13,890 participants, closing in on Garcetti's 15,000 goal for this year. For more information, go to [HireLAYouth.com](http://HireLAYouth.com).

**Rapid Response:** EWDD's Rapid Response team received word that Green Arrow Nursery in Sepulveda is anticipating 28 layoffs. Rapid Response will be hosting two orientations for affected workers beginning July 7.

**State awards \$800k grant for workforce training:** The California Employment Development Department awarded \$800,000 in emergency funds to provide training services to those who lost jobs due to the Hyatt Regency Century Plaza hotel closure. The Workforce Development Board, in concert with EWDD, will use the funds to assist 145 of the former hotel employees with training and support to find other long-term jobs.

**Reseda Theater envisioned as new mixed-use project:** The Los Angeles City Council voted unanimously to begin working with a developer on plans to transform the shuttered Reseda Theater into a new mixed-use

project. The plan calls for developer Thomas Safran & Associates to build a new Reseda Laemmle Theater at 18443 Sherman Way with 34 senior citizen units on top of and behind the theater building. EWDD’s Economic Development Department worked closely with Council Member Bob Blumenfield to get the project going.



**South Valley BusinessSource Center helps turn laid-off worker into an entrepreneur:** Krista Funk Castro, owner of Pawparazzi in Chatsworth has worked with the South Valley BusinessSource Center for the past year in preparation for the grand opening of her new pet boutique and grooming spa. In July 2015 Castro, recently laid off, approached the South Valley center about obtaining a business license to start her own pet boutique and grooming spa. Consultants there helped Castro with licensing, permitting, business plan development, business trainings and obtaining a \$75,000 loan. On June 5—exactly one year after being laid off—she opened Pawparazzi. The new business created three jobs and is projected to add another three jobs as the business grows.

**BusinessSource metrics:**

<b>LABSC’s Reporting:</b> Central West, Harbor, North Valley, South LA, South Valley, West Valley, & Mid-City	
<b>LABSC’s Not Reporting:</b> East Los Angeles, Hollywood	
<b>Pre-Startups Enrolled</b>	26
<b>Pre-Startups Assisted</b>	33
<b>Start-ups/Operating Businesses Enrolled</b>	21
<b>Start-ups/Operating Businesses Assisted</b>	17
<b>Workshops: Number of Clients Attended</b>	38

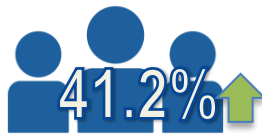
**WORKFORCE METRICS**

*(Arrows indicate weekly trend)*

JobsLA (online and mobile)



Page Views  
(Down 15.1%)



New Visitors  
(Up 2.2%)



New Sessions  
(Down 21.8%)

*“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.*