



News for the Week of NOVEMBER 4, 2019

EWDD YOUTH STAFF WINS CFE #SUMMERJOBSCONNECT SOCIAL MEDIA AWARD



(From left to right) EWDD Youth Operations Director Makeda Vela, EWDD CASW Destiny Nguyen and EWDD Interim General Manager John L. Reamer, Jr. stand with the #SummerJobsConnect Social Media Award.

EWDD's Youth Operations team recently received the Outstanding Social Media Team Award from the Cities for Financial Empowerment (CFE) for their efforts in the #SummerJobsConnect Twitter campaign. EWDD Community Administrative Support Worker Destiny Nguyen participated in the campaign and contributed a winning tweet "What motivates me to save is knowing what it's like to be a homeless youth and never wanting to go down that route ever again nor having my peers go down that route either. (The key) is spreading financial knowledge." The social media campaign asked

youth across 16 cities nationwide to share their thoughts about the importance of summer jobs and financial empowerment opportunities. EWDD's Youth Team also won the award in 2017.

CENTRAL/WEST BSC HELPS ENTREPRENEUR SECURE MICROLOAN & CREATE JOBS

The Central/West BusinessSource Center recently helped Lennie Brown secure a \$4,500 microloan for working capital for his business Brown & Brown Quality Care Facility, Inc., which serves disabled adults by providing job training, housing, and transportation. Earlier this fall, Lennie met with a Central/West BSC business counselor who reviewed his financials, and explored various capital opportunities. The business counselor also assisted Lennie with a procurement presentation to secure a service contract with a local State of California Department of Development Services (DDS) Regional Center, a system of nonprofit corporations that provide services and support for individuals with developmental disabilities. The potential contract was estimated to be worth up to \$38,000 a month, but Lennie needed additional working capital to perform the duties outlined in the contract. The BSC business counselor packaged the microloan application and Lennie was approved for \$4,500. Lennie will be hiring two additional employees to help him work on the contract to serve the disabled population of City of Los Angeles.



Entrepreneur Lennie Brown (left) holds the \$4,500 microloan check that he obtained with assistance from Central/West BSC Business Counselor Frank Sosa (right).

EWDD PROMOTES CITY'S LENDING PROGRAMS AT DTLA SMALL BUSINESS EVENT



Business | source
City of Los Angeles

Representatives from EWDD's Economic Development Division served on a panel at the November 4, 2019 Historic Core Small Business Symposium, sponsored by the Downtown Los Angeles Neighborhood Council. EWDD Industrial Finance Officer Alex Lakshtanov delivered information about the City's Financing Programs including Microloans, Small Business Loans, the City Revolving Loan Fund, and Major Projects Loans. These programs are geared toward City of LA-based businesses to create jobs and provide goods and services that will help benefit the City's low-income communities. Vanessa Willis also attended on behalf of EWDD's Business Response Unit. Alex and Vanessa also provided brochures about other EWDD services, such as information about the City's BusinessSource, WorkSource and YouthSource Centers. Approximately 50 people attended the one-day conference, with many approaching Alex and Vanessa throughout the day to learn about the business consulting services EWDD offers to small business owners and entrepreneurs throughout the City of LA.

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HOLLYWOOD WSC PARTNERS IN HOSPITALITY JOB FAIR FOR YOUNG ADULTS

The Hollywood WorkSource Center partnered in a Hospitality Job Fair at the Los Angeles City College (LACC) Campus on Wednesday October 30, 2019. The job fair was geared toward youth job seekers by providing direct hiring opportunities with local hotels and hospitality employers. More than 24 hotel properties and hospitality service employers were represented by hiring managers/coordinators in attendance, including but not limited to Hilton, Kimpton, UCLA, Omni, Interstate and the Four Seasons. Approximately 150 young adult job seekers attended the job fair, with many interested



in becoming cooks, front desk agents and room attendants, along with other positions throughout the LA region. Several employers offered on the spot interviews for enthusiastic and high-level prospective hires. The event was sponsored by the American Hotel and Lodging Association (AHLA) with support from LA Hospitality Training Academy, LACC non-credit department, the LA LGBT Center Culinary Arts program, LA:RISE, and the Hollywood WorkSource Center, overseen by EWDD partner Managed Career Solutions.

BUSINESS METRICS:


LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise enrolled	24
Microenterprise assisted	63
Small businesses enrolled	1
Small businesses assisted	12
Number of BSC clients who attended workshops	22

WORKFORCE METRICS:

(arrows indicate monthly trend for October 2019)


CalJobs *(online and mobile)*



2,384 Registrations
28% 

WorkSource Centers



5,005 Enrollments
20% 

"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