News for the Week of AUGUST 19, 2019

EWDD has nine BusinessSource Centers throughout the City of Los Angeles that are dedicated to helping Angelenos launch, build and grow their businesses. The centers are staffed with business experts that help entrepreneurs develop strategic plans, assess their business needs, and provide access to capital. In this week’s EWDD Updates, we feature a testimonial from long-term BusinessSource Center client Andy Rosillo, owner of Indie Printing in South Los Angeles, and highlight a successful start-up assisted by the Hollywood BusinessSource Center.

LONG-TERM CLIENT INDIE PRINTING APPLAUDS BUSINESSSOURCE SERVICES

Andy Rosillo, a long-term BusinessSource client who has undergone three loan cycles through the Hollywood BusinessSource Center, said he’s a big fan. “Once I went to a BusinessSource, I never left. Every time that I’ve needed access to capital has been through a BusinessSource center because it’s seamless, it’s easy and it cuts out a lot of haggle so I can use that time to do other things in my business,” he said. Andy owns Indie Printing, a boutique printing company located in
South LA that specializes in same day, next day printing. Indie Printing’s client roster includes major entertainment companies, educational institutions and fashion and tech companies. Andy launched Indie Printing in 2001 from a spare room in his sister’s house, eventually moving the business to a warehouse in Downtown LA. The BusinessSource Centers have helped Andy secure loans that allowed Indie Printing to expand, enabling him to purchase a 10,000 square-foot building in South LA that is now the Indie Printing Headquarters, and to purchase cutting-edge printers and other equipment that has improved his business’ efficiency and ability to provide quality products. “That access to capital allowed us to buy equipment that lowered our costs and allowed us to hire more people,” he said. “It even gave us more efficiency because we could turn around things faster, produce them in house, and do it with our own team of employees, instead of going out to other service providers.” The loan processes with the BusinessSource Centers have gone so smoothly, Andy said he highly recommends their services to other entrepreneurs. Learning about the free resources at the City’s BusinessSource Centers was a refreshing surprise, he said. “I had no idea that the City provided a service or a range of services through these organizations like the ones that they did. It sounded too good to be true because all these services were free,” he said. “So when I tell that to my colleagues and friends, they have a similar reaction.” His first-hand experience helps convince other entrepreneurs that the program works because “It’s coming from someone who has experienced it and it’s got a little bit more weight.” He added that he hopes that more aspiring business owners start turning to the BusinessSource Centers for assistance. “BusinessSources are truly amazing assets that all entrepreneurs should be aware about,” he said. “They have experience; they have seen more than we have, they’re a center of resources.”
SOUTH VALLEY BSC HELPS YOUNG LATINA LAUNCH ICE CREAM BUSINESS

The South Valley BusinessSource Center (operated by EWDD partner ICON CDC) assisted Claudia Paz with extensive business consulting services, helping her launch Rainbow Rollz, a non-dairy vegan ice cream cart located on Hollywood Boulevard. Claudia was an undergraduate student at California State University Northridge (CSUN) when she heard about the South Valley BSC’s youth entrepreneur training program. She participated in the program in 2016 and learned about starting a business in the City of Los Angeles. In 2018, Claudia later interned with ICON CDC as part of her course requirements for her business management degree. After graduating from CSUN, she returned to the South Valley BSC as a client to accomplish her goal of starting her own rolled ice cream business. The South Valley BSC assisted Claudia with licensing and permits, marketing, cost-structure, branding, business plan development and credit counseling. Claudia successfully launched Rainbow Rollz this summer, featuring ice cream rolls made with fresh ingredients. In the near future, Claudia plans on expanding Rainbow Rollz to the San Fernando Valley and providing catering to major events and venues.
EWDD hosted a resource table at the 24th Annual Los Angeles Community Job Fair, held at Dodger Stadium August 15, 2019. EWDD represented the City of Los Angeles with help from the Harbor Gateway, Northeast San Fernando Valley, Southeast Los Angeles, Vernon Central/LATTC and Wilshire-Metro WorkSource Centers. EWDD provided information about the City’s WorkSource, YouthSource and BusinessSource Centers, along with information about programs such as the Targeted Local Hire Program and LA:RISE. An estimated 300 job seekers attended the event to meet with the more than 80 employers at the job fair, including UPS, the Los Angeles County Sheriff’s Department, the Los Angeles County Metropolitan Transit Authority (Metro), and Warner Bros. Several employers, including AAArow Sign Spinners and Allied Universal, held on-the-spot job interviews. Gregory Irish, Executive Director of the City of Los Angeles Workforce Development Board (WDB), delivered a rousing welcome speech to the assembled job seekers and employers to open the job fair.
BUSINESS METRICS:

<table>
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<tr>
<th>LABSCs Reporting:</th>
<th>North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microenterprise enrolled</td>
<td>13</td>
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<tr>
<td>Microenterprise assisted</td>
<td>95</td>
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<td>Small businesses enrolled</td>
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<tr>
<td>Small businesses assisted</td>
<td>7</td>
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<tr>
<td>Number of BSC clients who attended workshops</td>
<td>52</td>
</tr>
</tbody>
</table>

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJobs (online and mobile)

- 677 Registrations
- 21% ◼

WorkSource Centers

- 1,373 Enrollments
- 6% ◼

"Updates" is the weekly report from the EWDD Interim General Manager to the Office of Mayor Eric Garcetti, and is produced by EWDD’s communications section. If you have questions, comments or wish to have a contribution considered for an upcoming "Updates," please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org