



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF OCTOBER 5, 2020

Round 5 of the L.A. Regional COVID Fund launched Monday October 5, a joint effort between the City and County of Los Angeles, in partnership with institutional and corporate philanthropy efforts to provide loans and grants to micro-entrepreneurs, small businesses and non-profits suffering from the devastating economic impacts of COVID-19.

Scheduled to open soon, EWDD is launching the City of Los Angeles Child Care Provider Grant Program, which will offer approximately \$10M in financial assistance to licensed child care centers. To be eligible, child care providers must have budgets less than \$5M and must not be a Head Start or Early Start program. Six of EWDD's BusinessSource Centers are designated to provide technical assistance to applicants. Grants will be available up to \$10,000 for family child care homes, \$25,000 for small child care centers offering up to 60 slots, and \$50,000 for large child care centers that serve more than 61 clients. The grant will be administered through a partnership with Low Income Investment Fund (LIIF).

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

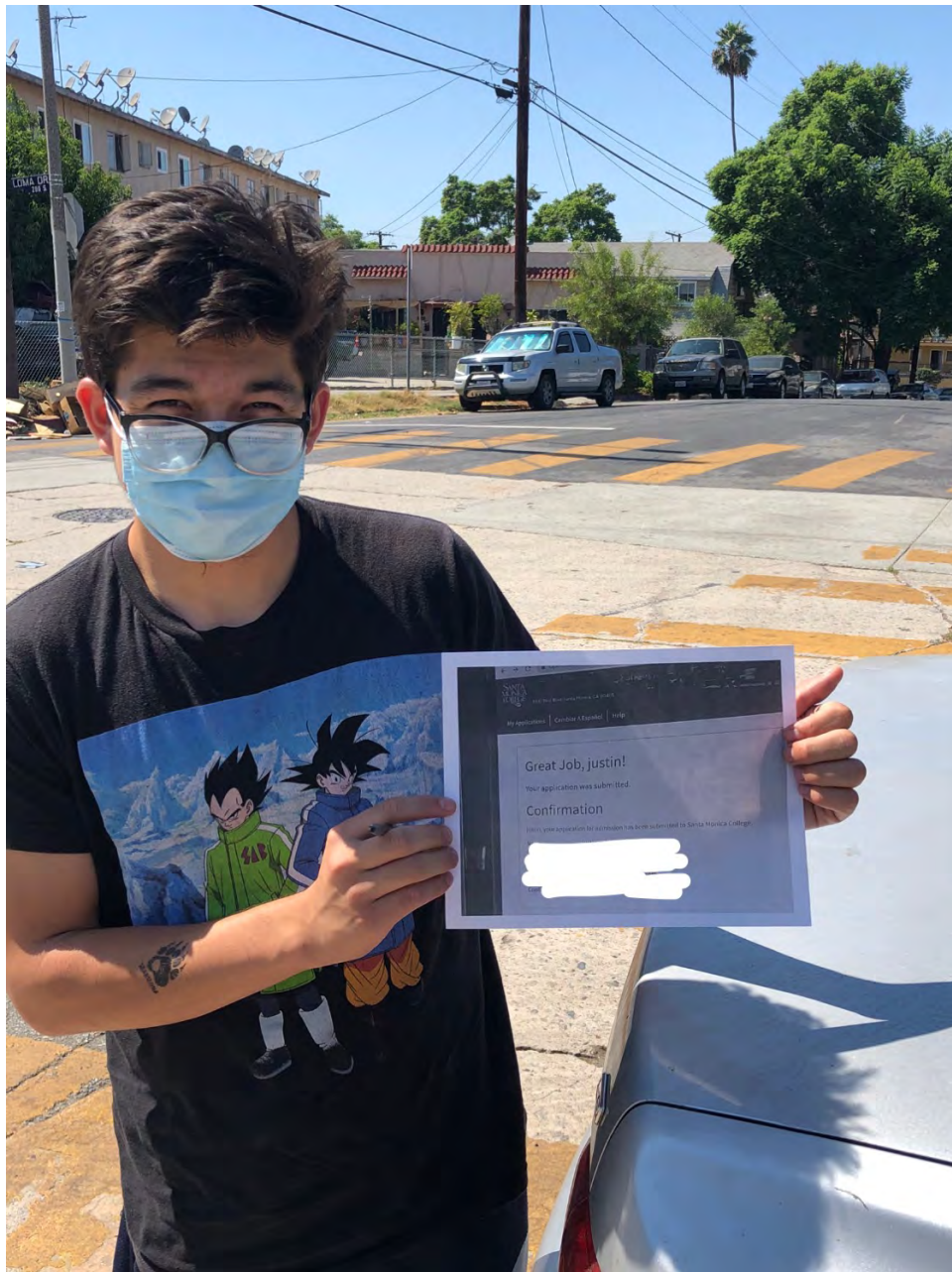
Success Stories



Helping Small Businesses Survive COVID-19

NORTH VALLEY BSC HELPS RESTAURATEUR OPEN 2ND LOCATION

The North Valley BusinessSource Center (BSC) recently helped long-time client Ligia Baires (above) expand her restaurant “La Sabrosa” to a second location, and assisted her in setting up her business to reflect COVID-19 health and safety guidelines. For more than four years, Ligia has worked closely with North Valley business coach Maria Luviano to reduce overhead costs at her first “La Sabrosa” restaurant in Sylmar. The cost savings ultimately allowed Ligia to use her own funds to open “La Sabrosa #2” in Van Nuys, and create one full-time cook position. “The North Valley BusinessSource Center has helped me so much. If it wasn’t for them, I don’t know where I’d be,” she said. Maria assisted Ligia with all pre-startup requirements for La Sabrosa #2 including obtaining the required licenses and permits, lease negotiations and cost-structuring. She also helped Ligia participate in the L.A. Al Fresco program so that both La Sabrosa locations could offer outdoor seating. Ligia received additional tools to help effectively manage her new location, including human resources consulting to organize her employees’ work schedules to increase workplace productivity. A BSC marketing also coach gave Ligia a primer on the importance of branding and how to attract new customers using social media and networking. La Sabrosa #2 is up and running, with decals placed at six-foot intervals to enforce social distancing and masks are required at all times.



Assisting Young Angelenos During Pandemic

During COVID-19, young Angelenos ages 14 to 24 can still turn to EWDD's 14 YouthSource Centers for resources, including job skills training, work readiness programs and mentoring and counseling. EWDD's YouthSource, WorkSource and BusinessSource Centers are providing assistance by phone, email and social media, with limited in-person appointments due to health and safety guidelines. This week, EWDD Updates shares the story of a youth participant that received assistance during the pandemic from EWDD partner Para Los Niños (PLN), which operates the Central Los Angeles/Westlake and Northeast Los Angeles YouthSource Centers.

YSC HELPS YOUTH REGISTER FOR COLLEGE DURING COVID

Justin (above) came to the Para Los Niños (PLN) YouthSource Center because he had just received his high school diploma, but was unsure about his education and career path. Working with a PLN YouthSource career advisor,

Justin decided that he wanted to become an Emergency Medical Technician (EMT). Justin was scheduled to begin his EMT course in May 2020, but classes were cancelled due to COVID-19. Justin was further impacted when he was laid off from his job due to COVID-19. Justin refused to let these barriers stop him from pursuing his dreams of furthering his education. Instead Justin proactively asked his PLN career advisor for assistance in submitting his college application and applications for financial aid. With the assistance Justin received from PLN, he recently started his fall semester at Santa Monica College.

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) September 28, 2020 to October 3, 2020	
Number of walk-ins	1,139
Number of walk-ins by appointment	763
Number of call/emails	2,717
Number of calls regarding Unemployment Insurance (UI)	803

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending September 25, 2020	
Number of applications	6,993
Number of youth in lottery pool	1,186
Number of youth enrolled	1,452
YouthSource Center (YSC) enrollments	379
YSC enrollment goal	2,100
Percent complete	18.05%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS September 28, 2020 to October 2, 2020

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

Microenterprise assisted	131
Microenterprise enrolled	9
Small businesses assisted*	42
Small businesses enrolled	4
Number of BSC Clients who attended virtual workshops	104
Sidewalk vendors assisted	22
Sidewalk vendors enrolled	9

*Compared to a pre COVID-19 weekly average number of 23



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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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