



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF FEBRUARY 15, 2021

Success Stories



Helping small businesses during COVID-19

WEST VALLEY BSC HELPS BUSINESS WEATHER PANDEMIC

The West Valley BSC helped Arutyun Vartnayan, owner of M and F Laundry successfully obtain loans to help his commercial laundry service weather the economic hardships created by the Coronavirus pandemic. Arutyun Vartnayan, also known as Harry, first came to the West Valley BusinessSource Center (BSC) in April 2020 for assistance in applying for the City's Small Business Emergency Microloan program. Working closely with West Valley BSC Site Manager Marlen Lara, Harry applied and obtained loans from the City's Small Business Emergency Microloan Program and the SBA Economic Injury Disaster Loan (EIDL), which allowed him to retain his five employees. Marlen also provided Harry additional business coaching, including marketing and advertising tips to promote his business' new disinfecting and cleaning process to attract more clients during the pandemic. Harry's business grew and he soon hired one more employee to assist with workload. In partnership with the West Valley WorkSource Center in Chatsworth, the BSC referred M and F Laundry to the WorkSource Center for assistance in finding employees and learning more about employer benefits available to him. The BSC also worked closely to help Harry secure additional capital to purchase new equipment and machinery to accommodate his growing business. M and F Laundry is located in City Council District 3.



NORTH VALLEY BSC HELPS LAUNCH TAMALES RESTAURANT

The North Valley BusinessSource Center provided Cesar Garcia (above) business guidance to open his restaurant "I Love Tamales Mexican Cuisine" in Panorama City. "I was lucky enough to learn about all the resources you have to offer," he said. "I would gladly recommend the North Valley BusinessSource Center to other business owners." Cesar originally visited the BSC in October to find out more about the City's Sidewalk Vendor permitting program. After learning about the requirements, Cesar decided to open a brick and mortar location. The BSC staff assisted Cesar with obtaining a business license, required seller's permit and register as a DBA. Cesar said that opening a business during the pandemic was a challenge and he was thankful for the assistance he received from the North Valley BSC. Cesar plans to continue

working with the North Valley BSC as he develops his plans for hiring employees and growing his business to establish a second location. "I Love Tamales," which will also include tacos and Birria, is scheduled to open later this month. Cesar adapted the business to follow all COVID-19 protocols and plans to offer curbside pickup and online orders. "I Love Tamales Mexican Cuisine" is located in City Council District 7.

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 two stories featuring the success of several LA:RISE participants that received training at partner agencies and the positive impact the program has had on their lives.



LA:RISE RE-ENTRY JOB SEEKER FINDS CAREER PATH

The Southeast Valley WorkSource Center connected LA:RISE participant Erica (above) with an opportunity to receive paid job training that led to a full-time job

as a community health worker. At age 16, Erica had her first child. She was committed to finishing her education and began attending continuation school while working a part-time job and raising her son. Despite graduating and working full-time, the high cost of daycare left Erica with no financial buffer, and she soon found herself homeless. She was determined to provide for her family but without many options, she turned to illegal activities to supplement her income, which resulted in her being incarcerated. After her release, Erica was eager to turn her life around. She was referred to the Southeast Valley WSC, run by EWDD contractor El Proyecto del Barrio. Through the LA:RISE program, Erica was placed in a paid transitional employment opportunity with social enterprise partner Center for Living and Learning (CLL). During her training, Erica developed valuable experience in case management and documentation software. CLL hired Erica to join their staff full time, where she now helps others facing the similar challenges that she overcame, by assisting them with navigating reentry resources and homelessness.



LA:RISE PARTNER LA LGBT CENTER HELPS YOUTH FIND JOB

The LA:RISE program introduced Jonathan to a career that he loves at just the right time. Jonathan (far right) arrived at the Los Angeles LGBT Center when he was 22 years old and experiencing homelessness. There he learned about LA:RISE and the opportunity to gain work experience while receiving support in his search for employment. He quickly enrolled and began his transitional job in LA LGBT Center's culinary arts program. Over the course of the three-month program, Jonathan learned a variety of culinary skills and gained confidence in the kitchen. After graduation, he found a full-time job at local bakery Deluscious Cookies and is excited to continue learning and building a successful career.

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) February 8, 2021 to February 12, 2021	
Number of walk-ins	1,070
Number of walk-ins by appointment	858
Number of call/emails	3,089
Number of calls regarding Unemployment Insurance (UI)	690

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending February 12, 2021	
Number of applications	9,925
Number of youth in lottery pool	1,173
Number of youth enrolled	2,687
YouthSource Center (YSC) enrollments	1,022
YSC enrollment goal	2,100
Percent complete	48.67%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS February 8, 2021 to February 12, 2021	
LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise assisted	157
Microenterprise enrolled	14
Small businesses assisted	48
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	89
Sidewalk vendors assisted	27
Sidewalk vendors enrolled	4



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