



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF December 28, 2020

Success Stories





HOLLYWOOD BSC HELPS RESTAURANT STAY OPEN, RETAIN SIX EMPLOYEES

The Hollywood BusinessSource Center (BSC) helped Juan Ramirez, owner of El Rinconcito Del Mar, obtain multiple loans and grants that allowed his restaurant to stay open and retain six employees during the COVID-19 pandemic. In March 2020, Juan (above) reached out to Lai Xu, a business coach at the Hollywood BusinessSource Center, operated by Managed Career Solutions Inc. Lai worked closely with Juan and provided him with information on several loan options offered through the U.S. Small Business Administration (SBA). Lai also reviewed other loans and programs available to Juan and his business. Over the course of two months, Lai assisted Juan with applications for the City of LA's Small Business Emergency Microloan, SBA Payroll Protection Program (PPP), SBA Economic Injury Disaster Loan (EIDL), TMC Small Business Big Heart Grant, and the Boyle Heights Chamber of Commerce Small Business COVID-19 Relief Fund Grant. Along with additional funding

from other loans and grants he applied for, Juan received a \$20,000 Los Angeles City Small Business Emergency Microloan. The loans and grants helped cover payroll, food inventory, utilities and other COVID-19 related expenses. In addition, the Hollywood BSC assisted Juan with a profit and loss review, a profitability analysis, and access to capital. Juan said that he looks forward to continuing to work with the Hollywood BSC, as it provides many resources for small businesses. El Rinconcito Del Mar is located in LA City Council District 14.

LA REGIONAL COVID-19 RECOVERY FUND

As 2021 approaches, EWDD is working diligently to allocate CARES Act funding to programs designed to assist Angelenos. One of these programs is the LA Regional COVID-19 Recovery Fund, 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. With a new stimulus package on the way, EWDD will continue to utilize CARES Act funding for critical resources provided at the City's YouthSource, WorkSource and BusinessSource Centers.



GRANT HELPS SAFETY COMPANY CIRCUMVENT FINANCIAL HAZARDS

The LA Regional COVID-19 Fund provided a grant that helped Erick Farruggia, owner of Safety Achievement LLC, shore up his company against some of the financial hazards caused by the pandemic. Safety Achievement LLC is an occupational health and safety consultant service company that works with companies to identify non-compliance issues and hazards and provide training to establish a safe workplace environment. The company offers services including health and safety inspections, employee certifications, and on-site

training to ensure that companies implement safety measures for their employees. During the pandemic, the company faced several difficult financial decisions and struggled to move the business forward. The LA Regional COVID-19 Recovery Fund grant gave Safety Achievement LLC financial relief and allowed them to cover their COVID-19 related expenses. Farruggia called receiving the grant an “OMG” moment, as the grant made a big difference and gives hope to his company’s growth. “The sense of hope and stability that we received through this program makes us feel blessed and is pushing us to work harder to obtain more clients,” he said. Safety Achievement LLC is located in LA City Council District 14.



GRANT ALLEVIATES FINANCIAL PRESSURE FOR FAMILY CHILD CARE CENTER

The LA Regional COVID-19 Recovery Fund provided a grant to Rebecca Sumandal, founder of Little Imaginations Child Care Center, that alleviated the financial strain on her business and allowed her business to continue to operate. Little Imaginations Child Care provides affordable family childcare to working parents. During the pandemic, while safety guidelines allowed socially distanced activities, Rebecca got creative and started hosting hiking trips. However, the pandemic also brought a slew of issues as many parents were left unemployed or feared their children would get sick at daycare. As a result, Rebecca shut her center down twice, losing half of the children under her care and encountering financial challenges that led to layoffs. She has tried her best to stay open while she waits for things to return to normal, but running such a large daycare center comes with a plethora of bills that she just can't afford under current conditions. The grant that Little Imaginations received from the LA Regional COVID-19 Recovery Fund allowed Rebecca to cover COVID-19 related expenses and take some of the stress off of her company and her family. The grant provided much-needed support to ensure that Little Imaginations can continue to operate so that children currently under her care—and those returning after the pandemic—receive high quality child care. Little Imaginations Child Care Center is located in LA City Council District 8.



GRANT HELPS GIFT SHOP OWNER GET BACK ON HER FEET

The LA Regional COVID-19 Recovery Fund provided a grant to Rosa Sanchez that allowed her to cover COVID-19 related expenses for her store, A & R Gifts General. The store is a small gift shop and botanical store, located just a few miles south of the University of Southern California (USC). With the help of the LA Regional COVID-19 Recovery Fund grant, Rosa was able to pay the store's rent and electricity bill. The grant has been a tremendous help to A & R, she said. "The grant has been such a blessing to my life and business. Without it, I would probably be struggling to get back on my feet," she said. A & R Gifts General is located in LA City Council District 9.

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

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

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) December 21, 2020 to December 24, 2020

Number of walk-ins	725
Number of walk-ins by appointment	345
Number of call/emails	1,909
Number of calls regarding Unemployment Insurance (UI)	430

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending December 24, 2020

Number of applications	8,523
Number of youth in lottery pool	1,061
Number of youth enrolled	2,234
YouthSource Center (YSC) enrollments	844
YSC enrollment goal	2,100
Percent complete	40.19%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS December 21, 2020 to December 24, 2020

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise assisted	80
Microenterprise enrolled	3
Small businesses assisted	15
Small businesses enrolled	2
Number of BSC Clients who attended virtual workshops	5
Sidewalk vendors assisted	22
Sidewalk vendors enrolled	0



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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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.