



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF FEBRUARY 22, 2021

Success Stories

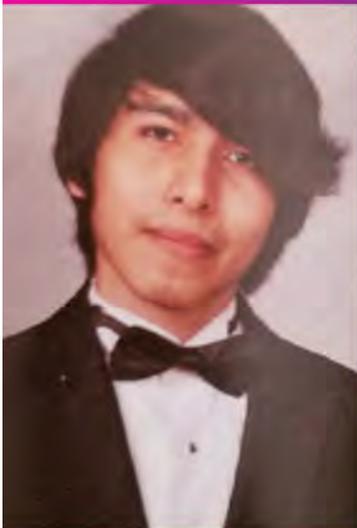
HIRE LA'S YOUTH – AN INTRODUCTION TO CREATIVE INDUSTRIES

In 2020, EWDD launched a partnership with Notes for Notes®, an organization committed to providing youth an opportunity to explore careers in the music industry. Internships were funded by Hire LA's Youth, Mayor Eric Garcetti's youth employment initiative, which offers young Angelenos their first work experience and places them on the path to being lifetime earners. Through the Notes for Notes® internships, youth are given access to hands-on-training in music production basics, including instruments and recording studios. The Notes for Notes® internships are just one example of how EWDD's 14 YouthSource Centers provide young Angelenos a chance to learn marketable skills that position them toward careers in digital media, graphic design, television and theater production, event production, and entertainment industry trades. This week's EWDD Updates includes testimonials from recent Notes for Notes® interns and how the experience taught them to work collaboratively while exploring their creativity.



“ This experience has helped me with my communication skills. If you are interested in joining this program, you should open yourself up and communicate with each other/your group to help with the process when working together. And also, make this group more successful. ”

- Yanfen
(11th Grade, Fall 2020 Cohort,
Para Los Niños)



“ During this program, I've gained a bit more confidence in collaborating and production skills. If someone is interested in this program, I'd say that do not be afraid to lay down some ideas on the table, it would let you see what really works in your interests. ”

- Jeffrey
(11th Grade, Fall 2020 Cohort,
AYE Central)



“ This program consisted of sharing ideas and adding on to it. It's a skill that will be used throughout time, and it was a skill I applied on this program. If someone were seeking more info about this program, I would simply tell them that it takes creativity and collaboration with people you don't know. ”

- Faith
(11th Grade, Fall 2020 Cohort,
Para Los Niños)





“ What I have gained from this experience is that for me being a beginner to this whole music producing is that there's no right or wrong answer. No one judges you by your work. As a matter of fact, you get to learn by other people's work too. The best answer I can give someone for joining the program is you won't regret it because you're gonna love it so much. ”

- Rejino
(12th Grade, Fall 2020 Cohort,
CRCD)





Adriana, Adelita and Vidal Cortes (left to right) received assistance from the South LA BusinessSource Center to keep their restaurant Delicious at Dunbar open during the pandemic.

Helping small businesses during COVID-19

SOUTH LA BSC HELPS "DELICIOUS" RESTAURANTS STAY OPEN

The South Los Angeles BusinessSource Center helped steer father/daughter duo Adriana and Vidal Cortes toward financial resources to help keep their South LA soul food eateries “Delicious at Dunbar” and “Delicious” afloat during COVID-19. Since 2011, Adriana and her father Vidal have owned and operated “Delicious,” a restaurant specializing in “Southern cuisine with an Angeleno Mexican twist.” In 2018, they celebrated the grand opening of their second location “Delicious at Dunbar,” the ground floor restaurant of the Dunbar Hotel, once considered the heart of the Central Avenue jazz scene and cultural hub of the African American community. EWDD contributed \$500,000 in Community Development Block Grant (CDBG) funding toward the Dunbar Village revitalization project, which included the redevelopment of the hotel and restaurant. Two years later, Adriana and Vidal were forced to close both Delicious locations in March 2020 following the safer at home orders. Adriana reached out to the South LA BusinessSource team for guidance on how to pivot her business and generate revenue for the restaurant. She met with Business Coach Terry Gubatan, who helped her connect with the Council District 8 Senior Lunch program, which provided the restaurant revenue while serving hundreds of seniors for several months. In addition, Terry helped her access the City of LA Small Business Emergency Microloan program, grants, and other COVID-19 disaster assistance funding. As a result of this assistance, Adriana and Vidal have kept most of their employees. They also have plans to expand and open another location while increasing catering contracts and pursuing other procurement opportunities. The South LA BSC staff will continue to support Delicious as a legacy business in South LA community.

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 15, 2021 to February 19, 2021

Number of walk-ins	890
Number of walk-ins by appointment	671
Number of call/emails	2,600
Number of calls regarding Unemployment Insurance (UI)	694

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending February 19, 2021

Number of applications	10,064
Number of youth in lottery pool	1,180
Number of youth enrolled	2,740
YouthSource Center (YSC) enrollments	1,050
YSC enrollment goal	2,100
Percent complete	50%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS February 15, 2021 to February 19, 2021

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

Microenterprise assisted	128
Microenterprise enrolled	10
Small businesses assisted	36
Small businesses enrolled	1
Number of BSC Clients who attended virtual workshops	107
Sidewalk vendors assisted	16
Sidewalk vendors enrolled	2



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.