



# Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF NOVEMBER 2, 2020



2020 has been a year of uncertainty, but EWDD remains committed to being a reliable resource to the small businesses, job seekers and youth of Los Angeles. It may be a tumultuous time, but our BusinessSource, WorkSource and YouthSource Centers will continue to be available to assist all Angelenos.

## LINKS to COVID-19 RESOURCES

### JOB RESOURCES

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

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

### BUSINESS RESOURCES

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

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

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

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

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

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

# Success Stories



## ***HELPING SMALL BUSINESSES DURING COVID-19***

### **SOUTH VALLEY BSC HELPS LAUNCH ELLIE'S ONLINE DEALS**

The South Valley BusinessSource Center (BSC) recently helped entrepreneur Isabel Baleon-Sandoval (above) launch Ellie's Online Deals, a sidewalk vending business that specializes in selling cleaning products during COVID-19. When news of COVID-19 caused people to "panic buy," Isabel (left) realized that saving money was a priority during moments of crisis. "To me, it seemed unfair that people had to buy expensive cleaning products to stay safe from the virus," she said. "I wanted to start a business that could help people save money while obtaining quality products." Once Isabel learned that the City of Los Angeles was legalizing sidewalk vending, she decided to launch Ellie's Online Deals. Isabel received a recommendation to contact the South Valley BusinessSource Center, where she worked with business coach Jessica Acevedo. The South Valley BusinessSource Center is run by EWDD partner

ICON CDC. Jessica helped Isabel navigate through the City's Sidewalk and Park Vending Permit Program and led her through the process of obtaining the required licenses and permits to launch her business. Isabel also received guidance on how to develop a marketing strategy to promote her products, such as the importance of brand awareness and the benefits of building a strong social media presence. "I would definitely recommend the South Valley BusinessSource Center. They make the process of starting your business very easy." Isabel's goal is to eventually launch her own website, sell her products on EBay and Amazon, launch a subscription service, and implement delivery options for Ellie's Online Deals. She is currently working with the South Valley BSC to turn her business ideas into reality. In the meantime, Ellie's Online Deals is open on Saturdays between 7AM to 2PM at Lanark Recreation Center in Canoga Park. Isabel completed the LA County COVID-19 Safety Compliance Certificate Program Training so she could offer her clients a safe outdoor shopping experience. Ellie's Online Deals is located in Council District 3.

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### **NORTHEAST YSC HELPS YOUTH GET BACK TO SCHOOL TO PURSUE CAREER AS ELECTRICIAN**

The Northeast YouthSource Center helped participant Eddie (above) discover his career path and take steps toward achieving his goal of becoming an

electrician. Eddie sought out the Northeast YSC, run by EWDD contractor Para Los Niños, because he was interested in returning to school and finding a job. He was also motivated because he wanted to become a role model for his younger siblings. After several career and academic assessments with a PLN career advisor, Eddie determined that he wanted to enroll in electrician training at East Los Angeles Occupational Center (ELAOC). It took some time for Eddie to adjust to distance learning, but he has been excelling at school and the Northeast YSC continues to provide Eddie intensive case management to ensure school retention. Eddie has been attending virtual meetings with his PLN career advisor to identify and address any barriers that he may be experiencing. He is also actively participating in the center's programs, including the job readiness curriculum. Eddie is now in the process of completing his third electrician course at ELAOC while working night shifts at FedEx. The Northeast YSC is committed to helping Eddie achieve his goals and is supporting him with school tuition, transportation, school supplies, tools for his class and textbooks. His career advisor is also working with Eddie to identify long term housing solutions so that he can continue to be successful in school.

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# HIRE LA'S YOUTH

## **HIRE LA'S YOUTH INTERNS TRAINED TO ASSIST STUDENTS STRUGGLING WITH DISTANCE LEARNING**

Thirty-five HIRE LA's Youth participants recently received training to serve as Academic Support Interns, which will allow them to assist younger students struggling with distance learning during COVID-19. EWDD partner Para Los Niños (PLN), which oversees the Central LA, Westlake and Northeast LA YouthSource Centers, recognized that many students were facing challenges

adapting to remote learning and could benefit from additional assistance. This presented an opportunity for a partnership between the PLN YouthSource Centers and three PLN-operated charter schools: Gratts Primary Center, PLN Elementary and PLN Middle School. The HIRE LA's Youth interns enrolled at the PLN YouthSource Centers received training to assist small groups of students requiring extra help, facilitate breakout group activities and operate a homework helpline. The internship provided much needed support to students struggling with distance learning instruction and introduced the 35 HIRE LA's Youth participants to careers in education. HIRE LA'S Youth is Mayor Eric Garcetti's youth employment program, which offers many young Angelenos their first work experience, placing them on the path to become lifetime earners. This year, Hire LA's Youth is offering virtual and in-person jobs for young people, between the ages of 14 and 24, who live in the City of Los Angeles and meet the eligibility criteria. All COVID-19 safety protocols will be followed at in-person job sites.

## EWDD Metrics

### WORKFORCE DEVELOPMENT DIVISION

<b>WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19)</b> October 26, 2020 to October 30, 2020	
Number of walk-ins	947
Number of walk-ins by appointment	681
Number of call/emails	2,664
Number of calls regarding Unemployment Insurance (UI)	645

<b>YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH)</b> Week ending October 30, 2020	
Number of applications	7,600
Number of youth in lottery pool	1,057
Number of youth enrolled	1,859
YouthSource Center (YSC) enrollments	520
YSC enrollment goal	2,100
Percent complete	24.76%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS October 26, 2020 to October 30, 2020

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

Microenterprise assisted	123
Microenterprise enrolled	13
Small businesses assisted*	30
Small businesses enrolled	2
Number of BSC Clients who attended virtual workshops	77
Sidewalk vendors assisted	16
Sidewalk vendors enrolled	4

*\*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.

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