



News for the Week of SEPTEMBER 16, 2019

EWDD GRANT TO LUPITA'S MARKET CREATES HEALTHY FOOD OPTION IN WESTLAKE



(Left to right) CD13 Councilmember Mitch O'Farrell presented an award to Lupita's Corner Market owners "Lupita," Olague and her daughter Luz Arango

The City of Los Angeles Economic and Workforce Development Department (EWDD) provided grant funding to renovate Lupita's Corner Market, a transformation that creates a healthy food option in LA's Westlake/MacArthur Park. EWDD gave financial support for the project by providing Community Development Block Grant (CDBG) funding to the Los Angeles Food Policy Council, which spearheads the Healthy Neighborhood Market Network Program (HNMNP). The HNMNP addresses Mayor Eric Garcetti's initiative to

introduce healthy food options to the City's food deserts. The program builds the capacity of corner stores by assisting neighborhood market owners to operate as successful healthy food

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retailers in underserved communities. Located on the corner of West 3rd Street and Lucas Avenue, Lupita's Corner Market has served the Westlake/MacArthur Park community for 27 years. Owned by a mother and daughter team, Maria Guadalupe "Lupita," Olague and her daughter Luz Arango, Luz became involved in the program as part of an effort to reorient the family business toward introducing new healthy food items to the community. The transformation included giving the Lupita Corner Market a new exterior façade, along with interior improvements such as revamping the store layout to highlight healthy food products. The store was also renovated to include seating and a community board that allows residents to interact regarding important issues. The Gensler Architecture firm provided pro-bono design services, while the Build Group provided construction assistance. Additional partners include Sweetgreen and Califia Farms. On September 12, 2019, the store held a grand re-opening where hundreds of students from neighboring schools had the opportunity to try healthy sandwiches and fruit juices (aguas frescas) from the new deli menu. During the event, Council District 13 Councilmember Mitch O'Farrell presented Luz an award recognizing her for her commitment to community wellness through her business.

MIDCITY BSC HELPS DANCE INSTRUCTOR SECURE \$5K MICROLOAN TO EXPAND



The MidCity Region BusinessSource Center assisted dance teacher Crystal Duran in securing a \$5,000 mini micro loan that will allow her to upgrade up her dance academy, CrystalArts. Crystal launched her business in 2015 and wanted to upgrade her studio to attract new clientele and retain existing customers. In June 2019, Crystal met with a business counselor

at the MidCity Region BusinessSource Center, where she received business counseling and guidance to obtain the additional capital she needed. Together, they looked at her business plan and reviewed her financials. Crystal submitted a \$5,000 loan application in late July 2019, and within a couple weeks, her loan was approved.

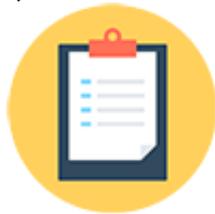
BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise enrolled	22
Microenterprise assisted	89
Small businesses enrolled	1
Small businesses assisted	9
Number of BSC clients who attended workshops	120

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJobs *(online and mobile)*



589
Registrations
13% 

WorkSource Centers



1,156
Enrollments
1% 

"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