



NEWS FOR THE WEEK OF AUGUST 3, 2020

EWDD's BusinessSource, WorkSource and YouthSource Centers continue to provide virtual services for the City's small businesses, job seekers and youth, whose lives have all been impacted by COVID-19.

According to figures recently released by the California Employment Development Department (EDD), approximately 957,300 individuals in LA County filed for Unemployment Insurance (UI) in June 2020, compared to 238,000 claims in February 2020 prior to the pandemic. To assist Angelenos who lost their jobs or had hours reduced due to COVID-19, EWDD's Rapid Response Team shifted to virtual orientations to guide City residents through the UI process, and direct them to additional resources such as health insurance options. "COVID-19 has really impacted our jobs at the Rapid Response Unit," said EWDD Senior Project Assistant Dennis Parks. "We have a team of three and we've been inundated with lots of companies who are downsizing, that are laying off, doing closures, it's unprecedented." At one point, the team was working 14-hour days to assist Angelenos. The team remains dedicated to helping Angelenos get through the pandemic.

EWDD's Economic Development Division continues to process applications for the City's Small Business Emergency Microloan Program. Eligibility requirements for the loan were relaxed in May 2020, opening the door to expedite relief for small businesses. "Thank you both for your help and support," said loan recipient Todd Warner, Owner and Founder of Tailwasher Inc, a Hollywood-based dog grooming business. "This loan has really made a big difference. We had just started to get the business going great, then COVID happened and now we are getting back on track."

LINKS to COVID-19 RESOURCES

JOB RESOURCES

Virtual Orientations: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

Small Business Emergency Microloan: LAMayor.org/loan
Microloan Application: bit.ly/EWDDC-19BusinessLoan
LA CARES Corps: coronavirus.lacity.org/CARESCorps
Small Business Resilience Toolkit: bit.ly/LAResilienceToolkit

BUSINESSSOURCE CENTERS: bit.ly/LABusinessSource

WORKSOURCE CENTERS: bit.ly/EWDDWorkSource

YOUTHSOURCE CENTERS: bit.ly/EWDDYouthSource

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HELPING SMALL BUSINESSES SURVIVE COVID-19
NORTH VALLEY BSC HELPS JUICE BAR OBTAIN \$10K LOAN, STAYS OPEN



Phuong Minh Nguyen
 CEO of Healthy Greens Organics, Woodland Hills



The North Valley BusinessSource Center (BSC) helped Phuong Minh “Paula” Nguyen obtain a federal \$10,000 Paycheck Protection Program (PPP) loan that allowed her to keep the doors of her Woodland Hills

café open during COVID-19. Paula is the CEO of Healthy Greens Corporation, DBA Healthy Greens Organics, which she established in 2015 to provide her community affordable healthy juices and fresh organic foods from local farmers. The economic hardship caused by the COVID-19 pandemic led her to contact the North Valley BSC, run by EWDD partner ICON CDC. Business Coach Alma Torres helped Paula obtain the \$10,000 PPP loan. The funding allowed Paula to pay the lease of her location, retain three part-time baristas and hire two additional part-time baristas. In the future, Paula hopes to open another two locations with a drive-through. “ICON CDC has many great resources available for the public,” Paula said. “Alma was a great coach. She was very helpful and provided me much help and support. She made me feel very comfortable and was always there to help me with as many resources she possibly could.” In addition to helping Paula with the PPP loan, Alma facilitated a free marketing consultation for Paula with the ICON CDC marketing team. They discussed brand awareness and social media engagement. Paula applied the marketing team’s advice and said that Healthy Greens’ social media presence has improved, especially since encouraging customers to place more online orders and through food delivery apps. Paula has also

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implemented new health and safety guidelines at Healthy Greens Organics to keep everyone safe during COVID-19, including installing plexiglass and six-foot floor decals. All staff are now required to wash their hands every 15 minutes, wear masks, gloves and practice social distancing. Customers are also required to wear masks and practice social distancing.

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) July 27, 2020 to July 31, 2020	
Number of walk-ins	927
Number of walk-ins by appointment	593
Number of call/emails	3,394
Number of calls regarding Unemployment Insurance (UI)	1,243

WORKFORCE METRICS

(Monthly metrics for June 2020)

CalJOBSSM *(online and mobile)**



2,729 Registrations

45%

Represents a 45% decrease in the number registered in the prior month (4,933)

**CalJOBSSM data takes 30 days to finalize*

WorkSource Centers



5,100 Enrollments

38%

Represents a 38% decrease in the number enrolled in the prior month (8,219)

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS	
LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise assisted	155
Microenterprise enrolled	17
Small businesses assisted*	42
Small businesses enrolled	6
Number of BSC Clients who attended virtual workshops	79
Sidewalk vendors assisted	19
Sidewalk vendors enrolled	11

**Compared to a pre COVID-19 weekly average number of 23*

"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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