

News for the week of October 24, 2016

JAN PERRY, EWDD GM, FILMS SEGMENT OF MSNBC’S “YOUR BUSINESS”



Perry and “Your Business” host JJ Ramberg talked about the resurgence of downtown LA and entrepreneurs against the backdrop of the early morning Grand Central Market this week. Discussed was DTLA’s population doubling to more than 50,000 and the hundreds of restaurants, bars, galleries and mom and pop shops that have opened as a result of this growth. Stores like Uli Gelateria, owned by Uli and her husband Ryan who opened their small gelato shop in the

Spring Arcade Mall in 2014—one of the first pioneers in a mall that had been a swap meet just a couple of years earlier. They wanted to open a second location but they couldn’t afford a loan through traditional lenders so they came to one of EWDD’s contracted BusinessSource centers for help. They qualified for a business loan and now are planning on opening their second shop. Another piece of the DTLA story has been its emergence as an important part of L.A.’s thriving innovative tech economy, offering diversity in the downtown tech sector. The ability to live and work in DTLA using public transit and a thriving nightlife has made it a perfect hub for a digital crowd.

Rapid Response: EWDD Rapid Response staff held a planning meeting with Baxalta (Shire) human resources representatives about their layoff of 360 employees. Because the company operates 24 hours a day, seven days a week, Baxalta requested three orientation sessions from the Rapid Response team to accommodate their workers. These sessions will incorporate a Saturday effort and a 5:30 am effort, and will include resume preparation and interviewing skills workshops for affected workers. Our team had worked with Baxalta previously in April 2016 and Baxalta noted because of that assistance they are happy to have us now provide services to their employees rather than hiring an outplacement agency. Our Northeast L.A. WorkSource Center will also staff a resource table at a Job Fair Baxalta is coordinating on November 9th.

Southeast Los Angeles YouthSource Center hosts foster care youth enrollment fair: On October 22nd the Southeast Los Angeles YouthSource Center (SELA YouthSource Center) hosted its first AB12 recruitment event. The goal was to extend resources to youth who will soon be exiting the foster care system and need additional skills, as many of these youth unfortunately encounter difficulties revolving around education, employment, mental health and fulfilling their potential in a career. Through the efforts of the EWDD and the SELA YouthSource Center, with support from the Alliance for Children’s Rights and the Children’s Law Center, eleven foster youth who are living in South Los Angeles received multiple services and referrals to assist them as they transition out of foster care. The youth met with a case manager to complete the Los Angeles Performance Partnership Pilot (P3) application, which allows agencies to offer comprehensive services to the immediate needs of each applicant. As a result two youth were referred to the Los Angeles LGBTQ Center and eleven met with the Los Angeles Unified School District Pupil Services and Attendance (PSA) Counselor. The PSA counselor was also able to review their transcripts and make referrals regarding educational institutions on a needs basis. The youth also took the Innersight vocational assessment to gain insight into possible career interests and aptitudes, and each attendee received an appointment slip with a date and time to meet with a case manager who would then enroll the youth into one of the programs offered at the SELA YouthSource Center.

West Valley BusinessSource Center success story in the manufacturing industry: Rich Honey is an Apparel Manufacturing Company owned by Nicholas and Luddivina Bowel, who produce dyed t-shirts and leather goods. In order to expand their product lines and sales, they applied for and received a \$50,000 loan for working capital and equipment. The loan not only helped increase their revenue, but also led to sustainable employment opportunities for low income job seekers in an impoverished community by providing 10 new full time positions and 5 part time positions.

BUSINESS METRICS:

LABSC’s Reporting: Harbor, North Valley, West Valley, South Los Angeles, Hollywood, Central West, and Mid-City, East Los Angeles, South Valley	
LABSC’s Not Reporting:	
Pre-Startups Enrolled	36
Pre-Startups Assisted	24
Start-ups/Operating Businesses Enrolled	27
Start-ups/Operating Businesses Assisted	24
Workshops: Number of Clients Attended	184

WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)



Page Views

(Up 7.01%)



New Visitors

(Down 1%)



New Sessions

(Down 2.70%)



Registrations

(Up 10%)

WorkSource Centers



Enrollments

(Up 26%)

"Updates" is produced by Catherine Saillant in EWDD's communications department. If you have questions, comments or wish to contribute to an upcoming "Updates," please contact Saillant at 213-744-9048 or at Catherine.Saillant@lacity.org.