



Economic and Workforce Development Department
UPDATES

News for the Week of JANUARY 13, 2020



EWDD FINANCING AND DEVELOPMENT INCENTIVE PROGRAMS

EWDD oversees several of the City of LA’s financing and development incentive programs designed to assist large and small businesses create jobs in distressed urban neighborhoods. In this issue of EWDD Updates, we highlight the City’s Major Projects Loan Program, which offers long term, fixed-rate financing for large-scale real estate commercial development projects, including mixed-use developments and large shopping centers within the City of LA. These projects must provide a U.S. Department of Housing and Urban Development (HUD)-specific public benefit, such as creating or retaining full-time jobs or providing goods and services to low and moderate income households.

**“AN ECONOMIC ENGINE FOR PACOIMA & NORTHEAST SAN FERNANDO VALLEY”
MAJOR PROJECT LOANS PROGRAM PAVED WAY FOR PLAZA PACOIMA**



In partnership with EWDD, developer Primestor utilized the City’s Major Project Loans Program to build Plaza Pacoima, a 400,000 square-foot shopping center that has become an economic engine for the Northeast San Fernando Valley. “Certainly without the support of the department and the City offices, there was no way that the project would have happened,” said Arturo Sneider, CEO of Primestor Development (left). Located off the 118 Freeway, Plaza Pacoima was built at the site of the former Price Pfister plant, which closed in 1997. The closure of the sink and plumbing manufacturing plant resulted in the loss of about 300 living wage jobs. The site, which sat idle for several years, also required environmental

remediation and major infrastructure changes such as relocating streets. Building Plaza Pacoima was a complex, multi-year project that involved an extensive community outreach effort where local residents voiced the region’s top needs: jobs, retail and access to retail that sold electronic goods, such as computers, to help close the community’s digital divide,

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Sneider said. Plaza Pacoima “Became an economic engine for Pacoima and the local San Fernando Valley,” he said. “It’s been an incredibly successful project since the beginning.



CREATING A RETAIL HUB AND PERMANENT JOBS IN AN AREA WITH LIMITED SERVICES

Today, Plaza Pacoima’s anchor tenants include Costco, Lowe’s (above) and Best Buy. The retail hub has brought services and jobs to an area that previously had limited services and also draws economic strength from the surrounding mountain areas and communities from shoppers that now visit Plaza Pacoima on a weekly basis. With assistance from the City, Primestor created signage off the 118 Freeway that beckons shoppers both locally and from the more than 96,000 cars that pass the plaza daily. The project began creating jobs during the construction phase and has successfully provided permanent jobs to many local residents, Sneider said. “If you are from the community, you realize that Plaza Pacoima has basically changed the essence of Pacoima,” Sneider said. “The fact that the community can live through an environmental impact, live through the closure of a plant, can live to have their voice heard about what should be in their community in the future, find work in the community — there is a huge sense of pride here. If you talk to some of the leadership, stakeholders, the Pacoima Beautiful Group, neighborhood councils, they would give you some context of just how important the site is to the neighborhood.” Working with EWDD and the City of LA was a very positive experience and the Major Project Loans Program provided a funding structure that helped make Plaza

“I would highly recommend to entrepreneurs the programs that are offered by the City. Really focus on which of the programs best suit their needs because I think there are so many tools available that aren’t being used. I would encourage developers, entrepreneurs and businesses to look at the programs and use them.” –Arturo Sneider, CEO Primestor

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Pacoima possible, Sneider said. “I would highly recommend to entrepreneurs the programs that are offered by the City,” he said. “Really focus on which of the programs best suit their needs because I think there are so many tools available that aren’t being used. I would encourage developers, entrepreneurs and businesses to look at the programs and use them.” His advice to other developers or business people interested in working with the City? “Know that it works, that it is a great tool for you,” he said. “It does require some level of sophistication and experience in getting through the documentation and the process, but in the end it is more than rewarding.”

CENTRAL WEST BSC HELPS LAW FIRM OBTAIN \$100K SBA LOAN, ADD 3 NEW JOBS



Central West Region BSC Business Loan Counselor Phuong Le (left) helped Jean Kwon (right), owner of JK Law Firm, obtain a second \$100,000 SBA working capital loan.

The Central West Region BusinessSource Center (BSC) recently helped long-term client Jean Kwon, Esquire, obtain a second \$100,000 Small Business Administration (SBA) Community Advantage loan. The infusion of additional capital enables her business JK Law Firm to hire three additional employees and build on 12 additional client cases. EWDD Updates first featured the [JK Law firm in December 2018](#) after Jean first visited the Central West Region BSC in fall 2018 in search of ways to find funding to maintain business cash flow. A business loan counselor led Jean through the entire loan application process and by November 2018, Jean had accepted a \$100,000 working capital loan. She also received extensive business services, including cash flow projections, marketing guidance and an introduction to an insurance agent. Jean returned to the Central West BSC in late 2019 for assistance in applying for a second \$100,000 working capital loan. The loan application was

approved and Jean received her loan check a few days before Christmas.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise enrolled	23
Microenterprise assisted	93
Small businesses enrolled	1
Small businesses assisted	27
Number of BSC clients who attended workshops	105
Sidewalk vendors enrolled	39
Sidewalk vendors assisted	238

WORKFORCE METRICS:

(Monthly metrics for January 2020 will be provided the week of February 3, 2020)

CalJobs *(online and mobile)*

Registrations

WorkSource Centers

Enrollments

"Updates" is the weekly report from the EWDD 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

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