



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

NEWS FOR THE WEEK OF DECEMBER 21, 2020



### HAPPY HOLIDAYS FROM EWDD!!!!

On Monday, December 21, 2020, EWDD held its first virtual holiday gathering. Despite COVID-19 physical distancing measures, EWDD Human Resources Director Tonja Bellard created a festive occasion complete with raffle prizes donated by the LA City Employees Club. Prizes included gift cards to Starbucks, Home Depot, Lowe's, Applebee's and Amazon. EWDD General Manager Carolyn Hull thanked staff for their efforts to make sure that there were no service interruptions during the pandemic at the City's YouthSource, WorkSource and BusinessSource Centers. Afterward, EWDD staff returned to their top priority mission – meeting the December 30<sup>th</sup> deadline to allocate CARES Act funding. With the recent passage of a new CARES package, EWDD will continue to provide resources for the City's youth, job seekers and small businesses.

# Success Stories



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

### **SOUTH LA BSC HELPS LEIMERT PARK CAFE THRIVE**

The South LA BusinessSource Center (BSC) provided extensive business counseling to long-term client Anthony Jolly (above), owner of Hot and Cool Café, helping the café thrive and adapt to COVID-19 health and safety guidelines. The café opened in 2018 in Leimert Park in South LA. Over the past two years, business coach Terry Gubatan has assisted Mr. Jolly with a variety of services, including technical assistance, business plan creation, and access to capital. Terry has also helped Mr. Jolly prepare for a future expansion, which will include renovations and menu upgrades. The South LA BSC, operated by EWDD contractor VSEDC, recently awarded the café two grants with funds provided by the Southern California Gas Company (SoCalGas) and Netflix. The grants helped Mr. Jolly continue to keep his business afloat. He applied the grants toward the purchase of PPE supplies and other COVID-related expenses. Hot and Cool Café is located in LA City Council District 10.

## **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)

### **LA:RISE - HELPING JOB SEEKERS DURING COVID-19**

EWDD is a leadership team partner of the Los Angeles Regional Initiative for Social Enterprise (LA:RISE), an innovative, collaborative partnership that unites the City and County of Los Angeles' Workforce Development System (WDS) with non-profit social enterprises and for-profit employers to help individuals with high barriers to employment get good jobs and stay employed. After working in a transitional job at a social enterprise and leveraging training and services from the WorkSource Centers, LA:RISE participants are placed at jobs. Below are stories featuring the success of several LA:RISE participants that received training at partner agencies and the impact the program has had on their lives.



## **LA:RISE HELPS PARTICIPANT GAIN JOB SKILLS, FIND CAREER**

When Stephanie (above, right) graduated from high school, she found herself at a crossroads. Not enrolled in college or working, Stephanie began searching for an opportunity to develop on-the-job skills, build stability, and prevent homelessness. The LA:RISE program gave Stephanie the opportunity to enroll in YWCA's Digital Learning Academy. While there, Stephanie completed her on-the-job training by teaching seniors technology skills and working as a teacher's assistant at a monthly youth coding boot camp. This experience helped Stephanie build interpersonal and customer service skills, and she gained valuable experience managing a busy workload. With the confidence and skills built in the LA:RISE program, Stephanie is planning to enroll in college to study child development and begin a career that allows her to continue working with youth in her community.

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## **LA:RISE HELPS RE-ENTRY WORKER GET MULTIPLE JOBS**

The LA:RISE program helped Adrain successfully transition back into the workforce after he was released from prison. The job readiness training he received through the program helped Adrain land two jobs as a security guard and sweeper for Chrysalis Works. Growing up, Adrain was a great student with good grades and a love for school. But as an adult, Adrain made several mistakes that led him into incarceration. Upon being released from prison, all Adrain wanted to do was return to the workforce and provide for his family. Adrain learned about the LA:RISE program through a referral from his probation officer and began working with Chrysalis, an LA:RISE social enterprise partner. After completing Chrysalis' job readiness program, Adrain began working a transitional job as a street sweeper for Chrysalis Enterprises' Works program. Chrysalis also provided Adrain with rental assistance and funds for auto repairs. Adrain worked closely with an employment specialist to submit several job applications until he received the offer to work for a security company. Although Adrain is working more than 70 hours per week, he says he is at the best point of his life because he is able to maintain stable housing and provide for his family, including his wife and grandchildren. "As long as you keep looking forward, you will succeed," he said. "If you look in the past, it can cripple your future."

**EWDD Metrics**

## WORKFORCE DEVELOPMENT DIVISION

### WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) December 14, 2020 to December 18, 2020

Number of walk-ins	930
Number of walk-ins by appointment	662
Number of call/emails	2,877
Number of calls regarding Unemployment Insurance (UI)	639

### YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending December 18, 2020

Number of applications	8,382
Number of youth in lottery pool	1,063
Number of youth enrolled	2,221
YouthSource Center (YSC) enrollments	818
YSC enrollment goal	2,100
Percent complete	38.95%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS December 14, 2020 to December 18, 2020

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

Microenterprise assisted	150
Microenterprise enrolled	3
Small businesses assisted*	28
Small businesses enrolled	3
Number of BSC Clients who attended virtual workshops	25
Sidewalk vendors assisted	50
Sidewalk vendors enrolled	0

\*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)