

EWDD UPDATES



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News for the Week of September 24, 2018



HOLLYWOOD BSC PROVIDES ONGOING HELP TO HERBAL CUP TEA ENTREPRENEUR

The Hollywood BusinessSource Center has provided ongoing assistance since 2011 to entrepreneur Guru Singh, helping him steadily grow his Herbal Cup Tea business, which is now expected to add six new jobs and reach an estimated \$2.5 million in sales by the end of 2018. The BusinessSource program helped Guru launch Herbal Cup Tea, a line of 10 healing and wellness teas sold at Whole Foods, HomeGoods and Marshalls stores throughout the U.S. Because of the company’s ability to access capital, Herbal Cup tea has grown from \$185,000 in sales in 2013 to more than \$1 million to-date. From 2011 to 2013 Herbal Cup Tea bagged their teas at a competitor’s plant, which limited their growth potential. In 2013, the Hollywood BusinessSource assisted Herbal Cup Tea with an equipment loan to purchase their first bagging machine, leading to a jump in sales from \$185,000 to \$315,000. In 2017, the Hollywood BSC assisted the business in obtaining a revolving line of credit and the company reached \$680,000 in sales annually. When the business reached capacity with its first bagging

The Hollywood BSC has steadily assisted entrepreneur Guru Singh in growing his Herbal Cup Tea business.

machine, Guru reached out to the Hollywood BSC for assistance in purchasing a second machine to grow the company. A BSC consultant prepared a profitability assessment that confirmed Guru’s request met the repayment ability requirement for an equipment loan. A financial package was submitted to a Bank for review. On September 4, 2018, Herbal Cup Tea was approved for an equipment loan. With these funds Guru was able to purchase a second machine with enough bagging capacity to satisfy the growing demand. The loan will allow the business to create six near jobs and reach sales as high as \$2.5 million.

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EWDD RAPID RESPONSE TEAM HOSTS ANNUAL SOCIAL ROUNDTABLE MEETING

Approximately 60 people attended EWDD's annual Southern California Rapid Response Regional Roundtable Meeting, held September 20, 2018 at the Barnsdall Gallery Theater located at the historic Hollyhock House. Attendees included the California Employment Development Department (EDD), local Workforce Development Boards throughout the Los Angeles region and representatives from the City's 16 WorkSource Centers and nine BusinessSource Centers. Stephen Cheung, president of the World Trade Center Los Angeles, delivered the key note speech, highlighting the importance of seeing beyond our local areas and the need to collaborate locally, regionally and globally. The speech also covered how foreign investments impact the local economy and LA-based companies.

UPON RETIREMENT, YOUTH OPERATIONS DIRECTOR DONATES \$2K TO YSCs

Outgoing Youth Operations Director Brenda Anderson donated \$2,000 to the City's YouthSource Centers, reaffirming her belief in the City's Youth Programs, even in retirement. "Brenda Anderson, in her inimitable style, left us with a legacy that will continue to resonate even in retirement," said EWDD General Manager Jan Perry. Brenda retired from the City of Los Angeles on August 30, 2018 after a 16-year civil service career. Brenda's legacy projects include the recently launched "A Conversation With..." series, which gives youth from the City's 14 YouthSource Centers an opportunity to interact with influencers who have faced similar challenges and overcome obstacles to build successful careers. Guests have included famed actor Danny Trejo, who discussed challenges with drug addiction, gang violence and re-entry issues and former Los Angeles Laker Metta World Peace, who discussed growing up in poverty and how to successfully mentally prepare for challenges.



(Left to right) EWDD General Manager Jan Perry, Metta World Peace and outgoing YouthSource Director Brenda Anderson at the last "A Conversation With..." event

CANOGA PARK WSC & EWDD PITCH IN TO ASSIST HOMELESS SERVICES JOB FAIR

The Canoga Park-South Valley WorkSource Center represented EWDD's 16 WorkSource Centers at Mayor Eric Garcetti's Homeless Service Providers Job Fair held Wednesday September 26, 2018. Four EWDD staffers were also dispatched to assist at the job fair, spearheaded this round by EWDD partner the Los Angeles Homeless Services Authority (LAHSA) and held at Los Angeles Valley College. Approximately 351 people attended the job fair.

VERNON-CENTRAL WSC ASSISTS CONSTRUCTION GRADS WITH TOOLS & BOOTS



The Vernon-Central/Los Angeles Trade Technical College (LATTC) WorkSource Center assisted two recent construction graduates with tools and boots to start work in the trades. Anthony Moreno recently graduated from the fifth Anti-Recidivism Coalition (ARC) construction cohort at LATTC and he is being sponsored through Local 213 as a carpenter, specializing in drywall and framing. Jonathan Hernandez was offered a position as a Carpenter Level 1 at San Mar Company who will sponsor him into the Carpenters Local 409 Union. The Vernon-Central WSC, run by EWDD partner Coalition for Responsible Community Development (CRCDD) provided both graduates with the resources to purchase tools and boots for them to start work.



The Vernon-Central/LATTC WorkSource Center provided recent construction graduates Anthony Moreno (above) and Jonathan Hernandez (below) with boots and tools to start their new jobs in the trades.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise enrolled	17
Microenterprise assisted	59
Small businesses enrolled	7
Small businesses assisted	14
Number of BSC clients who attended workshops	80

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJobs *(online and mobile)*



688 Registrations

7%

WorkSource Centers



1,968 Enrollments

3%

“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