



News for the Week of August 24, 2015



GM Jan Perry presents economic development proposals to City Council Committee

At the August 25 Economic Development Committee at LA City Hall, EWDD GM Jan Perry presented economic development proposals and answered questions posed

by members of the Committee. GM Perry and top EWDD staff were on hand for the wide-ranging discussion that covered how best to leverage and redevelop city-owned properties, the creation of a new micro-lending program and proposals to utilize Enhanced Infrastructure Financing Districts to support revitalization of the LA River. GM Perry also summarized a March 27, 2015 EWDD report recommending a restructure of EWDD's Economic Development function to add staff with expertise in real estate lending, environmental analysis and construction to facilitate more aggressive economic development in the city. The Committee noted and filed the report and instructed EWDD to return with an implementation plan and further instructed the CLA's office to report relative to using CRA/LA "boomerang" funds to fund economic development in Los Angeles.

Chinese delegation: On August 28, EWDD management and staff will host 25 government officials visiting from Chengdu, China. The delegation is interested in learning more about business development, workforce strategies and the role of local governments in the U.S. The tour stop will be at EWDD's administrative offices in the Garland Building.

Hurray for Hollywood, the Sequel: After a decade of losing filming to other cities, Los Angeles is once again dominant in at least one sector—pilot production. Film LA's most recent stats, released in July, show Los Angeles with a 45% share in TV pilot production. In addition, on Aug. 13, Paramount celebrated the relocation to Los Angeles of its TV drama, "Secrets and Lies."

Better film signs: On Aug. 13, EWDD's film industry liaison and CD13 representatives met with film officials to discuss customized traffic signage for productions. Previously, the Department of Transportation did not have the necessary equipment to create specific signs restricting parking and street use for filming. With the help of Mayor Garcetti's office, DOT received a budget allocation for new equipment and can now create notices specific to each production, giving residents exact times when access will be restricted. The signs are expected to start rolling out in a couple of months.

Empowerment Zone: Workforce staff on Aug. 21 attended a community comment session with U.S. Reps. Karen Bass and Lucille Roybal-Allard on South LA's application for a federal empowerment zone designation.

Grants announced: Workforce partners LA Trade Tech College and Community Career Development are the recipients of \$331,000 in federal transportation dollars to train and expand LA's public transit workforce. U.S. Secretary of Transportation Anthony Foxx announced the grants on Aug. 25 at Trade Tech.

Prep for 'Brother's Keeper': Workforce staff met with their LA County counterparts in preparation for this year's "My Brother's Keeper" summit. My Brother's Keeper is an Obama administration initiative created to identify innovative solutions to eliminate gaps and increase achievement opportunities for boys and young men of color in America.

Rolling out WIOA: EWDD's workforce management staff met on Aug. 26 with regional administrators and state Economic Development Department Director Dennis Petrie to discuss WIOA deployment in the Los Angeles region.



Video shoots for Hire LA's Youth (HLAY) 2015: In the past week EWDD communications staff organized video shoots at three locations where youths are employed this summer as part of Hire LA's Youth 2015 program. More than 10 HLAY participants, former participants and supervisors were interviewed at Jim Henson Studios, Cedars-Sinai Medical Center and inside the busy communications division at LA City's Piper Tech as part of the project. The footage will be used to create a 30-second PSA-style video highlighting the summer jobs program, and a longer 90-second "pitch" video that can be used to expand employer participation in next year's program. One more shoot is scheduled—with Mayor Eric Garcetti. The project is expected to be completed early next month.

Other economy-building events:

- **EWDD economic development staff** met with representatives from the Mayor's office and officials from Kiva-Zip, Latham Watkins and the Capital Group on Aug. 25 to review Kiva-Zip's U.S. lending program. The presentation focused on how corporations and governments in other cities (Oakland, CA and Philadelphia, PA, for example) provide funds to supplement micro-enterprise loans crowd-funded through Kiva-Zip. It should be noted that currently Kiva-Zip

does not track jobs created by loans it crowd-funds, which would be a requirement of allocating any Community Development Block Grant (CDBG) funds to such an effort.

- **The South Valley BusinessSource Center**, operated by ICON CDC, held its monthly Marketing Workshop on Aug. 19. The guest speaker was Jose Cornejo, Chief Business Consultant at California Public Strategies. This workshop taught the participants to learn the basics of marketing, understand their customers, and refine their marketing strategy. Nine LA residents attended.

EWDD/City Council:

- **CD1:** EWDD staff on Aug. 20 met with representatives from Council District 1 and the development team for the Las Villas, a planned 47,000 medical office building in Lincoln Heights. The meeting discussed terms necessary to resolve default conditions on the city's \$16.8 million Section 108 loan for the project. EWDD is currently evaluating the developer's counter proposal and plans to respond quickly to ensure the project can begin construction in December 2015.
- **CD9:** EWDD staff met on Aug. 24 with a representative from Council District 9 and the CLA's Office to discuss questions about the BusinessSource Center Request for Proposals (RFP) transmittal. The transmittal was released to Council on August 10 and requests authorization to release the RFP and then return to Council with contracting recommendations. The Council Office is concerned with the service area boundaries and staff discussed modifications that could be made to the RFP to address those concerns.