



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF AUGUST 30, 2021

Success Stories

AND MUCH MORE!

LAX & SOFI STADIUM HIRING FAIR



**REGISTRATION
REQUIRED**



<https://bit.ly/3yruijC>

SEPT. 9TH
9 AM - 1 PM

SOFI STADIUM
1001 S. Stadium Drive,
Inglewood, CA 90301



CITY OF LOS ANGELES IS AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

Pandemic Emergency Unemployment Compensation ends 9/4/21
EWDD OFFERS JOB TRAINING TO EXTEND BENEFITS

With Pandemic Emergency Unemployment Compensation (PEUC) coming to an end on September 4, 2021, EWDD's Rapid Response Team is working diligently to register Angelenos for job training at the City's WorkSource Centers that will allow them to extend their benefits. EWDD has also partnered with LAX to provide training sessions to assist Angelenos who lost their jobs due to the decline in air travel during COVID-19, including former employees of LAX, Van Nuys Airport and surrounding hospitality businesses, including hotels and shuttle drivers. However, these job training opportunities are available to all Angelenos who may have lost their jobs due to COVID-19.

On September 9, 2021, LAWA and SoFi will host a hiring fair at SoFi Stadium with more than 45 employers offering 5,000 jobs in various industries. Funding for the hiring fair and training programs was provided by the Keep LA Working, a program that applied funds from the California State Employment Development Department (EDD) to provide supportive services to displaced employees impacted by the coronavirus pandemic. EWDD administered the grant in collaboration with LAWA with the goal of helping workers re-enter the workforce and increase enrollments at the City's WorkSource Centers. This special funding provides paid short-term vocational training, direct placement or on-the-job training opportunities, and other support services that Angelenos need to get back to work or transition to new careers. In some cases, participants were connected with support services to cover the cost of utilities or other expenses they were unable to cover while unemployed.

EWDD's WorkSource Center staff will be present at the LAWA SoFi Stadium hiring fair on September 9th to provide information about how to access job training services.



EWDD Incubators - Cultivating Entrepreneurs

GRID110 HELPS COMPANY LEAD WOMEN THROUGH LIFE CHANGES

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 a recent blog post on Medium, Grid110 highlighted participants Nina Joshi (above left) and Lina Borgo (above right), friends and founders of Mina Health, a platform dedicated to guiding women through a natural and major life transition – menopause.

“When we conducted market scans on Women’s Health, we saw so much activity and so many companies that served the first part of a woman’s life (from menstruation to pregnancy). Still, very few companies focused on the second part of a woman’s life. We saw this as a huge missed opportunity. When speaking to family and friends who are currently going through menopause or went through the transition, we noticed that this natural milestone was still so stigmatized. We knew we had to change this for our mothers today and for us as future-menopausal women!”

An average of 27 million women between the ages of 45 and 64 experience menopause each year. The uncertainty with menopause often leads to inaccurate treatments. The Mina Health digital platform creates a one-stop shop for menopause, including diagnostic testing, treatment, and education. The company launched an affordable and accessible at-home menopause hormone test in 2020 which provides women insight into menopause timing and phases.

“We decided to start with our diagnostic solution when we learned just how stressful it can be for women to navigate menopause symptoms. Many of the women we spoke to (including our mothers) could recount the struggle of having to determine if the unpleasant symptom they were experiencing was menopause or something else entirely.”

With the support of Grid110, Lina and Nina discovered a community of entrepreneurs, expert mentorship, and crucial resources through their no-cost, no-equity accelerator programs. “You don’t need to have it all figured out to join Grid110! Grid110 not only gives us an amazing community and network of like-minded founders but also a massive wealth of practical knowledge regardless of company stage.”



Coming Soon!!!

COMEBACK CHECKS PROGRAM



**\$37 MILLION IN GRANTS
FOR SMALL BUSINESSES**



CITY OF LOS ANGELES COVID-19 FINANCIAL RECOVERY ASSISTANCE



Eligibility

Businesses **MUST** be located in the City of Los Angeles



Required documents:

- Please prepare:
- Business Registration Tax Certificate (BRTC)
 - Recent Tax Return (2019-2020)
 - Additional documents TBD



Grants

Grants are geared for vulnerable industries in need of COVID-19 financial economic recovery assistance

Questions?

Contact your local BusinessSource Center:

ewddlacity.com/index.php/local-business/businesssource-centers

City of LA Grants to Help Small Businesses and Restaurants **LAUNCHING SOON - \$37M COMEBACK CHECKS PROGRAM**

This fall, the City of Los Angeles will launch the Comeback Checks Program, which will offer \$37 million in grants to assist the economic recovery of small businesses and restaurants in the wake of COVID-19. EWDD is working furiously to create the infrastructure needed to accurately review and expedite grant applications, including an online application portal. If businesses need assistance gathering documentation to prepare for the Comeback Checks grant applications, EWDD's nine BusinessSource Centers are on standby to provide help.

Eligibility Requirements

To be eligible for the grant, businesses must be located in the City of Los Angeles and provide a Business Tax Registration Certificate (BTRC), along with 2019-2020 tax returns. Additional required documents are to be determined. To support struggling for-profit small businesses, the Mayor and City Council, through the 2021-2022 budget process, allocated 50 million dollars in ARPA funding to implement a series of programs, including the Comeback Checks Program, that promote a strong and equitable economic recovery in the City.

EWDD is currently in the process of developing answers to frequently asked questions.

In the meantime, here are responses to questions submitted by the Downtown Los Angeles Business Improvement District.

Q: What are qualifying industries?

A: Qualifying industries for the Comeback Checks program include (but are not limited to) accommodations, food services, leisure and hospitality, professional and business services, educational and health services, and other services (including personal services). Other industries include manufacturing, information, construction, and financial activities.

Q: What defines a small business?

A: The following small businesses qualify for grants through the Comeback Checks Program:

- **Microenterprises:** Small businesses with five (5) employees or less, including the owner(s), with less than \$100,000 in annual gross revenue.
- **Small Businesses:** Businesses with less than \$1 million in annual gross revenue.
- **Small/Medium Businesses:** - Businesses with more than \$1 million but less than \$5 million in annual gross revenue.

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 application preparation 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 23, 2021 to August 27, 2021 | |
|--|-------|
| Number of walk-ins | 1,128 |
| Number of walk-ins by appointment | 570 |
| Number of call/emails | 2,925 |
| Number of calls regarding Unemployment Insurance (UI) | 441 |

| YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending August 27, 2021 | |
|--|-------|
| Number of applications | 4,250 |
| Number of youth in lottery pool | 914 |
| Number of youth enrolled | 1,138 |
| YouthSource Center (YSC) enrollments | 252 |
| YSC enrollment goal | 2,100 |
| Percent complete | 12% |

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

August 23, 2021 to August 27, 2021

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

| | |
|--|-----|
| Microenterprise assisted | 112 |
| Microenterprise enrolled | 16 |
| Small businesses assisted | 42 |
| Small businesses enrolled | 0 |
| Number of BSC Clients who attended virtual workshops | 82 |
| Sidewalk vendors assisted | 39 |
| Sidewalk vendors enrolled | 3 |



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