



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF AUGUST 23, 2021

Success Stories



WEST VALLEY BSC HELPS FRESH HEALTHY FOOD COMPANY GROW

The West Valley BusinessSource Center provided extensive business counseling to Veronica Alcaez, leading her through the process of purchasing and growing her company Fresh Start Healthy Meals. In January 2020, Veronica (pictured above) was referred to the West Valley BSC to assist in her

negotiations to purchase Fresh Start Healthy Meals, Inc., an entity that provides meals to schoolchildren across the Los Angeles Unified School District (LAUSD). After Veronica successfully purchased the business and its assets in spring 2020, BSC staff conducted a needs assessment and spent the next year guiding Veronica in monitoring the cost-structure of the business to make sure it was able to operate profitably. In December 2020, BSC staff reviewed the company's calendar year financials and settled on a cost structure that would pave the way for the business to expand and create opportunities for access to capital. In spring 2021, BSC staff worked with Fresh Start Healthy Meals' tax preparer to prepare a business tax return that would allow the company to purchase equipment through a term loan with an additional line of credit to support the expansion. The loans would pave the way for the business to expand by increasing its packaging and cold storage capacity. The expansion will also create up to 50 jobs in the coming months. The two loans were approved in August 2021. The West Valley BSC is overseen by EWDD partner Managed Career Solutions (MCS).

Fresh Start Healthy Meals is based in Sylmar and is located in LA City Council District 7.



APPRENTICES CELEBRATE GRADUATION FROM FIRE ACADEMY

Sixteen youth apprentices recently celebrated their graduation from the Command LA Youth Fire Academy, a program designed to inspire young Angelenos from underrepresented communities to join the field of fire service. The program is led by 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. During their apprenticeship, youth participants

received training related to the physical requirements and assessments for acceptance to the Fire Academy. In addition, they earned their CPR certification. Several youth said they planned to continue on the pathway to becoming firefighters, while others said they received valuable transferable skills for success in their career of choice.

Funding for the youth training was provided by Hire LA's Youth, Mayor Eric Garcetti's youth hiring initiative, which is designed to give young Angelenos ages 14-24, their first job. The apprentices were recently featured in the July 19, 2021 edition of EWDD Updates.

GET READY TO APPLY!

- ✓ ACTIVE BUSINESS REGISTRATION TAX CERTIFICATE (BRTC)
- ✓ RECENT TAX RETURNS (2019-2020)
- ✓ ADDITIONAL DOCUMENTS TBD

Questions?



Business **source**
City of Los Angeles

CONTACT US:

EWDDLACITY.COM/INDEX.PHP/LOCAL-BUSINESS/BUSINESSSOURCE-CENTERS

[\\$37 MILLION IN GRANTS FOR SMALL BUSINESSES](#)

[STAY TUNED! COMEBACK CHECKS PROGRAM TO LAUNCH FALL 2021](#)

LA Cityview Channel 35 recently premiered a video promoting the Comeback Checks Program, which will provide \$37 million in grants for the City's Small Businesses.

To support struggling for-profit small businesses, the Mayor and City Council, through the 2021-2022 budget process, allocated \$50 million in American Rescue Plan Act (ARPA) funding to implement a series of programs that promote a strong and equitable economic recovery in the City, consistent with ARPA regulations.

EWDD is serving as administrator for this program. The City's nine BusinessSource Centers are on standby to assist local businesses, including helping business owners assemble required documentation to apply. A total of \$37 million in "Comeback Checks" will be available for the City's small

businesses. The grants will be distributed as follows:

\$25 MILLION - Restaurant and Small Business Recovery Program

Deployment of \$5,000 grants to 5,000 small businesses impacted by COVID-19, including restaurants and other vulnerable industries needing assistance in their economic recovery efforts

\$12 MILLION - Small Business Rental Assistance Program

Grants of up to \$15,000 (or six months' rent, whichever is less) to support rental/lease costs for small businesses in qualifying industries for both current and arrears rent payments, and for eligible new businesses that need assistance with first and last month's rent.

Eligibility Requirements

To be eligible, applicants must meet the following criteria:

- Businesses must be located in the City of Los Angeles
- Provide required documentation, including a Business Registration Tax Certificate (BRTC) and 2019-2020 tax returns.
- Additional documents are to be determined.

Stay tuned for more information! Announcements will also be released on @LAEWDD social media channels on Instagram, Facebook, Twitter and LinkedIn.

Contact EWDD's BusinessSource Centers for assistance:
bit.ly/LABusinessSource

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) August 16, 2021 to August 20, 2021	
Number of walk-ins	1,181
Number of walk-ins by appointment	644
Number of call/emails	2,845
Number of calls regarding Unemployment Insurance (UI)	502

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending August 20, 2021	
Number of applications	4,091
Number of youth in lottery pool	2,831
Number of youth enrolled	981
YouthSource Center (YSC) enrollments	206
YSC enrollment goal	2,100
Percent complete	9.81%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS August 16, 2021 to August 20, 2021	
LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise assisted	98
Microenterprise enrolled	17
Small businesses assisted	43
Small businesses enrolled	2
Number of BSC Clients who attended virtual workshops	62
Sidewalk vendors assisted	15
Sidewalk vendors enrolled	1



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