



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF JULY 19, 2021

Success Stories



Guiding small businesses toward economic recovery

EAST LA BSC HELPS CAFE STAY AFLOAT UNTIL DTLA REBOUNDS

QQ Café is a Downtown Los Angeles-based, 100% Latino-owned restaurant located near the Los Angeles Flower Market. Founded by Chef Ramon “Ray” Sanchez (above), QQ Café has been operating since 2012 and has become a well-known staple to local residents, and patrons of the Los Angeles Flower Market. QQ Café has been a long-term client of the East Los Angeles BusinessSource Center (ELA BSC) since its founding in 2012. The ELA BSC has provided QQ Café with extensive business services ranging from corporate setup, lease review, permit and licensing assistance, access to capital, strategic business planning and guidance on how to navigate the devastating economic impacts of COVID-19. Prior to the pandemic, QQ Cafe experienced stability and normal growth, expanding to catering services for government agencies, hospitals and corporate businesses private parties. Similar to other businesses, QQ Cafe was severely affected by the pandemic, with its revenues falling by more than half. Many of their catering orders were canceled, which represented a large share of their revenues. To help QQ Café stay afloat during the pandemic, the ELA BSC assisted them with the following funding opportunities and loan programs: the City of Los Angeles Small Business Emergency Microloan Program; LADA TOC Small Business Recovery Loan Program; SBA EIDL loans and grants; SBA PPP Loan Program and the California Relief Grant, totaling more than \$91,000 in financial assistance. With guidance from the ELA BSC, QQ Cafe has achieved a steady recovery and has resumed its pre-pandemic levels of operation and employment.

QQ Café is located in LA City Council District 14.





EWDD Incubators - Cultivating entrepreneurs

GRID110 FEEDS RESOURCES TO FOOD TRUCK RENTAL BUSINESS

EWDD administers and supports several incubators in the City of Los Angeles through Community Development Block Grant (CDBG) funding, including Grid110, an economic and community development non-profit dedicated to creating pathways to success for early-stage entrepreneurs in Los Angeles. Grid110 recently highlighted participants Gabriel Gamez (left) and Enrique Loyola (right), founders of On The Go LA, which provides an easy, low-cost way for local food entrepreneurs — chefs, pop-ups, and caterers — to rent a food truck and serve their food to multiple communities around the City. On the Go LA provides local food entrepreneurs the opportunity to grow their business and revenue through single and multi-day food truck rentals. The company offers a seamless process by providing the truck, permits, high-traffic stops, marketing, and operational support, which lets the entrepreneurs focus on what they do best — serve great, new food to local Angelenos. Childhood best friends since kindergarten at Saint Cecilia School in South LA, Enrique and Gabriel launched the business to help local food vendors who were struggling to make ends meet during COVID-19. In a recent Medium blog, the business partners detailed how they benefited from Grid110's expert mentorship and critical resources. "We were able to cut through a lot of the fluff and get to the core of our business, specifically through in-depth conversations during Office Hour sessions with the Grid110 mentors. Overall, our Grid110 experience has made us recognize that while our journey as entrepreneurs is unique to us, we have a community of like-minded entrepreneurs to motivate one another and grind it out. Grid110 consistently emphasized the idea of not comparing ourselves to others but instead being realistic and patient on our way to achieving our goals." What advice would they give to founders considering applying to Grid110? "This program is meant to challenge you as you build your venture, so understand that every critique of your business comes with the best intentions. The Grid110 network is expansive. If you take advantage of connecting with alumni and current advisors, you will be better positioned to set and accomplish goals for your company. You won't ever feel alone on this

journey of entrepreneurship as a part of the Grid110 family because there is a sense of genuine camaraderie and unmatched support.”



Earn, Learn, Play

YOUTH SELECTED FOR STENTORIANS, TRAILBLAZING LAFD GROUP

EWDD YouthSource Director Makeda Vela recently attended the kick-off event for Earn, Learn and Play, an initiative by Mayor Eric Garcetti and LA County Superintendent of Education Debra Duardo that is dedicated to ensuring that young Angelenos have access to summer internships, learning enrichment programs and recreational activities. The program is designed to provide youth opportunities and experiences that will prepare them for the academic school year, via virtual and in-person activities that adhere to COVID-19 health and safety protocols.

Pictured above are youth selected to work with the Stentorians, an organization founded in 1954 by African-American firefighters of the Los Angeles City Fire Department (LAFD) to combat the racism and bigotry that prevented African-Americans from joining and advancing in the fire service. Based in South LA, the group is dedicated to the mission of recruitment and promotion of diversity within LAFD. Through this partnership, EWDD is collaborating to build a pipeline for youth in South LA that will provide access to a career and the middle class.

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

LA CARES Corps: coronavirus.lacity.org/CARESCorps

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) July 12, 2021 to July 16, 2021

Number of walk-ins	1,179
Number of walk-ins by appointment	585
Number of call/emails	2,571
Number of calls regarding Unemployment Insurance (UI)	725

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending July 16, 2021

Number of applications	2,966
Number of youth in lottery pool	412
Number of youth enrolled	206
YouthSource Center (YSC) enrollments	94
YSC enrollment goal	2,100
Percent complete	4.48%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

July 6, 2021 to July 9, 2021

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

Microenterprise assisted	83
Microenterprise enrolled	5
Small businesses assisted	22
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	132
Sidewalk vendors assisted	10
Sidewalk vendors enrolled	5



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