



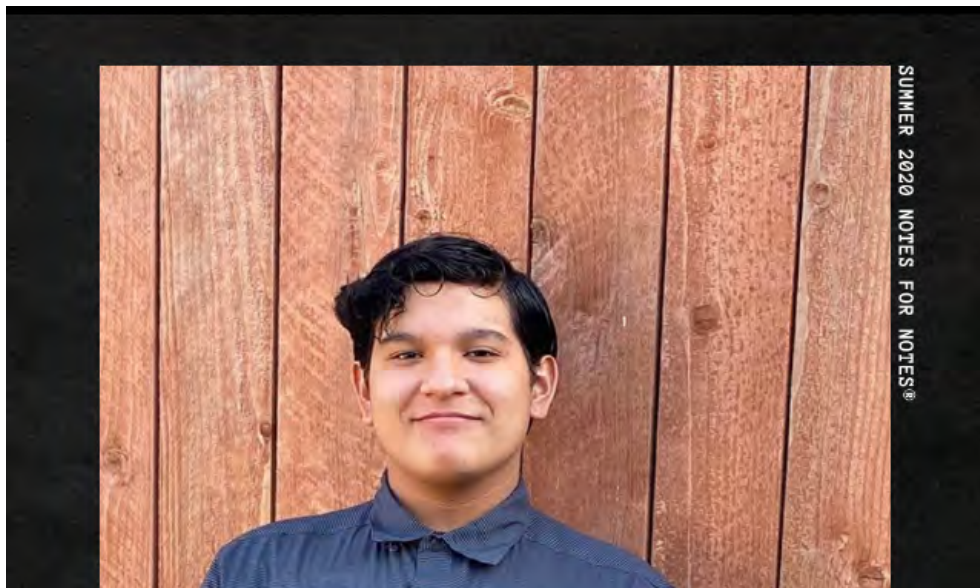
Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF January 4, 2021

Success Stories

HIRE LA'S YOUTH – SOCIALLY DISTANCED CREATIVITY DURING COVID-19

HIRE LA's Youth is a youth employment initiative led by the Office of Mayor Eric Garcetti. The program is intended to give young Angelenos their first work experience and launch them on the path to being lifetime earners. Due to the pandemic, the HIRE LA's Youth program was modified to offer virtual and in-person jobs for Los Angeles youth ages 14 to 24. All COVID-19 safety protocols are followed at in-person job sites. The story below highlights how several HIRE LA's Youth interns successfully expressed their creativity while practicing social distancing.





HIRE LA'S YOUTH INTERNS GAIN MUSIC PRODUCTION SKILLS

EWDD's YouthSource team and HIRE LA'S Youth partner Notes for Notes® recently held a virtual listening party celebrating the creative collaborations of youth participants who successfully produced songs and music videos while practicing socially distancing. In summer 2020, Notes for Notes® partnered with HIRE LA's Youth, bringing youth from Boyle Heights Technology YouthSource Center together for a unique experience. Over six weeks, participants gained experience in music production and were exposed to the ins and outs of the music industry. Participants worked within two teams which included artists, musicians, songwriters and producers with a common goal of writing original songs to be performed by the artists in a culminating performance. The curriculum focused on musical skills and social emotional learning, and participants catalogued their self-perceptions of confidence, creativity and collaboration. Youth participant Hector, 14, said his favorite part of the process was working as a team with other youth. "We all worked together better," he said. "So, this was a really cool journey." Notes for Notes® Program Director Alex Perez said that after some initial doubts about the program, Hector thrived and excelled in developing several music production skills. "By the end of the program, Hector proved to be one of the most versatile and

talented youth as he played multiple roles as rapper, audio engineer, and even video editor,” Alex said. “If there was a ‘most improved’ award Hector would hands down receive that award. He plans to continue working on developing his technical skills.” Notes for Notes® is planning to launch a second HIRE LA’s Youth cohort on February 16, 2021.



SOUTH VALLEY BSC HELPS JEWELRY STORE OBTAIN GRANT

The South Valley BusinessSource Center helped Yandra Rivera (above), owner of La Esmeralda jewelry store, obtain a \$5,000 grant from the LA Regional COVID-19 Recovery Fund that will allow her to keep her doors open. “The South Valley BusinessSource Center helped me obtain a grant that allowed me to pay the past-due rent and utilities for my business location,” she said. “I am very thankful because my business is still open. It is a difficult time but I am persevering.” Yandra was referred to the South Valley BSC by a friend from the Northeast Valley WorkSource Center in Pacoima. South Valley BSC business coach Jessica Acevedo provided technical assistance and guided Yandra through every step of the process, which ultimately led to a successful grant application. Yandra continues to work with the South Valley BSC, which is currently assisting her with access to capital to find additional funding to keep her business open. Jessica is also helping Yandra slowly transition her business to online platforms including Facebook Marketplace and Etsy. Their goal is to build La Esmeralda into a stronger brand, increase her sales, and hire an employee. Yandra established La Esmeralda in 2016, and in 2017, opened her store at Panorama City’s Plaza Del Valle. To adapt to COVID-19 safety guidelines, Yandra enforces social distancing and requires a mask upon entering. She also has hand sanitizer available for customers and disinfects her counters regularly to provide a safe shopping experience. La Esmeralda jewelry store is located in LA City Council District 6.

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

LA CARES Corps: coronavirus.lacity.org/CARESCorps

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) December 28, 2020 to December 31, 2020	
Number of walk-ins	479
Number of walk-ins by appointment	216
Number of call/emails	1,387
Number of calls regarding Unemployment Insurance (UI)	332

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending December 31, 2020	
Number of applications	8,559
Number of youth in lottery pool	1,061
Number of youth enrolled	2,249
YouthSource Center (YSC) enrollments	852
YSC enrollment goal	2,100
Percent complete	40.57%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS December 28, 2020 to December 31, 2020

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor

Microenterprise assisted	77
Microenterprise enrolled	1
Small businesses assisted	31
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	0
Sidewalk vendors assisted	23
Sidewalk vendors enrolled	0



The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th street and Garland Ave in downtown Los Angeles.

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711 for TRS (TTY)

If TTY/TTD is needed to contact us, please use 711 for Telecommunication Relay Services (TRS)

If you have any questions, comments, or wish to have a contribution considered for inclusion in an upcoming "Updates," please feel free to contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org