



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF DECEMBER 14, 2020



HELPING SMALL BUSINESSES DURING COVID-19

BSC HELPS FORMER UBER DRIVER LAUNCH OWN BUSINESS

The West Valley BusinessSource Center (BSC) worked closely with client Hamed Bagheri for approximately a year to help him shift away from working two jobs as an Uber driver and at an auto body shop, to establishing his own business, Easy Towing, Inc. In 2019, Mr. Bagheri (above) began working closely with West Valley BSC consultant Elya Narinyan, who provided him with extensive business planning guidance, including assistance obtaining required licenses and permits, along with legal assistance and accounting advice. Mr. Bagheri's final obstacle was obtaining funds for the tow truck purchase. One month before the COVID-19 pandemic, Mr. Bagheri left his other sources of

employment, and after borrowing money from friends, bought a tow truck from out of state. After the Safer at Home orders were implemented due to COVID-19, Mr. Bagheri contacted Ms. Narinyan for information about resources and assistance in applying for all possible small business assistance programs. He received \$10,000 from the City's Emergency Microloan Program in May 2020, which alleviated the financial pressures of COVID-19 and allowed him to move forward with his dream to work for himself and become his own boss. Easy Towing, Inc. is located in LA City Council District 3.

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.



GRANT HELPS FAMILY-OWNED BARBERSHOP STAY OPEN

The LA Regional COVID-19 Fund provided a grant that helped El Arte Barbershop stay open and make modifications to its business to align with new COVID-19 safety standards. El Arte Barbershop is a family owned establishment that has served the South LA community for more than 40 years. Continuing the family business alongside his father Roberto Sanchez, Sr. (pictured above left), Roberto Sanchez, Jr. has worked hard to keep El Arte in South LA, which is meaningful to Sanchez, as the barbershop has served the Latino community in the neighborhood for decades. The Safer at Home mandated business closures put El Arte Barbershop at risk of almost being evicted. The LA Regional COVID-19 Recovery Fund grant provided financial assistance that helped Sanchez pay rent and cover other COVID-19 related expenses. “Through most of the 80’s and 90’s we’ve been a staple of the community,” Sanchez said. “I’d like to express my deep appreciation for this help. My livelihood had been at risk and the grant minimized that risk.” El Arte Barbershop is located in LA City Council District 9.

GRANT HELPS PRINT SHOP STAY AFLOAT, CONTINUE MISSION TO SEND BOOKS TO PRISONS

The LA Regional COVID-19 Fund provided a grant to Potter’s Printing that allowed the business to cover operating costs during the COVID-19 pandemic. Potter’s Printing has been operating for 21 years—and for 16 of them, the small business has worked to inspire and educate incarcerated individuals by sending motivational books to prisons nationwide. The book program, which

has now distributed 75,000 books to more than 700 prisons, was inspired by owner Jerold Potter's own experiences with the families of the incarcerated; some of the young boys in his bible courses at the California Youth Authority in Whittier would read letters to and from incarcerated family members aloud in class. Sales from Potter's Printing have helped cover the costs of running this program, but when COVID-19 struck, the business was forced to close its doors and halt operations. Once they were able to reopen, Potter noted he saw orders drastically shift from business cards and menus to funeral pamphlets and obituaries, but even these orders were not enough to keep up with their usual income. The grant Potter received from the LA Regional COVID-19 Recovery Fund has helped him cover COVID-19 related expenses. "I went through the first two rounds of the Fund and won a grant the third time around," Potter said. "We are not out of the woods, but the grant was a blessing to our business." Potter's Printing is located in Council District 8.

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) December 7, 2020 to December 11, 2020	
Number of walk-ins	1,098
Number of walk-ins by appointment	728
Number of call/emails	2,790
Number of calls regarding Unemployment Insurance (UI)	644

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending December 11, 2020	
Number of applications	8,382
Number of youth in lottery pool	1,062
Number of youth enrolled	2,241
YouthSource Center (YSC) enrollments	777
YSC enrollment goal	2,100
Percent complete	37%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS December 7, 2020 to December 11, 2020

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

Microenterprise assisted	138
Microenterprise enrolled	4
Small businesses assisted*	33
Small businesses enrolled	2
Number of BSC Clients who attended virtual workshops	52
Sidewalk vendors assisted	77
Sidewalk vendors enrolled	1

**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