



## Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF NOVEMBER 9, 2020



On October 31, 2020 members of the Watts Youth Council at the Southeast Los Angeles YouthSource Center participated in the Get Out and Vote Ride, an event to encourage community members to cast their ballots in the November elections. The event reflected the YouthSource System's efforts to encourage youth to understand the power of their voices, and provided an opportunity for the youth (pictured above) to engage in the democratic process. During these tumultuous times, EWDD's YouthSource, WorkSource and BusinessSource Centers remain committed to providing reliable resources to assist the City's youth, job seekers, small businesses and entrepreneurs.

## 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)

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

# Success Stories

## ***LA REGIONAL COVID-19 RECOVERY FUND***

On August 31, 2020, the County and City of Los Angeles announced the creation of the LA Regional COVID-19 Recovery Fund, a joint effort to provide financial assistance to micro entrepreneurs, small businesses and non-profits experiencing economic hardships due to the coronavirus. Awards ranging from \$5,000 to \$25,000 were provided over six rounds, the last of which ended October 26, 2020. The two stories below describe how the COVID-19 Recovery Fund assisted local businesses. In the upcoming weeks, EWDD Updates will feature additional stories on City of LA businesses that received grants and how the funding is helping them stay afloat during COVID-19.



### **GRANT HELPS FAMILY-OWNED ART SCHOOL STAY OPEN**

The LA Regional COVID-19 Recovery Fund helped husband-and wife-team Paul Eventoff (above right) and Donna Zweig (above left), owners of the Wizard of Art independent art school, cover rent during the pandemic and ensure that it is able to remain in its Los Feliz location. The school is a community fixture and has been in the same location for 24 years. The school provides personalized drawing and painting lessons to students of all ages and abilities, and has served students from age four to 104. When COVID-19 hit, in-person classes for the school had to be cancelled, leading to a drop in enrollment and uncertainties on how the owners would pay for business expenses. When Eventoff and Zweig learned they had received a grant through the LA Regional COVID-19 Recovery Fund, they were able to pay their rent and ensure that the school would be able to stay in its location. The school is currently offering virtual art classes over Zoom. “This grant has been a godsend,” Eventoff said. “We are so grateful to continue offering art classes to the community in any way we can.” The Wizard of Art school is located in Council District 4.



## **GRANT HELPS LA TAVERNA CUBANA GET BY UNTIL OUTDOOR DINING RESUMES**

The LA Regional COVID-19 Recovery Fund has helped Marciela Guerrero cover operating expenses until indoor dining resumes and she can reopen her restaurant La Taverna Cubana. As a proud Latina businesswoman, Ms. Guerrero established the Valley Village-based restaurant with the hopes of one day passing the family business down to her children. However, like many others impacted by business restrictions imposed during the pandemic, the Cuban restaurant has seen a decline from their usual customers from nearby offices and studios. Though Guerrero has seen some walk-ins dedicated to purchasing some of her authentic cuisine, customers have not been allowed to dine-in. Ms. Guerrero started her business from scratch and all of her profits have gone back into the restaurant. She said she loves interacting with customers from a variety of backgrounds, while providing top-quality food with great service. Unfortunately, as a result of her financial pressures, she had to let go of one of her cooks and take over as a kitchen cook. After hearing about the LA Regional COVID-19 Recovery Fund, Ms. Guerrero applied and received a grant which helped her cover her rent, payroll, liability insurance, and merchandise fees while she awaits the return of dine-in services. She said she hopes other women of color-owned businesses will have the same opportunity to receive similar support. "I am 100% positive and I will not let the situation or people around me shut me down," she said. "I am so grateful for the grant I saw it as a good sign that I had to keep on fighting and working." The La Taverna Cabana restaurant is located in Council District 2.

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# EWDD Metrics

## WORKFORCE DEVELOPMENT DIVISION

<b>WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19)</b> <b>November 2, 2020 to November 6, 2020</b>	
Number of walk-ins	943
Number of walk-ins by appointment	626
Number of call/emails	2,547
Number of calls regarding Unemployment Insurance (UI)	409

<b>YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH)</b> <b>Week ending November 6, 2020</b>	
Number of applications	7,783
Number of youth in lottery pool	1,072
Number of youth enrolled	1,948
YouthSource Center (YSC) enrollments	580
YSC enrollment goal	2,100
Percent complete	27.62%

## ECONOMIC DEVELOPMENT DIVISION

<b>LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS</b> <b>November 2, 2020 to November 6, 2020</b>	
<b>LABSCs Reporting:</b> North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise assisted	138
Microenterprise enrolled	5
Small businesses assisted*	41
Small businesses enrolled	2
Number of BSC Clients who attended virtual workshops	115
Sidewalk vendors assisted	53
Sidewalk vendors enrolled	2

\*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)