



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF OCTOBER 18 2021

Success Stories



**\$5,000 GRANTS FOR 5,000 BUSINESSES
IN THE CITY OF LOS ANGELES**

COMEBACK CHECKS PROGRAM



Applications for Round 1 open October 26 and close November 2nd!

Visit: ComebackChecksLA.com

Application portal launches 10/26

COMEBACK CHECKS \$5,000 GRANTS FOR CITY'S SMALL BUSINESS

The \$25M City of Los Angeles “Comeback Checks” program is launching **October 26, 2021**. Funding will be distributed over several rounds. The application period for Round 1 begins next Tuesday and closes one week later on Tuesday, **November 2, 2021**. Microbusinesses, small and medium businesses are eligible to apply for the \$5,000 grants, which will provide financial assistance to businesses needing support in their COVID-19 economic recovery efforts. Businesses must be located and operated within the boundaries of the City of Los Angeles. Grant recipients will be selected through

a weighted lottery process, with final awards 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 BusinessSource Centers](#) are available to assist prospective applicants. To reach your local BusinessSource Center, visit: bit.ly/LABusinessSource. The application portal opens October 26. For a full list of eligibility criteria, visit <http://comebackchecksla.com/>.



CENTRAL/WEST BSC HELPS SALON OWNER TRIM WORRIES

The Central/West [BusinessSource Center](#) (BSC) helped Fulvia Veronica Posadas, owner of Veronica Beauty Salon, obtain COVID-19 financial recovery

assistance that allowed her business to stay afloat and avoid eviction. Fulvia (pictured above) established her business in 2016 to provide for her family and pay for her children's college expenses. Located in the Pico-Union/Westlake neighborhood, Fulvia set affordable prices for her customers, many of whom are from low-income families.

Her sales dropped to zero when she closed her salon in compliance with COVID-19 Safer at Home orders. She fell behind on rent and she was in danger of being evicted from her commercial property. Since reopening, she has slowly been trying to increase sales, but they remain at less than 50 percent of her pre-COVID-19 annual revenue. She was not able to purchase inventory based on sales and realized that she needed to apply for a loan. Fulvia received a referral to the Central/West BSC, operated by EWDD partner PACE. The BSC lending team translated all of the application documents into Spanish and helped her prepare the loan application packages. With guidance from the BSC lending team, Fulvia submitted successful applications for an Economic Injury Disaster Loan (EIDL) and an SBA Microloan, which helped her pay for rent and inventory for her salon.

Fulvia is proud she was able to keep her business open and be a successful entrepreneurial role model for her children. She said she is very thankful for the services she received from the BSC during this difficult time and she will continue to work with the BSC team. In fact, she was so pleased with the services she received, she has already recommended two other entrepreneurs to the BSC for assistance with small business loans.

Veronica Beauty Salon is located in LA City Council District 1.



Harbor-Watts BusinessSource Center

WITH JOB TRAINING, FORMER BABYSITTER ENTERS NEW ADVENTURE

Maria had been working as a babysitter since immigrating to the US from Spain in 2018. In March 2020, she lost her job due to COVID-19. She connected with the Harbor-Gateway WorkSource Center (WSC) last fall in search of rent assistance and job training services. Maria (pictured above) qualified for a rent reimbursement grant and the WSC also helped her successfully apply for a scholarship to obtain a training certification in the US to be more competitive with the current labor market. Maria had previously tried to obtain work in the marketing field but was unsuccessful because she had no work experience in the US. Her education and marketing work experience was all in her home country, Spain. In September 2020, Maria began training for a Certification in Marketing with a concentration in digital marketing at UCLA Extension. She completed an 18-month program within 9 months by taking two to three classes each quarter. After completing the UCLA extension program, Maria was hired as Business Development Executive with a tech sales company based in

Chicago. She said that she was considered for this job because of the digital marketing training certification. Maria started at her job in September 2021. She works remotely.

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) October 11, 2021 to October 15, 2021

Number of walk-ins	1,146
Number of walk-ins by appointment	614
Number of call/emails	2,448
Number of calls regarding Unemployment Insurance (UI)	288

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending October 15, 2021

Number of applications	5,464
Number of youth in lottery pool	1,333
Number of youth enrolled	1,918
YouthSource Center (YSC) enrollments	523
YSC enrollment goal	2,100
Percent complete	25%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

October 11, 2021 to October 15, 2021

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

Microenterprises assisted	134
Microenterprises enrolled	17
Small businesses assisted	41
Small businesses enrolled	8
Number of BSC Clients who attended virtual workshops	78
Sidewalk vendors assisted	42
Sidewalk vendors enrolled	9



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