



**Economic & Workforce  
Development Department (EWDD) Weekly Updates**  
**NEWS FOR THE WEEK OF APRIL 5, 2021**

## Success Stories



### ***YouthSource Centers - Guiding Young Angelenos to Success***

#### **PARA LOS NIÑOS MENTORS STUDENT TOWARD HIGHER ED**

The Para Los Niños (PLN) YouthSource Center provided long-term mentoring to Lucero (above), guiding her through her senior year of high school, during her college years and assisting her on her path to graduate school. In 2014, Lucero enrolled as a participant at the PLN East YouthSource program. The center provided Lucero college and career guidance and steered her toward paid internships offered by the City's Hire LA's Youth employment program, which helped her gain professional experience and gave her opportunities to be

exposed to different career paths. She was accepted to several colleges and in fall 2015, she began attending California State University, Northridge (CSUN). During her college journey, Lucero kept in contact with her PLN YouthSource college and career advisor, Yesenia. The YouthSource Center continued to share with Lucero internship and scholarship opportunities. In spring 2020, Lucero graduated from CSUN with a Bachelor of Arts (BA) in Sociology with a concentration in Social Welfare and Social Justice. Most recently, Lucero was accepted into the Master of Social Work (MSW) program at California State University, Long Beach. Her former PLN college and career advisor supported Lucero with her graduate school applications and submitted a letter of recommendation on her behalf. Lucero will start her master's program in fall 2021. Lucero said she is grateful for the consistent guidance and support she received from Para Los Niños. "PLN has honestly helped me so much," she said. "I am so grateful to have had my PLN mentor throughout high school and college. I am forever grateful for PLN!"

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### ***BusinessSource Centers - Helping small businesses during COVID-19***

#### **MID-CITY BSC HELPS BALIKBAYAN COMPANY STAY OPEN**

The Mid-City BusinessSource Center helped husband and wife duo Manny and Ruth Paez (above) obtain a \$50,000 loan to keep their freight company Manila Forwarder stay open during COVID-19. The couple launched the business in January 2018, which specializes in importing and exporting packages from the U.S. to the Philippines. Manila Forwarder delivers care packages known as balikbayan boxes, along with drop shipping, money transferring and logistical

services to and from the Philippines worldwide by land, sea, and air. In addition, the company assists with commercial trade dealings and relocation assistance. Business was growing steadily until 2020, when the COVID-19 pandemic brought business to a standstill. Manila Forwarder was categorized as an essential business and was allowed to continue operations by the California Safer at Home order, but that did not alleviate the lack of business growth opportunities. Manny and Ruth knew they needed help to keep their business alive. Given the type of industry they are in, there are not many financial institutions that are willing to provide the capital needed to keep Manila Forwarder operating. In July 2020, the U.S. Small Business Administration Los Angeles District office referred them to the Mid-City BusinessSource Center, which is overseen by EWDD contractor Pacific Asian Consortium in Employment (PACE). They met with business counselor Daae (Diana) Chung and loan counselor Jennifer Whelan. Diana and Jennifer reviewed the business plan and financials for Manila Forwarder and presented a variety of solutions. Manny and Ruth successfully applied for a \$50,000 disaster loan from PACE Finance to help cover payroll, working capital, and partial rent. The infusion of capital helped Manila Forwarder prepare for the busy 2020 holiday shipping season. The loan also allowed the business owners to keep five jobs and create three new jobs. Manny and Ruth continue to meet with Diana and Jennifer. Most recently, the center advised the couple to pivot their business by implementing an online “no contact service” for their customers. Manny and Ruth said they are thankful for the services that the Mid-City BusinessSource team provided during these difficult times. Manila Forwarder is located in LA City Council District 1.

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### ***LA Regional COVID-19 Fund***

#### **GRANT HELPS TOWING COMPANY KEEP ON TRUCKIN'**

The LA Regional COVID-19 Fund helped Evodio Garduno keep his family business GN Towing Service open during the pandemic. For more than 15 years, GN Towing Service has provided the San Fernando Valley community towing and roadside assistance. Yet like many other small businesses, the COVID-19 pandemic created severe financial hardships for the company. With fewer cars on the road and more people delaying vehicle repairs, work slowed down considerably for GN Towing Service and the business was struggling to make ends meet. A grant from LA Regional COVID-19 Recovery Fund helped Garduno cover pandemic-related expenses to keep the business open. "I'd just like to thank the fund for the opportunity given to me to keep our doors open," Garduno said. "It feels great to have help that will allow us to keep our heads above water. Honestly, without this help, we would be in trouble." The LA Regional COVID-19 Fund 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 to be

awarded by December 30, 2020. GN Towing Service is located in LA City Council District 7.

## 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

| <b>WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19)</b><br><b>March 29, 2021 to April 2, 2021</b> |       |
|---------------------------------------------------------------------------------------------------|-------|
| Number of walk-ins                                                                                | 898   |
| Number of walk-ins by appointment                                                                 | 633   |
| Number of call/emails                                                                             | 2,253 |
| Number of calls regarding Unemployment Insurance (UI)                                             | 577   |

| <b>YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH)</b><br><b>Weeks ending March 26 and April 2, 2021</b> |        |
|----------------------------------------------------------------------------------------------------------|--------|
| Number of applications                                                                                   | 11,559 |
| Number of youth in lottery pool                                                                          | 1,105  |
| Number of youth enrolled                                                                                 | 3,564  |
| YouthSource Center (YSC) enrollments                                                                     | 1,237  |
| YSC enrollment goal                                                                                      | 1,932  |
| Percent complete                                                                                         | 64.03% |

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

March 29, 2021 to April 2, 2021

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

|                                                      |     |
|------------------------------------------------------|-----|
| Microenterprise assisted                             | 172 |
| Microenterprise enrolled                             | 14  |
| Small businesses assisted                            | 27  |
| Small businesses enrolled                            | 1   |
| Number of BSC Clients who attended virtual workshops | 20  |
| Sidewalk vendors assisted                            | 13  |
| 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.

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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).