



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

## Success Stories



*Guiding small businesses toward economic recovery*  
**HOLLYWOOD BSC HELPS GELATO SHOP KEEP SERVING SWEETS**

The Hollywood BusinessSource Center helped long-term client Uli Nasibova, owner of Uli's Gelato, successfully apply for several COVID-19 financial assistance programs, which allowed her to retain her staff of 11 and reopen her DTLA and Mid-City locations at full capacity. Uli (above) is the owner of Gelateria Uli, which recently rebranded to Uli's Gelato. In 2017, the Hollywood BSC assisted Uli with an SBA loan to open her second storefront in Mid-City.

In March 2020, the Hollywood BSC provided guidance to help Uli secure numerous COVID-19 loans within weeks of the initial shutdown, including the PPP, EIDL, and the City of LA's small business emergency microloan, which has since been transformed into a grant program. As the pandemic continued into 2021, the Hollywood BSC also assisted Uli with the latest round of COVID-19 grants and loans, helping her secure another loan in early 2021. On March 11<sup>th</sup>, 2021, President Biden signed the \$1.9 trillion American Rescue Plan Act (ARPA). Parts of these funds were used to create a new SBA grant called the Restaurant Revitalization Fund. At the end of March, Uli attended a BusinessSource Center webinar about the grant eligibility requirements and how to prepare applications. Using lessons from the webinar that covered program eligibility, Uli immediately submitted an application and was approved in May 2021.

In the summer of 2020, Uli's Gelato was voted *Best Ice Cream* in Los Angeles Magazine's annual *Best of LA* issue. The Uli's Gelato DTLA storefront is located in Council District 14. The Mid-City storefront is located in Council District 5.

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#### **LA:RISE HELPING JOB SEEKERS DURING COVID-19**

EWDD is a leadership team partner of the Los Angeles Regional Initiative for Social Enterprise (LA:RISE), an innovative, collaborative partnership that unites the City and County of Los Angeles' Workforce Development System (WDS) with non-profit social enterprises and for-profit employers to help individuals with high barriers to employment get good jobs and stay employed. After working in a transitional job at a social enterprise and leveraging training and services from the WorkSource Centers, LA:RISE participants are placed at jobs. Below are two stories featuring LA:RISE participants and the positive impact the program has had on their lives.



### **LA:RISE GIVES RE-ENTRY WORKER JOB HELPING UNHOUSED**

Prior to joining LA:RISE, Harlow spent most of his adult and adolescent life in the criminal justice system. When he was released from incarceration, Harlow (above) was eager to join the workforce but struggled during job interviews. After being referred to LA:RISE social enterprise partner Chrysalis, Harlow completed job-readiness classes and received coaching on how to share his background with potential employers. At Chrysalis, Harlow felt valued and respected. He connected with staff committed to helping him find employment. Encouraged by the support he received in the job-readiness classes, Harlow began working at social enterprise Chrysalis Staffing and he was assigned to help unhoused individuals as a support staff member at the National Health Foundation, an organization that connects individuals experiencing homelessness with medical staff, housing, and social workers. After five months, Harlow was offered a permanent position as a Guest Service Associate. He now finds purpose and pride in his work – and is excited to pursue his goals of returning to school to study psychology, starting a family, and buying a house. "Don't give up, there are resources out there that can help you get to where you need in life."

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### **LA:RISE HELPS FORMERLY HOMELESS JOB SEEKER FIND WORK**

When he enrolled in the LA:RISE program at social enterprise partner Center for Living and Learning (CLL), Douglas (above) was experiencing homelessness with his family. He had recently completed an inpatient recovery program and faced significant barriers to finding full-time employment. After learning about LA:RISE, Douglas enrolled to pursue his goals of entering the workforce and building a stable future for himself and his family. CLL provided Douglas on-the-job training as a Call Center Operator and Customer Service Representative, where he built valuable job skills, expanded his resume and found pride in his work. Douglas also discovered a passion for teamwork and helping others, skills which he will be able to expand at his new full-time role at the West Hollywood Addiction Treatment Center. Now, with full-time employment and a supportive team around him, Douglas is excited about his family's future.

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### ***Crisis assistance for Angelenos***

### **EWDD SUPPORTS SOUTH LA RESIDENTS & BUSINESSES**

Representatives from EWDD's BusinessSource, WorkSource and YouthSource teams spent the 4th of July weekend assisting South LA residents and businesses impacted by the 27th Street explosion. In support of Council District 9, EWDD staff informed community members about resume assistance and job placement services for job seekers, internships and college guidance for youth and extensive business consulting services for local small businesses. EWDD is scheduled to continue staffing booths at the City's Local Assistance Center (LAC) at Trinity Recreation Center, where team members will provide information about EWDD's centers in English and Spanish.

### **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

### WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) June 29, 2021 to July 3, 2021

Number of walk-ins	1,187
Number of walk-ins by appointment	603
Number of call/emails	2,250
Number of calls regarding Unemployment Insurance (UI)	728

### YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending July 3, 2021

Number of applications	1,790
Number of youth in lottery pool	123
Number of youth enrolled	23
YouthSource Center (YSC) enrollments	82
YSC enrollment goal	2,100
Percent complete	3.9%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

June 29, 2021 to July 3, 2021

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

Microenterprise assisted	81
Microenterprise enrolled	27
Small businesses assisted	26
Small businesses enrolled	3
Number of BSC Clients who attended virtual workshops	35
Sidewalk vendors assisted	25
Sidewalk vendors enrolled	3



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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)