

EWDD'S WEEKLY UPDATES



SUCCESS STORIES WEEK OF MAY 2, 2022

**WE'RE
OPEN**

Small Business Rental Assistance Program

The City of Los Angeles will provide \$12 million in grants to eligible businesses located in the City that need financial assistance to aid in their recovery from COVID-19. Grants will be of up to \$15,000 or six months of back rent, whichever is less.



**\$12
MILLION IN
GRANTS**



To apply, visit: bit.ly/lasmallbizgrant

Applications will close May 6, 2022

RENTAL ASSISTANCE GRANT APPS DUE 5/6

Applications are due at 11:59 pm today, Friday May 6, 2022, for the City of Los Angeles Small Business Rental Assistance Program. Eligible businesses may receive up to \$15,000 in grants to assist with their financial recovery from the pandemic.

[EWDD General Manager Carolyn Hull recently was interviewed by LA Cityview 35](#) to discuss the program and encourage Angelenos to apply.

“COVID-19 has hit many of our small businesses particularly hard,” she said. “The [Small Business Rental Assistance Program](#) is our way of supporting small businesses during the economic recovery. Eligible businesses could receive a grant between \$5,000 and \$15,000 to help them with potential rental arrears.”

To be eligible, businesses must be for-profit and have a brick-and-mortar storefront located and operated within Los Angeles City limits. Businesses must also have an active Business Tax Registration Certificate (BTRC). Ineligible businesses include: in-home operations and nonprofits. Landlords/Schedule E Passive Income businesses are also ineligible.

The City's [BusinessSource Centers](#) are available to assist small businesses who may need help filling out their applications. Services are free and available in numerous languages. The BusinessSource Centers can also provide

prospective applicants access to computers and technical assistance in assembling required documents.

“Reaching out to our BusinessSource Centers will give you the resources you may need in order to complete the application in a timely fashion,” Hull said.

For more information and to apply, visit bit.ly/lasmallbizgrant or ewddlacity.com. To contact a local BusinessSource Center, visit bit.ly/LABusinessSource.



FROM BSC CLIENT TO FINANCIAL COUNSELOR

The Harbor [BusinessSource Center \(BSC\)](#) provided entrepreneur Louis Enriquez, owner of [DLBLF Financial Consulting and Small Business Solutions](#), with critical technical assistance to help him establish an LLC and obtain licenses and permits needed to operate legally. Louis (pictured above), launched DLBLF to deliver debt relief services that help clients build business and personal credit.

After giving business guidance to Louis, the Harbor BSC started referring DLBLF’s services to other small businesses. One of the client referrals was to Keith Garrett, owner of [All Flavor No Grease \(AFNG\)](#), an iconic local food truck with more than [186,000 followers on Instagram](#). DLBLF provided AFNG with merchant services to accept card payments, a mobile app to boost productivity, and a new, modern website. By boosting his productivity, Keith was able to bring on a new employee.

The BSC also referred Keith to DLBLF to help secure a fuel card for his food truck, making it easier for him to keep track of transportation costs and allowing cash on hand to be used for other resources.

The Harbor BSC staff is grateful that clients can turn into partners to help small businesses all over the City of Los Angeles.

DLBLF is located in [LA City Council District 8](#).

EWDD YOUTHSOURCE CENTERS

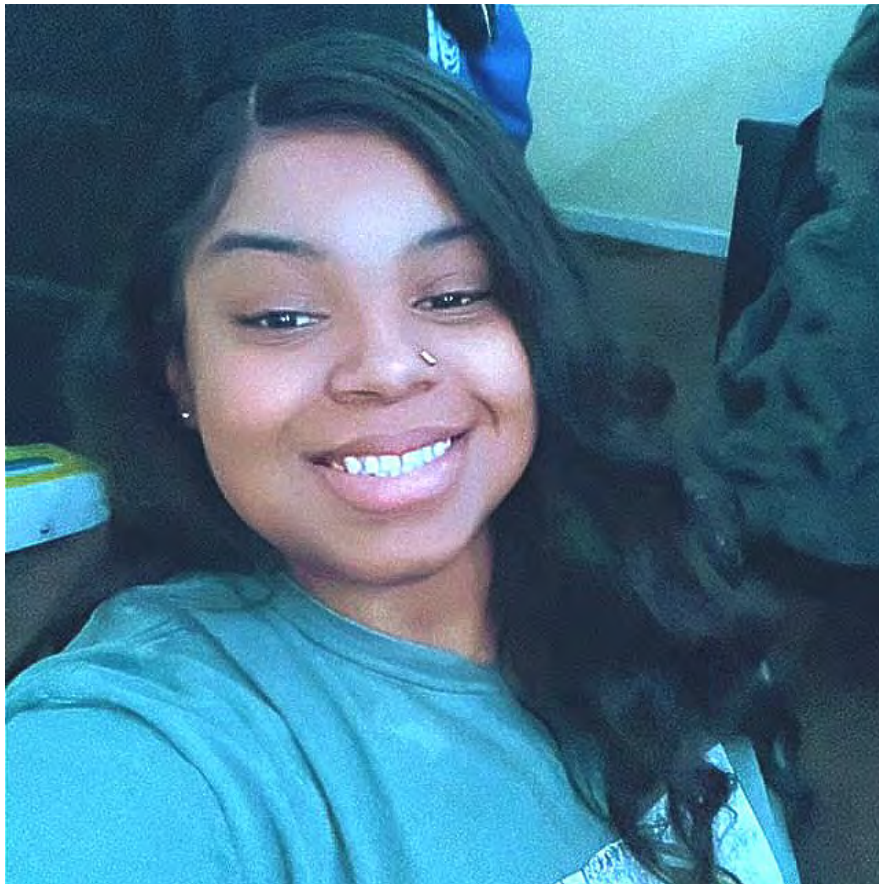
EWDD currently operates 14 [YouthSource Centers \(YSCs\)](#) that provide young Angelenos ages 16-24 services, including mentoring and counseling, job skills training and career exploration. The YSCs are located in underserved neighborhoods throughout the City and offer services at no cost. This week, EWDD Updates highlights success stories from Para Los Niños (PLN), which operates the Northeast and Central LA YouthSource Center.



INTERNING WAY TO ENTERTAINMENT CAREER

Ciara graduated from Los Angeles Harbor College in Spring 2020 with three Associates of Arts degrees, then transferred to California State University Los Angeles (CSULA). There she will receive a Bachelor of Arts Degree in Television, Film, and Media Studies in spring 2022. The California State University Entertainment Alliance referred Ciara (pictured above) to Para Los Niños in summer 2021, which helped place her in an internship with [Group Effort Initiative \(GEI\)](#). Actors Blake Lively and Ryan Reynolds launched and financed the GEI program to create a pipeline for members of underrepresented communities gain real-life experience towards lasting careers within the entertainment industry. Ciara interned at GEI from September 2021 to January 2022. As the Corporate Recruitment and Placements Intern, Ciara was responsible for assisting the program in placing more than 300 job seekers into entry-level entertainment careers. She completed independent projects, researched and shared employment openings, conducted outreach with students and alumni, and advised students and alumni in career professional development.

Inspired by her internship experience, Ciara plans to launch her own nonprofit organization to serve underprivileged and underrepresented communities. In February 2022, Ciara started a new journey as a Corporate Production Intern for the production company, [All3Media America](#), which produces several notable shows such as Undercover Boss.



FROM NAIL ENTHUSIAST TO MANICURIST

Naomi enrolled in PLN's YouthSource program seeking vocational training

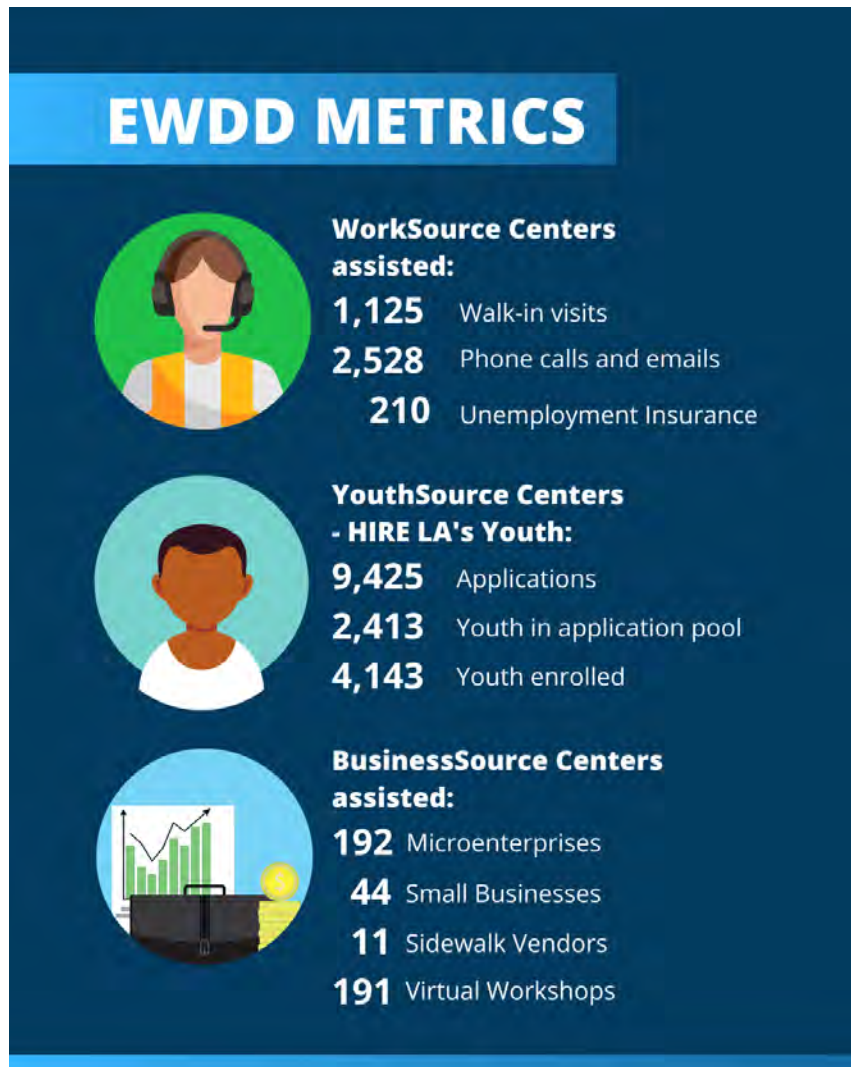
support and services. Naomi was very enthusiastic about enrolling in the Manicuring Program offered through PLN's partner, [Abram Friedman Occupational Center](#). With support from her PLN career advisor, Naomi (pictured above) enrolled in the program. Through YouthSource, Naomi was able to obtain financial support to pay for her class tools, materials and fees. So far, Naomi has completed her first course in the program and will be completing the second course by the end of the spring semester. Naomi plans to take her state board certification exam after completing the program and is looking forward to becoming self-employed. In the meantime, she is practicing as much as possible to perfect her craft.



YOUTH FINDS PATH TO HIGH SCHOOL DIPLOMA

Jose came to the PLN YouthSource Center for support in obtaining his high school diploma. He decided to enroll in PLN's on-site Adult Independent Studies, which is overseen by the Los Angeles Unified School District (LAUSD). This program allowed Jose (pictured above) to complete assignments at his own pace and receive on-site case management with an [LAUSD Pupil Services and Attendance \(PSA\)](#) counselor along with assistance from an academic

instructor and career advisor. After a lot of hard work and assistance from PLN, Jose completed his high school diploma requirements in March 2022. Jose is currently working with his PLN career advisor on enrollment in post high school academic programs.



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
