

EWDD'S WEEKLY UPDATES



SUCCESS STORIES WEEK OF JUNE 13, 2022



HOLLYWOOD BSC CELEBRATES GRAND OPENING

The Hollywood [BusinessSource Center \(BSC\)](#) celebrated its grand opening Wednesday June 8, 2022, offering tours of its new location within the Second

Home Coworking Space. Members of the [EWDD Economic Development Division](#) attended and were impressed by the unique office space, which they likened to an atmosphere reminiscent of tech firm campuses.

Long-term EWDD contractor [Pacific Asian Consortium in Employment \(PACE\)](#) will administer the day-to-day operations of the center. PACE also oversees the Pico-Union/Westlake BSC and the [Pico-Union/Downtown LA WorkSource Center](#).

PACE is committed to serving the small businesses in the City of Los Angeles and the Hollywood community, and nurturing prospective small business owners to help their dreams of owning their own businesses become a reality, said Kerry Doi, PACE President and CEO.

“By housing our center at this innovative collaborative space, paired with our comprehensive business services, we not only provide essential services for our established businesses to withstand the ebbs and flows in our new ‘normal,’ but also inspire a wave of new up and coming future entrepreneurs,” he said.

The Hollywood BusinessSource is part of a network of 10 centers located throughout the City of LA. The centers are dedicated to leading entrepreneurs through the complexities of launching a business, while offering guidance to help them survive and thrive. The City of LA launched multiple COVID-19 grant programs to boost the odds of small businesses recovering from the economic losses caused by the pandemic.

“The City’s BusinessSource Centers were instrumental in providing technical resources to small businesses during the application process, which contributed to many successful grant awards,” said Carolyn Hull, EWDD General Manager. “The centers are a go-to resource and have the keys to unlock all of the City’s resources for small businesses that will ensure their success and longevity.”

For more information about the [Hollywood BusinessSource Center](#), please contact hollywoodlabsc@pacela.org or call 213-989-3158. To learn more about the BusinessSource Center system, visit bit.ly/LABusinessSource or ewddlacity.com.



SOUTH LA BSC HELPS CHEF BAKE COOKIE COMPANY

After working as a business coach at the South LA [BusinessSource Center](#) for several years, Lura Ball decided to launch her own family business, [Lura's Kitchen](#). The South LA BSC, overseen by EWDD contractor [Vermont Slauson Economic Development Corporation \(VSEDC\)](#), offers a series of webinars for small businesses and start-ups, including courses covering the basics of getting business-ready, to understanding the leadership psychology and mindset. Lura,

who also works as a marketing and public relations consultant, worked her way through the webinar curriculum to fine-tune her business skills.

In 2019, she founded Lura's Kitchen - a multi-generational benefit corporation that offered ready-made gourmet cookie dough. Each of her flavors has a backstory and are named for someone she knows and loves – her mother Madear, her son Langston, and her grandmother and namesake, Lura. The Tura Lura cookie mix has a second touchpoint, as it references an Irish Ballad.

Three generations of Lura's family run Lura's Kitchen. Lura runs the business with her sister Shell, who is the Treasurer and Chief Morale Officer. Her daughter, Elle is the Marketing and Social Media Director. Her son Langston and niece Janae are Board Members. Finally, her granddaughter, Trinity, is their TikTok coordinator.

Together with another South LA BSC business coach, Lura developed a solid business plan to develop, scale and distribute her product. However, when the pandemic hit, she had to pivot her micro-business from baked cookies to three-ingredient dry gourmet cookie mixes that anyone from a novice to a seasoned chef could bake in 30 minutes. She lowered her product offering from seven flavors to three. She also connected with a co-packer to help her vet vendors selling ingredients, replicate her recipes and manufacture and package her final product.

With a lean and organized business plan, Lura's Kitchen became VSEDC's first [CDFI](#) loan. She received \$10K, which she earmarked for product packaging for her new line of cookie mixes: Tura Lura's Chocolate Chip with Pecans, Madear's Old Fashioned Tea Cake, and Langston's No-Nonsense Chocolate Chip cookie mixes.

Lura also credits her South LA BSC business coaches for connecting her to other sources of capital that paid for the Research and Development (R & D) phase of creating her mixes and packaging design.

During her journey to the marketplace, Lura found an Angel investor. Her goal is to land distribution deals with upscale grocery stores such as Whole Foods and Lassens. She has also targeted specialty stores, farmer's markets and gift shops as possible markets for her products.

To learn more about Lura's Kitchen and to place an order, visit www.luraskitchen.com.

EWDD's BusinessSource Centers offer resources to microenterprises, small businesses and aspiring entrepreneurs in the City of Los Angeles in an effort to revitalize the local economy by providing services to help business owners

launch viable businesses, grow revenue streams, and stabilize and create jobs. To find the center nearest you, visit bit.ly/LABusinessSource.



LA GIVES CHILE TIPS ON HELPING SMALL BUSINESSES

Last week, [EWDD](#) General Manager Carolyn Hull accompanied the Mayor's Office of Economic Development (MOED) in a meeting with delegates from the Chilean government to discuss the City's small business initiatives to keep mom-and-pop shops afloat and assist with their financial recovery from COVID-19. From June 6 to June 10, the City of Los Angeles hosted world leaders from across the Western Hemisphere for the Ninth Summit of the Americas, only the second to take place in the United States.

Representatives from the Chilean official delegation to the Summit of the Americas attended the meeting with MOED and EWDD, including notable figures such as Marcos Rivas, chair and co-founder of the [Association of Small and Medium Enterprises of Chile \(ASECH\)](#). The organization represents more than 40,000 businesses in Chile and is considered one of the most influential public-policy organizations in the Chilean entrepreneurship and small and medium business ecosystem. During the discussion, the City shared its best practices for business and economic development programs, innovation and entrepreneur resources, incentives, and loans. The meeting highlighted the international impact of EWDD's COVID-19 relief programs, which are also recognized at a national level. EWDD GM Carolyn Hull has spoken at several events where the City of LA's COVID-19 financial recovery programs are considered a top model on how to assist small businesses during times of crisis.

To learn more about EWDD's services for small businesses, visit bit.ly/LABusinessSource or ewddlacity.com.

EWDD METRICS

Week of June 6
to June 10



WorkSource Centers assisted:

1,070 Walk-in visits

2,005 Phone calls and emails

275 Unemployment Insurance



YouthSource Centers - HIRE LA's Youth:

11,261 Applications

3,661 Youth in application pool

4,287 Youth enrolled



BusinessSource Centers assisted:

151 Microenterprises

11 Small Businesses

5 Sidewalk Vendors

60 Virtual Workshops



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
