News for the Week of September 18, 2017

**EWDD NEGOTIATES SALE OF NEW COFFEE BEAN & TEA LEAF HEADQUARTERS**

Los Angeles-based company Coffee Bean & Tea Leaf recently purchased a 3.6-acre property from the City of Los Angeles to build its new headquarters. The City of LA’s Economic and Workforce Development Department (EWDD) negotiated the sale and prepared the covenant agreement obligating the buyer and property tenants to retain and create more than 200 construction and permanent jobs at the site. The sale will contribute to the economic development of the City by moving a public property onto the tax rolls as a site for employment and economic activity, and by providing a location for the consolidation and expansion of a Los Angeles-based, multi-national corporation. EWDD will also monitor the number of living wage jobs to be created or retained though annual job reporting. The property is also located within half a mile of the La Cienega/Jefferson station of the Metro Expo Line light rail, providing mass transit options for workers and visitors.

**A MAGICAL TOUCH – SPA EXPANDS WITH HELP FROM SOUTH VALLEY BSC**

The South Valley BusinessSource Center (BSC) provided long-term guidance to San Fernando Valley entrepreneur Eva Rodriguez, helping her grow and expand her small business Magical Touch Day Spa into the Northridge Beauty Bar. Eva, a licensed Esthetician and Massage Therapist, opened Magical Touch Day Spa in 2004. The salon offers a variety of services including massages, facials, waxing, extractions, permanent makeup, and body treatments. In December 2013, Eva visited the South Valley BSC for assistance with marketing and expansion possibilities. She attended a marketing workshop where she learned techniques to help her business grow, including delegating marketing responsibilities, assigning a marketing director, setting automatic emails and Facebook promotions and having appointment reminders/promotions sent through email. After applying
these lessons, Magical Touch Day Spa experienced a 25 percent increase in business and hired an additional employee to assist with the new influx of customers. Since then, Eva has been working very closely with a South Valley BSC consultant in developing a marketing and expansion plan. She incorporated and rebranded her business into the Northridge Beauty Bar and obtained a $50,000 loan towards the expansion. She negotiated and obtained a larger unit to lease where she has been able to build and add new features. The South Valley BusinessSource Center worked with her throughout the rebranding and expansion process, assisting her with a business license, permits, marketing plan development, research, logo design, grand opening planning assistance, HR assistance, customer service training and a referral to the local WorkSource Center for hiring assistance. Northridge Beauty Bar hosted its grand opening on September 16th, 2017. Eva has also served as a volunteer, speaker and mentor for the South Valley BSC’s Latino Entrepreneur training program, where she inspired participants by encouraging them to follow their dreams and to never give up.

**EWDD HOSTS ANNUAL FISCAL TRAINING FOR WIOA GRANTEES**
Held annually by EWDD’s Financial Management Division (FMD), a series of fiscal trainings were conducted by EWDD this week to educate our WIOA grantee partners about financial topics and requirements for WIOA funded programs, including financial reporting, allowable costs, indirect costs, fiscal review and single audit. More than 160 individuals representing EWDD partners that operate the City’s YouthSource, WorkSource and BusinessSource Centers attended.

**MEETING OF THE MINDS – WDB ATTENDS WORKFORCE CONFERENCE**
Representatives from the City of Los Angeles Workforce Development Board (WDB) and EWDD staff and management attended the California Workforce Association’s annual policy and best practices conference from September 5-7, in Monterey, CA. Themed "Driven by Demand," the conference highlighted various employer-driven, innovative workforce development efforts nationwide, including regional sector training approaches, and career pathway programs to prepare young workers in this fast-evolving economy. The conference also showcased successful apprenticeship programs as a path to middle-skill careers and the American middle-class. "It was exciting to join the 600 professionals from across the West Coast to discuss and share best practices on how Workforce Development Boards and their career centers and training programs can better assist, train and find employment for hard-to-serve populations, such as persons who are re-entry or homeless," said Ruth Lopez Novodor, LA WDB Board member and CEO of Beverly Oncology.

"As a business owner and an employer serving as a committee chair on the City's Workforce Development Board, I'm always interested to find out new best practices from other jurisdictions that we might be able to replicate or grow here in the Los Angeles region." Novodor added that she was pleased to learn that new and small businesses are growing steadily following the recession and the conference broke new ground on how to facilitate this population of future job creators.
BUSINESS METRICS:

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor

LABSCs Not Reporting: N/A

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<td>Workshops: Number of Clients Attended</td>
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WORKFORCE METRICS:
(arrows indicate weekly trend)

JobsLA (online and mobile)

- 87,524 Page Views
- 31.3% New Visitors
- 4,538 New Sessions
- 663 Registrations

WorkSource Centers

- 1,705 Enrollments
- 13%

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org