



News for the week of Jan. 11, 2016



PUSH IS ON TO REGISTER YOUTHS FOR JOB FAIR

Registration kicked off this week for next month's Youth Opportunity Fair & Forum in Los Angeles and EWDD staff have busy working with public and private-sector partners to ensure a well-attended and successful event. The job fair will be held 9 a.m. to 4 p.m. on Feb. 11 at the Los Angeles Convention Center. Mayor Eric Garcetti, working with more than 30 major companies through the 100,000 Opportunities Initiative, is hoping to attract 5,000 youth between the ages of 16 and 24. WorkSource, YouthSource, community partners and city leaders

are encouraged to [register participants](#) for the free event. The County of Los Angeles and the Los Angeles Community College District are also collaborating. The job fair will allow young people to apply for jobs and have on-the-spot interviews with companies such as Starbucks, T-Mobile, Microsoft, Nordstrom and Target, to name just a few. At previous fairs in Chicago and Phoenix, hundreds of job offers were extended the same day. 100,000 Opportunities Initiative is an employer-led nonprofit coalition aimed at helping America's young people chart a path to meaningful employment.

EDD meeting: Economic Development Division staff met with Mayor Garcetti's iTeam (Innovation Team) to discuss the development and implementation of a pilot project to assist legacy businesses in neighborhoods throughout the city that are challenged by changes in social and economic demographics. Implementation is expected to start in early spring 2016.

Metrics:

- JobsLA.org saw 3,518 job-search sessions for the week, for a daily average of 503. Nearly 83,000 job listings were viewed and 23% of visitors were new.
- Workforce enrollments totaled 1,336 for the week.
- Value of workforce grant proposals under EWDD consideration: \$8.55 million.

Rapid Response Serves 653 workers: EWDD's Rapid Response jumped into action last week, providing layoff transition services to 653 workers facing a job loss when the Hyatt Regency Century Plaza hotel closes in March for a major renovation. EWDD staff explained how to file for unemployment insurance, maintain health benefits and find out about immediate job openings. Three sessions were held Jan. 7 at the hotel and two more took place this week. The hotel will be shuttered for two years, reopening in 2018 as a 1.5 million-square-foot mixed-use project. Construction and operation of the new community hub is expected to generate thousands of construction and permanent jobs, and to substantially increase tax and sales tax revenues when fully operational.



Biz Report: South LA BusinessSource Center consultants helped Ebonie Ellinta, an entertainment-industry painter, learn more about how to market herself on social media. Staff there also helped Celestrino Mejia structure a profit-sharing model for his business. At the **North Valley BusinessSource Center**, consultants helped Enrique Ramirez apply for and receive a \$50,000 loan for his small retail business. Staff also provided one-one-one business counseling to Ramirez's son, Christopher, who does paperwork for the family-run business. The **Central West** and **South LA BusinessSource** centers offered a variety of workshops relating to business, including how to write a business plan, basic accounting and business success principles, and more. Together they served 56 people.

"Updates" is produced by Catherine Saillant in EWDD's communications department. If you have questions, comments or wish to contribute to an upcoming "Updates," please contact Saillant at 213-744-9048 or at Catherine.Saillant@lacity.org.