



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF JANUARY 24, 2022

Success Stories

The advertisement features a woman with long dark hair smiling and holding a white sign that says 'OPEN' in blue letters. The background is a blue-tinted image of a storefront. To the right of the woman, the text reads 'COMEBACK CHECKS PROGRAM' in large white letters, followed by '\$5,000 grants for 5,000 businesses in the City of Los Angeles' in smaller white text. At the bottom right, there are three logos: the City of Los Angeles logo, the County of Los Angeles logo, and the Business Source logo.

Round 3 applications are open until February 7, 2022

To apply, visit: ComebackChecksLA.com

Round 3 of the City of LA's Comeback Checks launched Monday January 24. Applications are due by 11:59PM Monday February 7, 2022. The Comeback Checks Program will provide \$5,000 grants to approximately 5,000 businesses in the City of Los Angeles impacted by COVID-19. Grant recipients will be selected through a weighted lottery process, with final award recommendations based on the availability of funds, program guidelines, submission of all required information, and supporting

documentation. Grant funds may only be used for allowable costs incurred on or after March 3, 2021. EWDD's team is working diligently to process applications as quickly as possible. Finalists will be notified 10 business days after the close of each round. Eligible applicants that were not selected as finalists at the end of rounds one and two are automatically enrolled in round three. For more information and to apply, visit ComebackChecksLA.com.



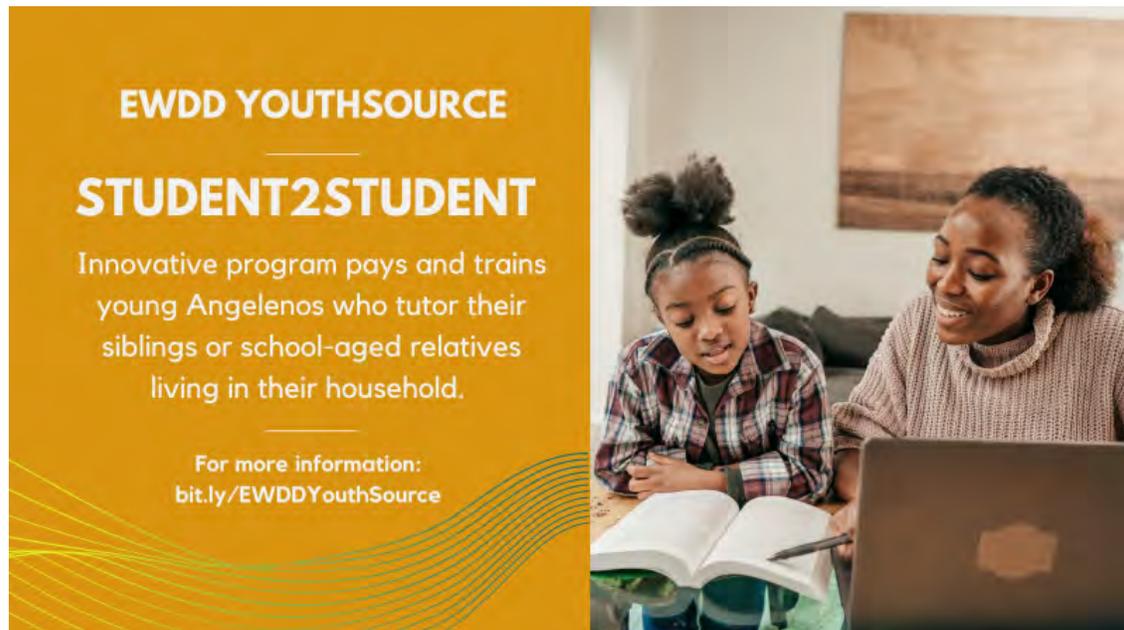
YOUTH TEAM STUDENT2STUDENT PILOT PROJECT SOARS

Mayor Eric Garcetti announced Monday January 24, 2022 the official launch of the Student2Student (S2S) program, which pays and trains young Angelenos who tutor their siblings or school-aged relatives living in their household. The program is an innovative partnership between the Mayor's Office, [EWDD's YouthSource Center](#) providers and high school students/continuation school students attending schools in the Los Angeles Unified School District (LAUSD). S2S was developed to mitigate the loss of in-person learning opportunities and work experience in the City of Los Angeles during COVID-19. LAUSD students enroll in the program through EWDD's YouthSource Center providers. LAUSD teachers support the youth tutors by providing curriculum assistance and sharing teaching best practices. The youth tutors work remotely from home and connect with LAUSD teachers through Zoom. Youth tutors then provide educational assistance to younger students attending Title I public schools. The youth tutors also earn \$15 per hour for 120 hours.

“The Student 2 Student program offers an opportunity to cultivate LA’s future teachers,” said EWDD General Manager Carolyn Hull (pictured above). “The pandemic robbed in-person learning for many of LA’s most vulnerable students and there is no replacement for that lost time. Allowing older students to tutor younger students is a step toward alleviating that learning loss, while giving them a sneak peek at life as an educator.”

During the 2020 to 2021 pilot year, 225 youth participated in the S2S program and earned a paycheck while tutoring elementary, middle, and in some cases, other high school students in their household. The pilot program indicated significant achievements in early survey results. S2S participants indicated that 70 percent of tutored students experienced a “large improvement” in English reading and writing, and 67 percent experienced “medium improvement” in Math.

This year, the City has provided more than \$3M to continue the S2S program. For program year 2021-2022, nearly 300 youth are participating in the S2S program, representing communities throughout the City. An LAUSD funded lead teacher is assigned to partner schools to support youth tutors. EWDD’s Youth team continues to collaborate on the S2S program with the Mayor’s Office, YouthSource and non-YouthSource providers and LAUSD.



The graphic features a yellow background on the left with white text. On the right, a photograph shows a young girl with her hair in a bun looking at a laptop screen while an older woman, presumably her tutor, looks on. The text on the left reads: 'EWDD YOUTHSOURCE', 'STUDENT2STUDENT', 'Innovative program pays and trains young Angelenos who tutor their siblings or school-aged relatives living in their household.', and 'For more information: bit.ly/EWDDYouthSource'. The photograph shows the girl and woman sitting at a table with an open book and a laptop.

CENTRAL WEST BSC HELPS SIDEWALK VENDOR MOVE TO EXPAND

After receiving a referral from another sidewalk vendor, Mario Olvera connected with the Central West [BusinessSource Center \(BSC\)](#) for business assistance and guidance on how to navigate the requirements of the [City of Los Angeles sidewalk vendor program](#). BSC staff provided Mr. Olvera a comprehensive orientation on sidewalk vending for merchandise, license and permits, annual reporting requirements, and assistance on how to apply for his license and permits. He applied for his sidewalk vending permits in 2020.

Prior to sidewalk vending, Mr. Olvera worked full-time at an airplane parts company and on the weekends sold electronics at the Pico Rivera Sports Arena, an indoor swap meet. In mid-2019, he came across the tight-knit sidewalk vending community in Historic South Central Los Angeles. He decided to align himself with the group and focus on selling electronics full-time as a sidewalk vendor.

The sidewalk vending community in Historic South Central has been severely impacted by the COVID-19. For eight months between the end of 2020 and beginning of 2021, due to the state order closure of non-essential businesses, consumers stopped shopping with sidewalk vendors. Since the start of the pandemic, the close-knit family of vendors saw five vendors die of COVID-19. Throughout the pandemic, they have continued to support each other and share resources that will benefit the community at large.

Mr. Olvera's primary source for inventory is to purchase palettes, discounted merchandise that has been returned to stores. His time as a swap meet business owner helped him develop a keen eye for selecting the best palettes from the best buyers. Over the past two years, he has built a loyal following of clients.

During a recent Central West BSC outreach event to other vendors in the area, Mr. Olvera reconnected with his BSC counselor. They met again later, where Mr. Olvera outlined his goal to open a store front location. The BSC counselor outlined a plan to build up his credit and obtain working capital. The counselor also emphasized the importance of developing his business financials, documenting, and reporting his sales and leveraging loans to grow the business.

With assistance from the BSC counselor, Mr. Olvera successfully applied for a start-up business loan.

"The loan is a help to build up my business. It's another help for me. The more money I have, the more possibilities I have to improve my [business] situation," he said. He said he highly recommends other entrepreneurs to the Central

West BSC, run by EWDD partner Pacific Asian Consortium in Employment (PACE).

The BSC staff continues to work with Mr. Olvera to find other sources of funding and is helping learn how to market his products on free online marketplaces.

Mr. Olvera's sidewalk vending business is located in [LA City Council District 8](#).

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

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

EWDD METRICS

WorkSource Center Contact Performance (COVID-19) January 17, 2022 to January 21, 2022:

Number of walk-ins	844
Number of walk-ins by appointment	328
Number of call/emails	1,751
Number of calls regarding Unemployment Insurance (UI)	311

Youth Workforce Data FY 21-22 (HIRE LA's Youth) Week ending January 21, 2022:

Number of applications	6,872
Number of youth in lottery pool	1,507
Number of youth enrolled	3,015
YouthSource Center (YSC) enrollments	1,044
YSC enrollment goal	2,100
Percent complete	50%

Los Angeles BusinessSource Centers (BSCs) Metrics January 17, 2022 to January 21, 2022:

Microenterprises assisted	89
Microenterprises enrolled	2
Small businesses assisted	40
Small businesses enrolled	1
Number of BSC Clients who attended virtual workshops	37
Sidewalk vendors assisted	29
Sidewalk vendors enrolled	2



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
