



News for the Week of August 17, 2015



A STITCH IN TIME SAVES 50 JOBS

As new owners of Master Stitch in South Los Angeles, Gaby Diaz and Veronica Diaz were enthusiastic about the road ahead. The apparel manufacturing company specializing in embroidery and denim jeans had been operating for over five years when the women recently bought it. But with 50 people on their payroll, the entrepreneurs began to struggle with worker compensation and health insurance costs, as well as an anticipated increase in the minimum wage. They met with EWDD's layoff version contractor, LAEDC, and learned that they could benefit by becoming a vendor for the County of Los Angeles and other public agencies. The process was time consuming

and sometimes confusing, the women say, but they got help from workforce counselors and now see a way forward to keep the business running with no layoffs. "LAEDC provided ideas, resources and after careful consideration we decided to pursue becoming vendors for L.A. County and possibly many other agencies," Gaby Diaz said. "We are grateful."

CSUN evaluates Hire LA's Youth program: A team of researchers from CSUN's College of Business and Economics have completed their evaluation of the 2014 Hire LA's Youth summer campaign. The report found high levels of satisfaction among the youth participants and their supervisors. Youth showed "small but statistically significant gains in their: 'comfort with making a career decision,' 'clarity about their career interests,' 'knowledge about careers,' and 'importance of making a career choice,'" evaluators found. Hire LA's Youth could make more an impact, the study found, if EWDD and partner agencies began the recruitment process earlier in the year so that students could begin working as soon as school lets out for summer. EWDD is considering a year-round program if it can attract more private-sector funding and placements.

Nagoya delegation visits LA City Hall: EWDD GM Jan Perry received a delegation from Nagoya, Japan, a sister city to Los Angeles, on Aug. 14 in Los Angeles City Hall. Nagoya Deputy Mayor Tamiya Masamichi and other city staff were in Los Angeles for a five-day tour that included a stop at the Port of L.A. Perry explained EWDD's role in the city and, after a ceremonial exchange a gifts, wished them well. The delegation was expected to participate in the festivities taking place in Little Tokyo for Nisei Week.

Speaking of Nisei Week: EWDD workforce staff manned a table at the Nisei Week festivities Aug. 15 and 16 in Little Tokyo. Staff distributed information on job training and other services available to help those out of work find employment.



Cal State LA summer interns make video: With classes resuming in several districts and colleges, some of this year's Hire LA's Youth jobs have come to an end. Youth from Para Los Niños who spent several weeks working at Cal State L.A. made a video about their experience. Click [here](#) to view.

Other economy-building events:

- **North Valley BusinessSource Center (BSC)**, operated by VEDC, held a *Business Plan Essentials* class on Aug. 11. This training was presented by VEDC BSC Program Manager Rick Lamb. He gave a hands-on Business Plan workshop in which attendees were taught to identify goals and objectives in relation to marketing, sales, distribution, management and finance. Twelve business owners were in attendance.
- **North Valley BusinessSource Center** also held a *Permits, Licenses & Legal Structure Documents* class on August 13. Attendees learned about permits and licenses needed to operate their business and received help completing these applications. Eleven people took part.
- **South LA BusinessSource Center**, operated by VSEDC, held a popular *Mobile Retail and Food Truck Expo* on Aug. 8 at LA Trade Tech. The expo presented information on the following topics: Making your business mobile; Building your mobile retail, food truck/cart; Financing you mobile retail business; Business planning for Mobile; Formal culinary training; Vehicle inspection and planning; Marketing for mobile; Social media and marketing tips. About 400 people attended.

EWDD/City Council:

- **CD1:** EWDD staff met with staff from CD1 and HCID to refine content for a draft RFP for the Westlake Theater. EWDD staff also met with CD1 and the developer of the Las Villas Project to discuss progress on underwriting and curing current default under its Section 108 Loan.

- **CD9:** EWDD staff hosted a kick off meeting with outside consultant, Strategic Advisory Group, and representatives from the Mayor's Office, Bureau of Engineering, CD9, CLA and the Los Angeles Convention Center to detail the next steps in releasing a Request for Information for the development of a Convention Center Hotel. EWDD staff also met with CD9 staff to discuss the BusinessSource Center transmittal submitted for review and approval by Council to discuss details about the nine service areas developed for the City.
- **CD15:** EWDD staff met with council staff to discuss economic development items, including CRA/LA property development, economic development studies pending for San Pedro, Wilmington and the Harbor, and strategies for economic activities.