



**Economic & Workforce  
Development Department (EWDD) Weekly Updates**  
**NEWS FOR THE WEEK OF OCTOBER 4, 2021**

# Success Stories



## **HARBOR-WATTS BSC HELPS BIKE CLUB BUILD ENDURANCE**

It's rare to meet a true community leader, advocate, and businessman as humble as John Jones III, president and co-founder of the [East Side Riders Bike Club \(ESRBC\)](#). Located in Watts, the ESRBC has served more than 135,000 meals, donated hundreds of bikes to youth, and provided safety training and physical education classes all aimed at keeping the youth in Watts off the streets, out of gangs, and off drugs. The Harbor-Watts [BusinessSource Center \(BSC\)](#) has a long-standing relationship with John and has had the privilege of assisting and partnering with the organization on multiple occasions. In July 2021, John was a guest speaker at the monthly Harbor-

Watts BSC small business networking event where he discussed how he started and manages his organizations. He spoke about how the BSC was able to help him start the for-profit company ESR Bike & Skate Shop, assisting with license and permit applications. The addition of the ESR Bike & Skate Shop created a new stream of income he could use to subsidize his non-profit, removing the heavy burden of relying solely on grants and donations. In addition, the BSC connected John with DLBLF Financial Counseling LLC, another black-owned South LA business, who helped him build his business credit. Through this partnership, John and ESR Bike & Skate Shop were able to secure thousands in working capital. If you would like to learn more about East Side Riders Bike Club visit [www.esrbc.org](http://www.esrbc.org).

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### **SOUTHEAST LA WSC HELPS SINGLE MOM PURSUE CAREER**

Keenya Walker is a single mother of five who has struggled to keep food on the table. While her children were at home due to the COVID-19 school children, it was difficult for her to find employment. The Southeast Los Angeles [WorkSource Center \(WSC\)](#), run by EWDD partner Watts Labor Community Action Committee (WLCAC), helped enroll Keenya into the Los Angeles Community CARE Corp Program, which offered temporary employment to Angelenos whose livelihoods were impacted by the pandemic. The program ended in December 2020. Motivated to improve her situation, Keenya began working with a WSC case manager and expressed an interest in pursuing a

career in drug and alcohol counseling. She was referred to the Los Angeles Training Institute for Addiction Counselors. Keenya managed her children's school schedule by day and participated in online classes at night. She worked diligently to complete her training and received her certification in August 2021.

Keenya then met with a WSC case manager and job developer to begin searching for employment in her new career field. After a few weeks and with the help of her case manager, Keenya finally received a call for an interview. To prepare, Keenya participated in several mock interview sessions with WSC staff. Keenya's interview was a success and she was hired at "A Step Up," which specializes in the treatment of alcoholism, opioid addiction, mental health and substance abuse.

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#### **EWDD + LAEDC Layoff Aversion Program Helps COVID- Impacted Business**

EWDD sponsors the [Layoff Alternative Program for City of LA](#) in partnership with the [Los Angeles County Economic Development Corporation \(LADEC\)](#), which oversees the program. Under this collaboration, LAEDC's Business Assistance Team works together with other organizations to connect LA businesses with the resources needed to retain jobs, including resources for financing, tax credits, permitting, tax problems, staff training and cost containment. Below is a story featuring how LAEDC's non-profit partner, The Valley Economic Alliance (TVEA), assisted a skincare manufacturing business.



### **EWDD PARTNERSHIP HELPS MAKEUP CO. BUILD STAYING POWER**

Founded in 2008, [Innovative Cosmetic Labs \(ICL\)](#), a Chatsworth-based contract manufacturer, has had a mission of formulating products using clean, eco-friendly, and plant-based effective ingredients. Due to the pandemic, ICL saw sales decline since consumers were purchasing less beauty products. Because of this, ICL's owner, Matt Stearn, was tasked with pivoting from a focus on facial care products to hand cleaning and moisturizing products. On top of shifting to new business products, Matt was concerned about his ability to retain his 16 new employees as well as his prior 22 employees. With this concern, Matt reached out to [The Valley Economic Alliance \(TVEA\)](#), a non-profit that assists businesses connect to free and low-cost business resources. TVEA helped Matt secure a \$350,000 Economic Injury Disaster Loan (EIDL) increase. They also helped Matt with a corporate structure optimization analysis, value-added digital marketing and email solutions, and information about R&D Tax Credits, a franchise tax fee exemption, and the SBA Loan Program to purchase a warehouse. With the TVEA's help and increased disaster funds, Matt was successful in retaining his 16 production staff employees. Matt is optimistic about ICL and the growth opportunities that lie ahead, knowing that TVEA will be at his side when he needs them. He said, "With whatever issue that I had, TVEA had something for that. It's great knowing that if I don't have my own personal contacts, we could reach right out and be put in touch with somebody."

## LINKS to COVID-19 RESOURCES

### JOB RESOURCES

LA JOBS PORTAL: [jobs.lajobsportal.org](http://jobs.lajobsportal.org)

VIRTUAL ORIENTATIONS: [bit.ly/LAjoblosshelp](http://bit.ly/LAjoblosshelp)

### BUSINESS RESOURCES

LA REGIONAL COVID FUND: [lacovidfund.org](http://lacovidfund.org)

SMALL BUSINESS PROGRAM: [ewddlacity.com/index.php/small-business-loans](http://ewddlacity.com/index.php/small-business-loans)

LA CARES Corps: [coronavirus.lacity.org/CARESCorps](http://coronavirus.lacity.org/CARESCorps)

BusinessSource Centers: [bit.ly/LABusinessSource](http://bit.ly/LABusinessSource)

WorkSource Centers: [bit.ly/EWDDWorkSource](http://bit.ly/EWDDWorkSource)

YouthSource Centers: [bit.ly/EWDDYouthSource](http://bit.ly/EWDDYouthSource)

## EWDD Metrics

### WORKFORCE DEVELOPMENT DIVISION

#### WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) September 27, 2021 to October 1, 2021

Number of walk-ins	1,287
Number of walk-ins by appointment	664
Number of call/emails	2,754
Number of calls regarding Unemployment Insurance (UI)	396

#### YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending October 1, 2021

Number of applications	5,102
Number of youth in lottery pool	1,220
Number of youth enrolled	1,682
YouthSource Center (YSC) enrollments	437
YSC enrollment goal	2,100
Percent complete	20.8%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

September 27, 2021 to October 1, 2021

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

Microenterprises assisted	160
Microenterprises enrolled	19
Small businesses assisted	29
Small businesses enrolled	5
Number of BSC Clients who attended virtual workshops	80
Sidewalk vendors assisted	42
Sidewalk vendors enrolled	25



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](mailto:Jamie.Francisco@lacity.org)