



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF SEPTEMBER 21, 2020

After several weeks of backlogs, the number of new Pandemic Unemployment Assistance (PUA) claims processed in the City of Los Angeles rose to 91,279 the week of September 5, 2020, according to new figures released by the California Employment Development Department (EDD). This figure represents a more than 30 percent increase from when PUA benefits first became available the week of May 2, 2020, when approximately 38,006 claims were filed. The number of PUA and Unemployment Insurance (UI) claims is anticipated to grow in the upcoming weeks, as individuals file claims for jobs lost due to the recent wildfires in Southern California. EWDD is still here to help Angelenos get through the challenges presented in 2020. EWDD's Rapid Response Team continues to host [virtual orientations](#) in English and Spanish to guide Angelenos who have lost their jobs or had their hours reduced through the UI process. EWDD's BusinessSource, WorkSource and YouthSource Centers are still working tirelessly to provide critical assistance to Angelenos experiencing the tremendous economic impacts of COVID-19.

On a positive note, below are several testimonials from small businesses that received funding through the City's Small Business Emergency Loan Program.

"Thank you for all your help in this process. This loan is going to help my business stay open. We are very appreciative to the City of Los Angeles and to you for making this possible."

– Antic Inc.

"Amazing! Thanks again for everything!"

– Village Heights

LINKS to COVID-19 RESOURCES

JOB RESOURCES

Virtual Orientations: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

Microloan Application: bit.ly/EWDDC-19BusinessLoan

LA CARES Corps: coronavirus.lacity.org/CARESCorps

Small Business Resilience Toolkit: bit.ly/LAResilienceToolkit

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

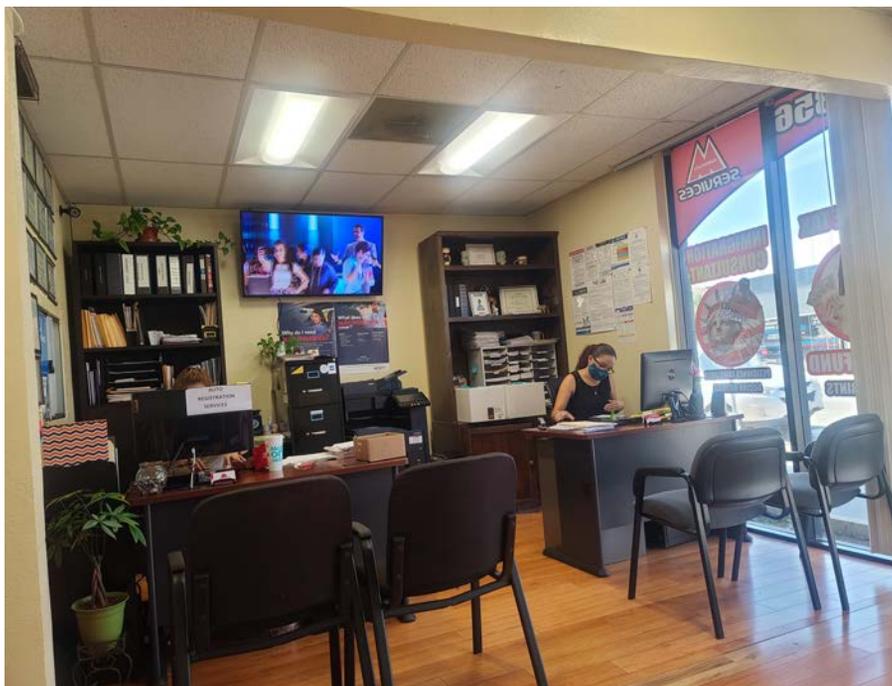
Success Stories



Helping Small Businesses Survive COVID-19

CENTRAL WEST BSC HELPS SIDEWALK VENDOR RECEIVE PERMITS, AVOID FINES

The Central/West Region BusinessSource Center (BSC) helped Nicolas Martinez successfully obtain a sidewalk vending permit for his business, Martinez Fresh Fruit. “I have peace now,” he said. Nicolas (above) started his business ten years ago. Though he did not receive a formal education, Nicholas said running his business has taught him about persistence and dedication. A few months ago, Nicolas attended a [City of Los Angeles Sidewalk and Park Vendor Permit Program](#) orientation led by Veronica Lopez, a Central/West BSC business counselor. The Central/West BSC is operated by EWDD contractor PACE. Veronica then assisted Nicholas through the permit application process from start to finish. Nicolas was still in the process of obtaining his immigrant visa so he could not acquire his Individual Tax Identification Number (ITIN), which is a permit requirement. With help from Veronica and the PACE Volunteer Income Tax Assistance (VITA) Program, Nicolas was able to process his ITIN request and submit it to the Internal Revenue Service (IRS). However, due to COVID-19 and the tax season, he had to wait six months for his official number. After receiving his ITIN in the mail, Nicolas worked with his business counselor to apply for the Los Angeles Business Tax Registration Certificate (BTRC), California State Seller’s Permit and then successfully completed the Streets LA Sidewalk Vending application.



Helping Small Businesses Survive COVID-19

WEST VALLEY BSC HELPS FULL SERVICES FIRM OBTAIN 3 LOANS & STAY OPEN

The West Valley BusinessSource Center helped long-term client Mariana Ospital (pictured above) successfully apply for three loans to help her business “Mariana’s Services” stay open during COVID-19. Mariana’s Services is a one-stop-shop that provides services for taxes, insurance, civil marriages, and travel. Mariana first began working with the BusinessSource Centers in 2017, and has received extensive business guidance since then. Working closely with Marlen Lara, the onsite manager of the West Valley BSC, Mariana received several loans that helped her expand her business to two locations in the San

Fernando Valley. The BSC also assisted Mariana in developing a social media presence and marketing plan to help keep her business sustainable during the non-tax season. Mariana was preparing to open a third location in early 2020 when COVID-19 arrived. With the pandemic, Mariana's business came to a halt as her customers lost their jobs, stopped paying insurance, canceled their weddings and their travel plans. With her business' sales reduced to a minimum, Mariana struggled to pay rent and maintain the salaries of employees at her second location. She had no choice but to lay off the employees and shut the doors of her most recent business. She frantically contacted the West Valley BSC, and the BSC staff helped Mariana generate a new business strategy and guided her through the application process for the U.S. Small Business Administration (SBA) Paycheck Protection Program (PPP) loan, the SBA Economic Injury Disaster Loan (EIDL), and the City of Los Angeles Small Business Emergency Microloan Program. The objective of the new business strategy was to retain her employees during the initial mandated safer at home orders and keep her business operational while the economy struggled to find a new normal. Mariana received all three loans between May and August of 2020. The infusion of capital provided by the City of LA and the SBA loans allowed her to keep herself employed, keep two employees on payroll and keep the business operational. Mariana said she is extremely grateful to the City of LA and the West Valley BSC for the resources and support she has received to keep her business afloat during this unforeseen economic shutdown.

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

UNEMPLOYMENT INSURANCE AND PUA CLAIMS FILED (COVID-19) IN CITY OF LOS ANGELES, Week of 9/5/2020	
Number of new Unemployment Insurance Claims filed in City of Los Angeles	106,387
Number of new Pandemic Unemployment Assistance (PUA) claims	91,279

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) September 14, 2020 to September 18, 2020	
Number of walk-ins	1,114
Number of walk-ins by appointment	781
Number of call/emails	2,798
Number of calls regarding Unemployment Insurance (UI)	1,008

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending September 18, 2020	
Number of applications	6,613
Number of youth in lottery pool	1,184
Number of youth enrolled	1,227
Percentage of youth enrolled	14.14%
YouthSource Center (YSC) enrollments	325
YSC enrollment goal	2,100
Percent complete	15.48%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS September 14, 2020 to September 18, 2020	
LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise assisted	133
Microenterprise enrolled	13
Small businesses assisted*	53
Small businesses enrolled	3
Number of BSC Clients who attended virtual workshops	77
Sidewalk vendors assisted	13
Sidewalk vendors enrolled	6

*Compared to a pre COVID-19 weekly average number of 23

"Updates" is the weekly report from the EWDD General Manager to the Office of Mayor Eric Garcetti, and is produced by EWDD's communications section. If you have questions, comments or wish to have a contribution considered for an upcoming "Updates," please contact Jamie Francisco at 213-744-9048 or Jamie.Francisco@lacity.org



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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