



**Economic & Workforce  
Development Department (EWDD) Weekly Updates**  
**NEWS FOR THE WEEK OF APRIL 12, 2021**

# Success Stories



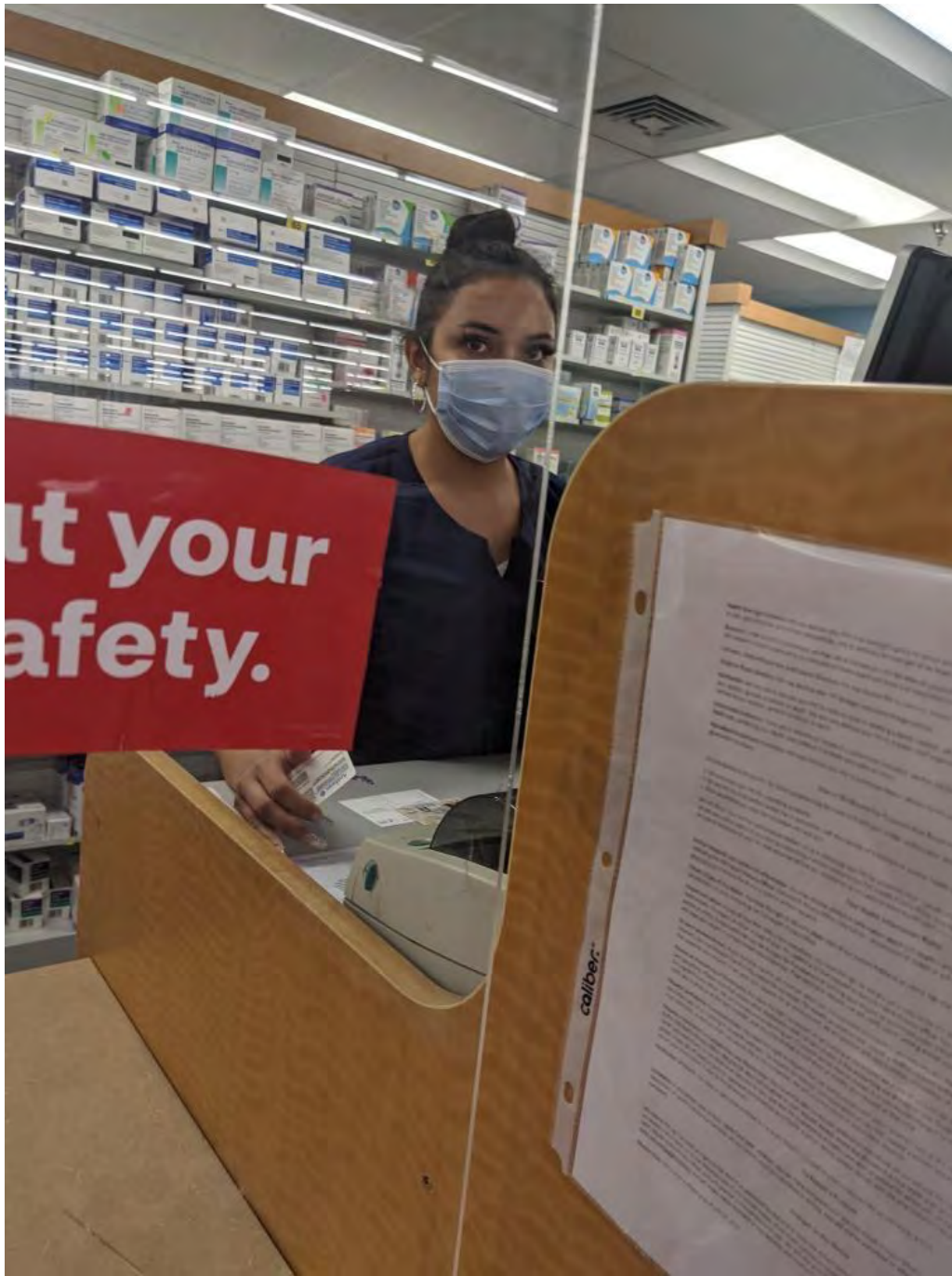
***Helping small businesses stay open during COVID-19***

**NORTH VALLEY BSC HELPS FLOWER SHOP KEEP BLOOMING**

The North Valley BusinessSource Center helped third generation florist Robert Alhanati successfully obtain financial assistance that allowed him to keep his business open and save six jobs during the COVID-19 pandemic. Robert has been working in the flower industry since the 1960s. In 2007, he purchased Tomlinson Flowers, a shop that has also been around since the 1960s. Tomlinson Flowers faced uncharted territory at the beginning of the COVID-19

pandemic and closed its doors for a month to implement the COVID-19 Guidelines and Protocols for Florists. Robert worried about rent, accounts receivables and keeping his employee's healthcare benefits active. In March 2020, Robert began looking into the City of LA's Small Business Emergency Microloan Program but faced challenges in submitting the application. He contacted the North Valley BusinessSource Center for assistance with completing the Emergency Microloan application. The North Valley BSC is overseen by EWDD contractor ICON Community Development Corporation, which also runs the South Valley BusinessSource Center. He expressed gratitude to North Valley BSC Program Manager Maria Luviano for guiding him through the loan application process. "When I was pushed off the financial cliff, I didn't know how I was going to pay my employees," he said. "As I started looking for loan programs, the first one I saw was the microloan. The process was daunting!" He said Maria "responded to me right away and understood my problem. She has helped me from then on. She's a blessing!" With Maria's assistance, Robert received funds from the City's emergency microloan in June 2020, which the City of LA converted into a pandemic recovery grant at the end of 2020. In February 2021, Maria helped Robert successfully submit an application for the second round of the Paycheck Protection Program (PPP). Within days, Robert received funding that allowed him to retain six employees and hire one additional employee. The North Valley BSC is continuing to assist Robert, providing business guidance such as marketing and how to certify his business to secure procurement opportunities with the City of LA. "Of course I would recommend The North Valley BusinessSource Center, they are very helpful! I consider ICON, where the rubber meets the ground. ICON brings government programs to me, and I am taking advantage of the resources." Tomlinson Flowers is located in LA City Council District 7.

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***YouthSource Centers - helping young Angelenos during pandemic***  
**BOYLE HEIGHTS YSC GIVES PRESCRIPTION TO NEW CAREER**

EWDD has 14 YouthSource Centers (YSC) strategically located throughout the City of Los Angeles to provide resources to young Angelenos in underserved communities. The YSCs offer youth ages 14 to 24 services including: job skills training, career exploration and tutoring. In this week's EWDD Updates, Lilia Soto (above), a participant at the Boyle Heights Technology YouthSource Center, shares a testimonial thanking EWDD Youth Development Specialist Victor Gutierrez for his mentorship and counseling. With Victor's guidance, Lilia gained job experience through the City's youth employment program. These



opportunities allowed her to contribute to the Census 2020 project and COVID-19 vaccination efforts.

*"I'm so thankful for the opportunities you and the Tech Center have provided me. I had a great job experience working with the US Census Bureau 2020. After the Census finished, I was in a job hunt and I remembered about the time I had an internship with CVS and how the manager told me about an opportunity to become a certified pharmacy tech through CVS, so I tailored my resume and applied! I got hired as a pharmacy tech floater. Right now, I'm working to support all COVID vaccine distribution. I'm working in a CVS pharmacy checking in all patients who come in and get vaccinated! And there's so many opportunities to grow within CVS. For example, I'm going to begin training to learn how to vaccinate. Thanks Victor for always keeping me in mind when job opportunities arise. I really appreciate it."*

*- Lilia Sota, Boyle Heights Technology YouthSource Center participant*

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

#### **MARKETING & FUNDRAISING FIRM BENEFITS FROM GRANT**

The LA Regional COVID-19 Recovery Fund provided Denise Pines a grant that allowed her business, Pines One Publications to stay afloat and cover pandemic related expenses. Pines One Publications is a black-owned marketing and fundraising consulting firm that has raised more than \$100 million for events, media and youth programs since they began operating in 1996. Due to COVID-19, the consulting firm was forced to cut back on their marketing programs and cancel all of their events, as sponsors could not fulfill their sponsorship commitments. When things seemed most grim for Pines' small business, she came across the Recovery Fund program and applied for the first round of funding. To her surprise, she became one of the first recipients of the Fund's small business grant, which Pines used to cover the firm's payroll. "I just want to thank the fund for helping small businesses like myself who typically don't believe the funding is available to them," she said. "You have provided hope." Pines One Publications is a small business located in LA City Council District 10. The LA Regional COVID-19 Recovery 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.

## LINKS to COVID-19 RESOURCES

### JOB RESOURCES

LA JOBS PORTAL: [jobs.lajobsportal.org](https://jobs.lajobsportal.org)

VIRTUAL ORIENTATIONS: [bit.ly/LAjoblosshelp](https://bit.ly/LAjoblosshelp)

### BUSINESS RESOURCES

LA REGIONAL COVID FUND: [lacovidfund.org](https://lacovidfund.org)

SMALL BUSINESS PROGRAM: [ewddlacity.com/index.php/small-business-loans](https://ewddlacity.com/index.php/small-business-loans)

LA CARES Corps: [coronavirus.lacity.org/CARESCorps](https://coronavirus.lacity.org/CARESCorps)

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

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

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

# EWDD Metrics

## WORKFORCE DEVELOPMENT DIVISION

<b>WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19)</b> <b>April 5, 2021 to April 9, 2021</b>	
Number of walk-ins	1,148
Number of walk-ins by appointment	626
Number of call/emails	2,690
Number of calls regarding Unemployment Insurance (UI)	703

<b>YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH)</b> <b>Week ending April 9, 2021</b>	
Number of applications	11,946
Number of youth in lottery pool	1,145
Number of youth enrolled	3,715
YouthSource Center (YSC) enrollments	1,268
YSC enrollment goal	1,932
Percent complete	65.63%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

April 5, 2021 to April 9, 2021

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

Microenterprise assisted	151
Microenterprise enrolled	8
Small businesses assisted	25
Small businesses enrolled	3
Number of BSC Clients who attended virtual workshops	134
Sidewalk vendors assisted	19
Sidewalk vendors enrolled	6



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)