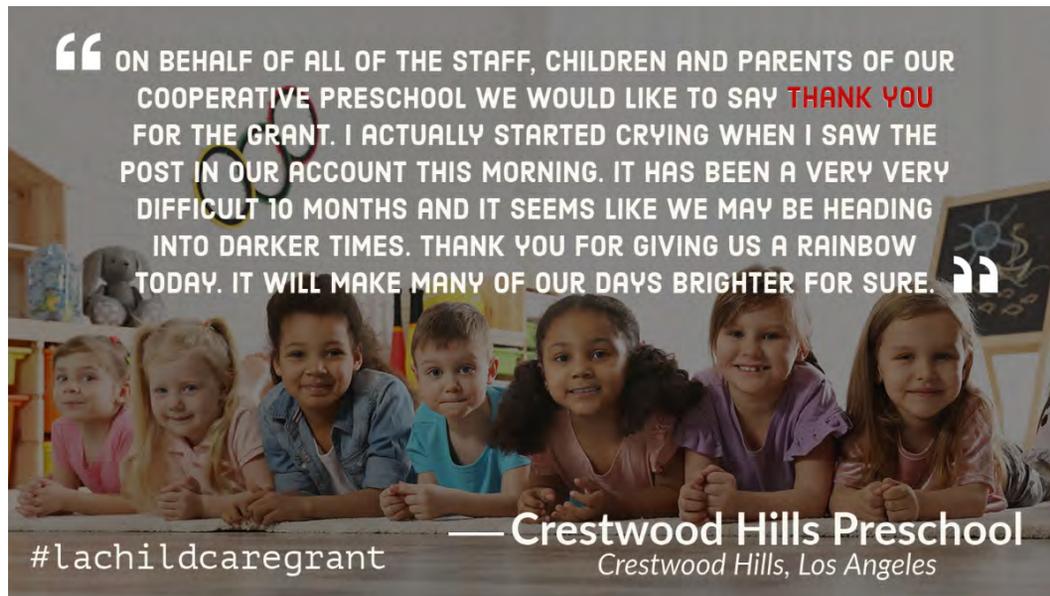




Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF NOVEMBER 30, 2020



The City of Los Angeles COVID-19 Child Care Provider Grant Program was launched in October 2020 to offer financial relief to licensed child care homes and child care centers experiencing economic hardships during the pandemic. The application period closed on October 26, 2020. Championed by LA City Council President Nury Martinez, the program will award \$11 million in grants to 712 recipients. EWDD oversaw the administration of the grant program in partnership with City contractor Low Income Investment Fund (LIIF). Several grant recipients have submitted testimonials about how this infusion of funding will help their facilities stay open during COVID-19, including Crestwood Hills Preschool. The child care grant program is an example of how EWDD's BusinessSource, WorkSource and YouthSource Centers are providing much needed resources to Angelenos during COVID-19.

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

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

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, EWDD includes stories from two City of LA businesses that received grants and how the funding is helping them stay afloat during COVID-19.



GRANT HELPS PR FIRM STAY AFLOAT, ADJUST TO COVID-19

The LA Regional COVID-19 Fund provided funding to help Latashia DeVeaux (above) cover expenses and restructure her PR firm DeVeauxted Enterprises to assist clients during the pandemic. Latashia has worked in public relations for

22 years, gaining expertise in talent relations, brand strategy, and strategic communications. She's had many noteworthy accomplishments in her field, from brokering deals with the United States Armed Forces Entertainment to being President of the Black Public Relations Society in Los Angeles. For the past 15 years, DeVeaux has spearheaded DeVeauxted Enterprises, a national public relations and event management firm. The firm is a progressive, woman and minority-owned agency. As a seasoned public relations executive, DeVeaux was accustomed to the ebbs and flows of the industry and occasional tough times, yet her agency was not immune to the negative business impacts of COVID-19. The pandemic forced the firm to make tough choices, including reducing staff hours, laying off employees and reorganizing the type of the work they did. The grant helped alleviate many of the business' financial concerns. DeVeaux was able to pay overdue rent and utilities bills, maintain operations, and pivot her agency's work to be more manageable, affordable, and capable in these tough times. With this grant money, she can continue to serve small businesses and consumers nationwide. "You embrace the tough times and learn from them," said DeVeaux. "We were able to maintain relationships and continue to pivot." DeVeauxted Enterprises is located in Council District 6.

GRANT HELPS BUSINESS OWNER PIVOT DURING COVID-19

The LA Regional COVID-19 Fund provided funding to help Roseanne Fielder revive her business and recover from lost revenue due to the shutdown of the entertainment industry during the pandemic. Roseanne is a freelance costume designer and stylist for television shows and commercials. Her business, named Alchemy of Rose, serves the entertainment industry. Another aspect of the company includes creating herbal remedies such as teas, tinctures, glycerides, and salves. When the entertainment industry's productions shut down in March due to COVID-19, Fielder was at a loss for how she was going to maintain her business and stay in Los Angeles. She used the time during the City's Safer At Home order to assemble masks out of fabric and concentrate on her skills and knowledge as an herbalist, creating new remedies that were good for stress, insomnia, and respiratory health. It wasn't until she received a grant through the LA Regional COVID-19 Recovery Fund that she actually felt she could revive her business. With the grant, she aims to catch up on her outstanding bills and purchase upgraded equipment for her business, as well as increasing her marketing efforts and hiring tech support. She also plans to purchase herbs and materials that can help people during this stressful and chaotic pandemic. "It was truly a wonderful surprise to learn I was a recipient and it couldn't have come at a better time in my life," she said. Alchemy of Rose is located in Council District 4.



Helping Small Businesses Survive COVID-19

CENTRAL WEST BSC HELPS MANUFACTURER OBTAIN LOAN

The Central West Region BusinessSource Center has provided ongoing business assistance to Mario Alamilla (above left), owner of Ang'eliz Diamond, which manufactures abrasive diamond grinding wheels for the tungsten carbide and ceramic industries. At the beginning of 2020, Mario developed the "Segmented Diamond Grinding Wheel," a promising new product that he anticipated would generate revenue for his business and make an industry impact. By May 2020, Mario realized that his small business needed assistance due to the COVID-19 pandemic. After some research, Mario connected with Phuong (Bruce) Le (above right), a loan counselor at the Central West Region BusinessSource Center, operated by PACE Business Development Center (BDC). Bruce worked diligently with Mario to assess his business situation. Bruce advised Mario to apply for the PACE Emergency Disaster Assistance (EDA) loan. Subsequently, Mario was awarded a PACE EDA loan of \$25,000 under the Small Business Loan Guarantee Program (SBLGP). Mario continues meeting with Bruce for assistance with business challenges, including cybersecurity issues. Mario thanked the BSC for its business counseling and strengthening his first-hand knowledge of the business loan process. He said that he will be better prepared for future loans.

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) November 23, 2020 to November 27, 2020	
Number of walk-ins	469
Number of walk-ins by appointment	339
Number of call/emails	1,784
Number of calls regarding Unemployment Insurance (UI)	418

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending November 27, 2020	
Number of applications	8,140
Number of youth in lottery pool	1,077
Number of youth enrolled	2,209
YouthSource Center (YSC) enrollments	683
YSC enrollment goal	2,100
Percent complete	35.2%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS November 23, 2020 to November 27, 2020	
LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise assisted	118
Microenterprise enrolled	4
Small businesses assisted*	20
Small businesses enrolled	5
Number of BSC Clients who attended virtual workshops	28
Sidewalk vendors assisted	30
Sidewalk vendors enrolled	59

*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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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.