



**Economic & Workforce  
Development Department (EWDD) Weekly Updates**  
**NEWS FOR THE WEEK OF MARCH 29, 2021**

## Success Stories



**Helping Essential Businesses Stay Open During COVID-19:  
Harbor-Watts BSC Helps Limo Company Obtain COVID Relief Loan**

Shad Mishu, the owner of California Coast Limo Inc., a transportation company based out of San Pedro, was first acquainted with the Harbor-Watts BusinessSource Center (BSC) in

2019 when he needed access to capital. With the help provided by the Harbor-Watts BSC, Mr. Mishu was able to secure a \$415,000 Small Business Administration (SBA) loan with Poppy Bank. The SBA loan enabled Mr. Mishu to purchase a fleet of stretch limos, thereby expanding his revenue streams. However, due to COVID-19 and mandated reduction in travel, Mr. Mishu lost between 60-75% in revenue by the end of 2020. Facing this economic downturn, Mr. Mishu reconnected with the Harbor-Watts BSC to ask for assistance with COVID relief options that would allow him to stay in operation. After a one-on-one consultation, Mr. Mishu and the business consultant agreed the SBA's Economic Injury Disaster Loan (EIDL) would be the best option for his company. Mr. Mishu was able to successfully secure a \$150,000 SBA loan, which allowed him to stay in operation and retain nine employees.

#### LA REGIONAL COVID-19 FUND

In 2020, the LA Regional COVID-19 Fund distributed \$39,275,000 in grants to 3,032 organizations in the City of Los Angeles. The program was 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. Recipients were awarded grants ranging from \$5,000 to \$25,000. The program was funded by the CARES Act, which required that all funds be awarded by December 30, 2020. This week, EWDD Updates shares stories featuring grant recipients from City Council Districts 1 and 5.



#### GRANT HELPS CD1 REAL ESTATE FIRM STAY OPEN DURING COVID-19

The LA Regional COVID-19 Recovery Fund provided a grant to real estate broker Wanda B. Henry, helping her cover pandemic-related expenses for her business Brookside Real Estate. With more than 25 years of experience in sales, listing, and finance, Wanda and her colleagues have helped property owners in need for decades, offering real estate services and extra assistance to homeowners and renters. When COVID-19 emerged, the real estate market, like many other industries, was caught off-guard and faced many sudden uncertainties. Fortunately, a grant from the LA Regional COVID-19 Recovery Fund helped mitigate these troubles. With the grant, Henry received financial relief to address overhead and salary concerns that were becoming worrisome, and helped motivate Henry and her team to keep helping others. "We found it an honor to be chosen to receive this

grant,” she said. “It made us feel appreciated for the work and services we offer to property owners in California.” Brookside Real Estate is located in Council District 1.



### GRANT HELPS CD5 HEALTHY FOOD BUSINESS MAINTAIN PRODUCTION

The LA Regional COVID-19 Recovery Fund grant provided Christina Appleton financial relief that allowed her to keep her business Appleton's Market open during the pandemic. Appleton's Market, is inspired by the grocery store Christina's great grandparents founded in 1962 and passed down for several generations. She now honors her family's entrepreneurial spirit with her business, which specializes in the sale of "power veggie bites," nutrient-dense microwavable mini-meals. Appleton had been gearing up for the launch of this business for almost 18 months when COVID-19 struck. The pandemic's shutdowns to businesses and restaurants presented many unique challenges to Appleton's Market, as her new business lost many of its primary sales channels and needed to pivot its sales strategy to survive before even having the chance to successfully launch. As a recipient of the LA Regional COVID-19 Recovery Fund grant, Appleton gained funding to cover COVID-related expenses. Appleton's Market is now expanding its business and making mini-meals available throughout California. "This Fund has allowed me a little breathing room to test our new channels and learn what is best for my business," she said. Appleton's Market is located in Council District 5.

[LINKS to COVID-19 RESOURCES](#)

## JOB RESOURCES

LA JOBS PORTAL: [jobs.lajobsportal.org](http://jobs.lajobsportal.org)  
VIRTUAL ORIENTATIONS: [bit.ly/LAjoblosshelp](http://bit.ly/LAjoblosshelp)

## BUSINESS RESOURCES

LA REGIONAL COVID FUND: [lacovidfund.org](http://lacovidfund.org)  
SMALL BUSINESS PROGRAM: [ewddlacity.com/index.php/small-business-loans](http://ewddlacity.com/index.php/small-business-loans)  
LA CARES Corps: [coronavirus.lacity.org/CARESCorps](http://coronavirus.lacity.org/CARESCorps)

BusinessSource Centers: [bit.ly/LABusinessSource](http://bit.ly/LABusinessSource)

WorkSource Centers: [bit.ly/EWDDWorkSource](http://bit.ly/EWDDWorkSource)

YouthSource Centers: [bit.ly/EWDDYouthSource](http://bit.ly/EWDDYouthSource)

# EWDD Metrics

## WORKFORCE DEVELOPMENT DIVISION

### WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19)

March 22, 2021 to March 26, 2021

Number of walk-ins	933
Number of walk-ins by appointment	667
Number of call/emails	2,270
Number of calls regarding Unemployment Insurance (UI)	542

### YOUTH WORKFORCE DATA FY 2020-21 (HIRE LA'S YOUTH)

Week Ending March 26, 2021

Number of applications	11,373
Number of youth in lottery pool	1,089
Number of youth enrolled	3,443
YouthSource Center (YSC) enrollments	1,187
YSC enrollment goal	1,932
Percent complete	61.44%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

March 22, 2021 to March 26, 2021

#### LABSCs Reporting:

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

Microenterprise assisted	152
Microenterprise enrolled	12
Small businesses assisted	17
Small businesses enrolled	4
Number of BSC Clients who attended virtual workshops	14
Sidewalk vendors assisted	22
Sidewalk vendors enrolled	1



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  
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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](mailto:Jamie.Francisco@lacity.org)