



Economic & Workforce Development Department (EWDD) Weekly Updates

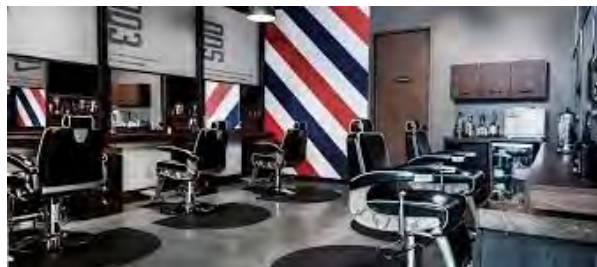
NEWS FOR THE WEEK OF JANUARY 11, 2021

Success Stories



GRANT ALLOWS BUSINESS TO KEEP MAKING MUSIC

The LA Regional COVID-19 Fund provided a grant to Leah Paul, owner of Sweet Potato Music, that allowed her to keep her business open. A professional and classically trained musician, Leah (second from left) taught music for 20 years before launching her own business nearly three years ago. Sweet Potato Music provides music lessons designed to foster early childhood development in babies and children up to five years old. Her music classes became popular in LA's East Side community and Leah was planning to expand her operations to the City's West Side. However, COVID-19 suddenly brought everything to a halt. Leah was able to move her business online to continue operating during the shutdown. However, with the amount of widely available musical resources online, she was forced to cut her class prices by 20 percent to stand out and stay competitive. This became an issue for her family's financial security, as her husband's career was among the affected industries put on hold due to the pandemic. With the grant from the LA Regional COVID-19 Recovery Fund, Leah was able to cover COVID-19 related expenses and meet the latest COVID-19 safety protocols. "The grant gave me breathing room to get what I needed to change direction," she said. "There are still so many unknowns that I can't relax, but I feel like I have enough structure in place that I will be able to get through this."



GRANT ALLOWS WOMEN-OWNED SALON STAY AFLOAT

The LA Regional COVID-19 Fund provided a grant to Rebecca McDonald, a co-owner of the Hammer and Nails salon in Echo Park, that has allowed the salon to stay afloat during the pandemic. Hammer and Nails is a 100 percent woman-owned men's grooming salon in Echo Park that provides haircuts, shaves, and hand and foot care. Rebecca, one of the three owners created a relaxing and luxurious salon experience by offering customers personal TVs, noise-cancelling headphones, leather chairs, and complimentary beverages. However, hair care has been one of the hardest-hit industries during the pandemic, and business reopenings have been volatile, with Hammer and Nails closing and reopening multiple times in both indoor and outdoor settings since March. While they have adjusted their operations and services quite efficiently, the business owners have still dealt with financial difficulties. Rebecca was diligently looking for ways to get help and keeping her relatively new business open—and the LA Regional COVID-19 Recovery Fund provided

the solution. As a grant recipient, Rebecca has received the help she needed to pay her employees and other COVID-19 related expenses. Now, Hammer and Nails has the breathing room to continue to grow. “I was ecstatic when I was finally picked,” she said. “All I can say is that it is impossible to be anything other than grateful.”



Family-owned La Lupita Restaurant (above) received a grant from the LA Regional COVID-19 Fund that is helping it stay afloat during COVID-19.

GRANT HELPS FAMILY RESTAURANT COVER EXPENSES

Silvia Chavez runs her family restaurant La Lupita, which has served the East LA community for almost 30 years. Silvia was forced to close the restaurant during the regional safer at home orders. With her business closed, bills began to pile up and Silvia was unable to pay rent. Even as restaurants were allowed to reopen, La Lupita does not have a parking lot or a usable space to host outdoor dining, and they were also unable to get by on takeout orders. La Lupita was on the verge of losing its restaurant space when Silvia discovered the LA Regional COVID-19 Recovery Fund. The \$5,000 grant she received helped her catch up on rent and bills for the restaurant, along with other COVID-19 related expenses. Silvia is hopeful that she will be able to reopen La Lupita soon.

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) January 4, 2021 to January 8, 2021	
Number of walk-ins	749
Number of walk-ins by appointment	489
Number of call/emails	2,620
Number of calls regarding Unemployment Insurance (UI)	643

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending January 8, 2021	
Number of applications	8,631
Number of youth in lottery pool	1,039
Number of youth enrolled	2,294
YouthSource Center (YSC) enrollments	875
YSC enrollment goal	2,100
Percent complete	41.67%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS January 4, 2021 to January 8, 2021	
LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise assisted	109
Microenterprise enrolled	7
Small businesses assisted	38
Small businesses enrolled	2
Number of BSC Clients who attended virtual workshops	16
Sidewalk vendors assisted	28
Sidewalk vendors enrolled	1



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

1200 West 7th Street
Los Angeles CA 90017

213-744-7300
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

