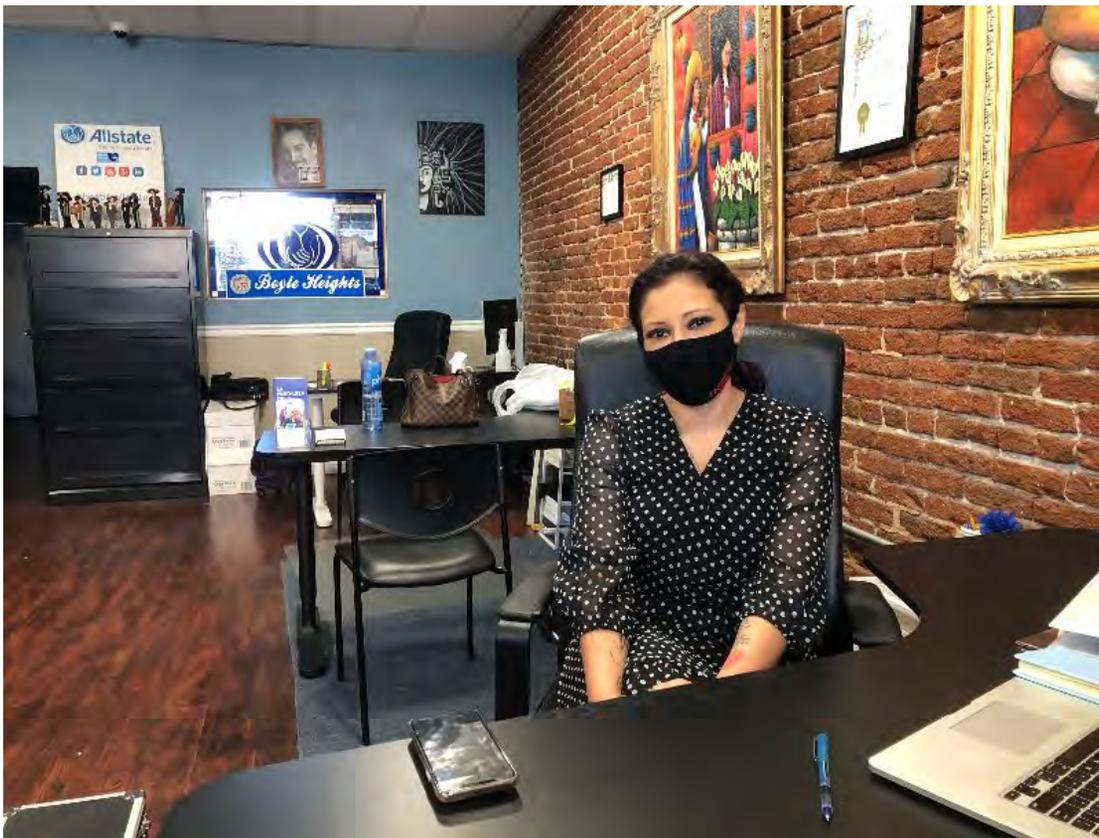




## Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF NOVEMBER 16, 2020



### **EAST LA BSC HELPS AGENCY MEET COVID-19 GUIDELINES**

The East Los Angeles BusinessSource Center (BSC) helped Beatriz Zaragosa, owner of Four Corners Insurance, Inc., obtain an SBA Economic Injury Disaster Loan (EIDL) that allowed the small business to stay open during COVID-19 and save the jobs of ten employees. In addition, the East Los Angeles BSC, in partnership with the Mayor's Office of Economic Development, and a team of

volunteer architects, helped the insurance agency implement COVID-19 safety measures in preparation for when the business was allowed to reopen. The team assisted the insurance agency with updating its office layout to account for social distancing and helped the agency create company branded safety guidance floor decals, banners and signage for customers and employees. Zaragosa (above) established the agency in 2012, which is an Allstate Insurance franchise. The business grew quickly and in 2015, the agency expanded to a second location in Boyle Heights.

## **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**

**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**

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

The LA Regional COVID-19 Recovery Fund is a joint effort between the City and County of Los Angeles to provide financial assistance to micro entrepreneurs, small businesses and non-profits experiencing economic hardships due to the coronavirus. Selected applicants are awarded grants ranging from \$5,000 to \$25,000. Six rounds of applications were held, the last of which ended October 26, 2020. This week's stories below describe how the COVID-19 Recovery Fund assisted a non-profit based in Watts (CD15) and a talent agency located on the City's West Side (CD11). 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 NON-PROFIT HOST PROGRAMS FOR YOUTH**

The LA Regional COVID-19 Fund awarded non-profit OLASTEEO a grant that allowed them to fund key programs and support operations and marketing efforts. OLASTEEO (Our Lives As Seen Through Each Other) serves the Watts community in South Los Angeles and creates empowering experiences for students intended to inspire them to create social change. Aaron Friedman, president and co-founder of OLASTEEO, has spent the last five years curating interactive workshops, immersive trips, and powerful speakers for their youth scholars. Given the challenges of COVID-19, Friedman searched for ways to expand the non-profit's virtual programming and launched its OLASTEEO Speaker Series. Friedman said the LA Regional COVID-19 Recovery Fund grant will help fund the speaker series for the next nine months. The grant also helped the non-profit fund its recent Summer Virtual Experience, a two-day event with virtual guest-speakers and educational sessions. The grant funding is supporting the organization's operations and marketing efforts to expand their presence in Los Angeles. As a newer organization in South Los Angeles, the grant gives OLASTEEO and Friedman hope that major grant donors will recognize their dedicated work in the community—starting with the successes following their LA Regional COVID-19 Fund grant. "We are a relatively new organization with huge dreams and aspirations—thinking globally and acting locally," Friedman said. "Years from now, when we've impacted hundreds, perhaps thousands of students, funded in significant part by grant money, we will never forget the one grant that got it all started." OLASTEEO is located in Council District 15.

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## **GRANT HELPS TALENT AGENCY STAY IN BUSINESS**

The LA Regional COVID-19 Grant helped Don Franken, owner of World Class Sports talent agency, keep his business afloat after the pandemic caused the entertainment industry to go dark. Franken founded the sports talent and celebrity agency in 1982, which over the years has booked 6,000 athletes,

coaches, announcers, officials, and referees in sports commercials, print ads, endorsements, and speaking engagements. World Class Sports works with athletes and sports celebrities. When COVID-19 began, much of the entertainment world was shut down and marketing budgets were among the first line items to get cut. For Franken and his business partner, this meant being unable to book endorsements and appearances for his clients and his whole team working without a salary to keep the business open. After receiving a grant from the LA Regional COVID-19 Recovery Fund, Franken renewed marketing efforts to bring back business during LA's reopening process. The grant also helped the agency cover rent and pay business expenses. "The grant came as a surprise, and came at the suggestion of a business associate who applied for this grant," Franken said. "I never expected anything but hoped things might work out. It is having a very positive impact." World Class Sports is located in Council District 11.

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## EWDD Metrics

### WORKFORCE DEVELOPMENT DIVISION

<b>WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19)</b> November 9, 2020 to November 13, 2020	
Number of walk-ins	881
Number of walk-ins by appointment	596
Number of call/emails	2,484
Number of calls regarding Unemployment Insurance (UI)	340

<b>YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH)</b> Week ending November 13, 2020	
Number of applications	7,892
Number of youth in lottery pool	1,076
Number of youth enrolled	2,052
YouthSource Center (YSC) enrollments	610
YSC enrollment goal	2,100
Percent complete	29.05%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS November 2, 2020 to November 6, 2020

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

Microenterprise assisted	257
Microenterprise enrolled	3
Small businesses assisted*	41
Small businesses enrolled	1
Number of BSC Clients who attended virtual workshops	53
Sidewalk vendors assisted	354
Sidewalk vendors enrolled	4

\*Compared to a pre COVID-19 weekly average number of 2



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)