

LIST OF SERVICES PROVIDED BY BUSINESSSOURCE CENTERS

GENERAL BUSINESS SERVICES	
SERVICE	DEFINITION
Business Needs Assessment	Assessment to identify services and interventions appropriate for the stage and needs of that specific business. Services will be tailored to the needs of the business to achieve optimum outcomes.
SWOT Analysis	Teach the strategic planning method structured on four elements of concern - strengths, weaknesses, opportunities, and threats.
Business Plan/Executive Summary	Assistance in preparing or updating a business plan that identifies and analyzes economic, technical, and financial feasibility.
Business Planning	Discuss the legal and tax benefits as well as drawbacks to different legal structures. Assist start-ups with basics such as market identification, market entry, breakeven budget, and market pricing data.
Business Compliance Requirements	Assistance with compliance with business regulatory requirements. Provide technical assistance to comply with new regulations necessary for the continuation of the business.
Marketing/Social Media	Support with building business brand and providing social media tools to market and promote the business. Introduction to social media platforms customers use every day like Facebook and Instagram and selling products on online marketplaces like Amazon, Facebook and Instagram Market and eBay.
Market assessment	Assist with creating a comprehensive analysis of environment forces, market trends, entry barriers, competition, risks, opportunities and the company's resources and constraints using tools such as Census Business Builder.
Marketing Plan Development	Help develop a well-crafted, strategic marketing plan by setting marketing goals, conduct a marketing audit, conduct market research, analyze the research, identify a target audience, determine a budget, develop specific marketing strategies, develop an implementation schedule for the strategies, and create an evaluation process.
Permits/Licenses	Assistance to ensure that proper local, state, and federal business registration processes, permits, licenses, Fictitious Business Name, and certifications are obtained to operate a business legally in the City.
Mentorship/Collab Set-up	Help build collaborations between clients. One approach is for seasoned clients to mentor other clients whenever possible.
Business Tax Preparation Support	Help business owners prepare for their federal, state, and local taxes such as gathering all the required documentation and reviewing.
Tax Consulting	Help business owners understand their federal, state, and local tax requirements. Identify tax incentives and rebates for the client's business
Disaster Resiliency	Building the capacity of businesses — both to prepare for and recover from emergency, events, and build long-term financial security. Including earthquake and fire preparedness plans, appropriate and adequate insurance, etc.
Legal considerations	Share information on free legal workshops and pro bono clinics.
Lease negotiation assistance	Assistance with Commercial Office and Retail Lease Negotiation, Commercial Lease Counseling, or other lease related services.
Site-finding assistance	Help start-ups or home businesses find a location or assist existing businesses look for new locations to expand or move including developing a cost analysis based on the targeted leases and determine the best opportunity.
Certification	Go over the benefits of certification and which certificates the client qualifies for. Assist with gathering all the required documents and help with the various.
Procurement	Provide training on the procurement process for contractual opportunities with the City and other government entities including navigation and enrollment on the Los Angeles Business Virtual Network (LABAVN) system.
Franchise Development Planning	Help develop a franchise strategy and business plan, guide the client with any necessary market research, competitive benchmarking, gap analysis or financial modeling.
Succession Planning	Assist with an evaluation of the business, identification of key positions in the organization and potential successors as well as any necessary training and support planning. In addition, help the client plan and develop talent pipelines for the future.
FINANCIAL SERVICES	
SERVICE	DEFINITION
Financial Analysis	Assist Clients with an assessment of the viability, stability, and profitability of a business to ensure increased profitability.

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Projections Preparation	Forecast future revenue and expenses to help clients pitch to potential investors or for other funding opportunities.
Credit Report Review	Provide training on how to read personal and business credit reports. Review payment history with the client to investigate low scores.
Business Accounting/Budgeting	Analyze the client's business accounting procedures and financial condition for areas of improvement. Suggest optimal bookkeeping procedures and standards that ensure proper financial management and legal compliance for the client's business.

ACCESS TO CAPITAL

SERVICE	DEFINITION
Loan Prep Assistance	Provide free loan packaging services including reviewing the project feasibility to obtain funding to start, expand, or purchase a business. Discussing potential local/state/federal programs available to fund the business including eligibility requirements. Preparing loan applications tailored to meet specific program requirements from the information provided by the client. Connecting the client to Lenders and help answer questions about the process.
Cash Flow Management	Track and analyze a business's cash flow to determine the liquidity and solvency of the business: cash flow from operating activities, cash flow from investing activities and cash flow from financing activities. Providers should also have the skills to conduct liquidity and profitability ratio analysis, assess the impact that changes in costs have on financial statements, and understand how these relate to a company's financial targets.

TECHNOLOGY

SERVICE	DEFINITION
Cybersecurity	Show common practice prevention methods against Cyber Security threats such as hacking, malware, and phishing.
Website Optimization	Use tools and software like Google Analytics, advanced strategies, and experiments to improve the performance of clients' websites, to further drive more traffic, increase conversions, and grow revenue. One of the most critical aspects of website optimization is search engine optimization (SEO) to improve the quality and quantity of website traffic to their website from search engines.
Website Development and Management	Work with partners for website development and creation for businesses without an online presence. Conduct e-commerce audits of existing websites to identify opportunities for improvement. Improve business websites by connecting small businesses to create and design services including photographers, web designers, among others.

SIDEWALK VENDING

SERVICE	DEFINITION
Sidewalk Vending services	Assist Sidewalk Vendors through the vending permitting process, including but not limited to Business registration through the City's Office of Finance, obtaining applicable County of Los Angeles Department of Public Health permit, including coordination of food cart plan check services, and cart inspections, and obtaining California Seller's Permit from the State Tax and Fee Administration. Provide services and training including but not limited to access to capital, including referrals to the City's Microloan Program, to purchase adequate equipment, such as stationary or mobile food carts, small business development, planning and management, marketing, banking / Financial literacy, procurement of proper liability insurance, taxes, cash management, electronic payment acceptance, and other business services, including business planning, access/referral to legal services, and expungement services.

CONTACT LIST

BusinessSource Center	Email
North Valley BusinessSource Center 13269 Van Nuys Blvd Pacoima, CA 91331	northvalleybsc@iconcdc.org
West Valley BusinessSource Center 18645 Sherman Way #114 Reseda, CA 91335	westvalleybsc@mcslosangeles.com
South Valley BusinessSource Center 14553 Delano St, Suite 212 Van Nuys, CA 91411	southvalleybsc@iconcdc.org
Watts BusinessSource Center 1513 East 103rd St Los Angeles, CA 90002	wattsbsc@vsedc.org
Hollywood BusinessSource Center 1370 N St. Andrews Pl, Suite 215 Los Angeles, CA 90028	hollywoodlabsc@pacela.org

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South Los Angeles BusinessSource Center 1130 West Slauson Ave, Los Angeles, C A 90044	hq@vsedc.org
Southeast Los Angeles BusinessSource Center 2415 South Central Ave. Los Angeles, CA 90011	SoutheastLABSC@coalitionrcd.org
Harbor BusinessSource Center 222 W. 6th St. #320 San Pedro, CA 90731	harborbsc@mcslosangeles.com

LIST OF SERVICES PROVIDED BY WORKSOURCE CENTERS

WORKFORCE RECRUITMENT ASSISTANCE	
SERVICE	DEFINITION
Develop Job Description	Assist with development of a comprehensive job description
Filling Job Order via Candidate Screening and Resume Referrals	Assisting to fill a job order by screening candidates and providing resumes to the employer
Filling a Job Order via Customized Recruitment	Work with the business to identify their needs and develop a plan for recruiting candidates May include: <ul style="list-style-type: none"> Coordinating a system-wide recruitment Coordinating a recruitment exclusively for an employer contact or an employer group by industry
Placement/Hire	An actual hire occurred that can be verified when surveying the business
Job Fairs	Organizing, conducting, and/or participating in job fairs.
Resource Center Use	Business uses the Center for training classes, interviews, research, planning meetings, conferences, computer or other office needs.
Employment Analysis	Providing employers with job task analysis services and absenteeism analysis.
New Employee Retention Workshop	Coordinate and implement employee retention training workshops for a business' new hires (e.g., Work Etiquette or Soft Skills Workshop)
ENGAGED IN STRATEGIC PLANNING/ECONOMIC DEVELOPMENT	
SERVICE	DEFINITION
Industry Focus Group	Design and implement a focus group to study a business issue as requested by one or more business customers
Research	Conduct research in areas such as, but not limited to, Economic Issues, Business Trends, and Labor Issues, OR referral to another organization that can assist them with their needs
Speaker Services	Provide speaker(s) at a function or training event for the business or their staff. Note: Marketing of the WorkSource Center or the WorkSource System is <u>not</u> considered a speaker service.
Employer Forum	Securing information on industry trends, providing information for the purpose of economic development planning
Planning	Participate in community-based strategic planning and/or partnering in collaborative efforts to identify workforce challenges and developing strategies to address challenges
PLANNING LAYOFF RESPONSE	
SERVICE	DEFINITION
Layoff Aversion	Assist the business with developing strategies to avoid lay-offs or referral to another organization that can assist them with these needs
RAPID RESPONSE/BUSINESS DOWNSIZING SERVICES	
SERVICE	DEFINITION
Rapid Response	Work with the City of LA Rapid Response Unit and the business to design a Rapid Response plan for employees Note: WSC must have an established relationship with the employer prior to layoff announcement.
TRAINING SERVICES	
SERVICE	DEFINITION
On-the-Job Training (OJT)	Assist an employer with an OJT opportunity filling a skill gap between the candidate's skills and requirements of new position or to initiate an industry career ladder
EMPLOYER INFORMATION AND SUPPORT SERVICES	
SERVICE	DEFINITION
Industry Career Ladder	Assist business in developing policies or plans to create/define formal career ladders. Career ladders should be defined by utilizing established occupations defined by Federal agencies or other nationally recognized source.
Labor Market Information	Provide business with specific labor market information that they requested regarding wages,

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(LMI)	occupational skills, and the economy.
Industry Sector Workshop	Hosting an industry sector focused event, seminar, or workshop. Event may be to identify issues and breakthroughs within a specific industry, to provide technical assistance, or to support regional/sector employer collaboration.
HR Referrals	Assist the business with HR challenges which go beyond the standard (e.g., hiring, recruiting, etc.), such as finding information on: <ul style="list-style-type: none"> • Specific labor laws • Legal equal opportunity requirements • Sexual harassment policy OR Referral of the business to outside organizations specializing in HR needs
Referrals to Community Resources	Proactive linkage and referral of establishments to community resources that support their workforce needs

ACCESSING UNTAPPED LABOR POOL

SERVICE	DEFINITION
Assistance on Hiring people with Disabilities	Assist the business in developing policies or plans for recruitments targeting people with disabilities or referral to organization specializing in assisting the disabled (e.g., Goodwill). Help business obtain and install assistive technologies.
Assistance on Hiring Veterans	Assist the business in developing policies or plans for recruitments of veterans or referral to organizations specializing in assisting veterans (e.g., VA).
Assistance on Hiring Ex-Offenders	Assist the business in developing policies or plans for recruitments targeting ex-offenders or referral to organizations specializing in assisting ex-offenders
Joint Venture with Academic Institutions	Partnership with H.S., community colleges, or other education programs to improve skill levels, and programs to address limited English proficiency and vocational training

INCUMBENT WORKER TRAINING SERVICES

SERVICE	DEFINITION
Implement Customized Incumbent Worker Training Project	Coordinate and implement specialized training for a business' existing employees; must include skills upgrade plan.

CONTACT LIST

Worksource Center	Email
Northeast San Fernando Valley WorkSource Center 12502 Van Nuys Blvd. Pacoima, CA 91331	Maria Salazar msalazar@goodwillsocal.org Catalina Rodriguez Catalina.rodriguez@goodwillsocal.org Destiny Mitchell dmitchell@goodwillsocal.org
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Northeast Los Angeles WorkSource Center 342 N. San Fernando Rd. Los Angeles, CA 90031	James Marsh jmarsh@goodwillsocial.org Marcela Delopez mdelopez@goodwillsocial.org Christina Moyaho cmoyaho@goodwillsocial.org
Vernon Central/LATTC WorkSource Center 400 W. Washington Blvd. Los Angeles, CA 90015	Jose Loera jloera@coalitionrcd.org
South Los Angeles WorkSource Center 1512 W. Slauson Ave. Los Angeles, CA 90047	Arthur Guerrero aguerrero@letc.com
Watts-Los Angeles WorkSource Center 2220 E. 114th St. Los Angeles, 90059	Natasha Tave natasha.tave@hacla.org
Southeast Los Angeles WorkSource Center 10950 S. Central Ave. Los Angeles, 90059	Alphonzo Reed areed@wlcac.org
Harbor Gateway WorkSource Center 222 W. 6th Street, Suite 410 San Pedro, CA 90731	Jennifer Angeles Weyh jennifer.angeles@pacific-gateway.org

LIST OF SERVICES PROVIDED BY EWDD PARTNERS

LOS ANGELES CLEANTECH INCUBATOR (LACI)	
SERVICE	DEFINITION
LACI Incubator Program (2 years)	Hands-on incubation services to support cleantech startups for market and investor readiness and eventually Product development and operational growth. Startups must have a cleantech solution that addresses one of our priority areas: Clean Energy, Zero Emissions Transportation and Smart & Sustainable Cities: Circular Economy.
Founders Business Accelerator (10 weeks)	Founders Business Accelerator (FBA) is an impact acceleration program aimed at increasing the economic, community, and environmental impact of small businesses and micro-enterprises in the City of LA. In this 6-month virtual program, small business owners learn how to increase their resilience and develop their strategy in today's rapidly changing business landscape.
Market Access Program (1-2 years)	The program is centered around a specific pilot opportunity, during which the startup will access a full menu of advanced incubation services LACI is looking for Series A+ startups, with less than \$25M raised, who request funding assistance for pilot participation. They provide project scoping, implementation management, and evaluation advice throughout the pilot term, In-depth pilot measurement, analysis, and reporting including quarterly and final report, and Access to Market Transformation Pilot Partners specific to the pilot.

<https://lincubator.org/startupprograms/> or email adrienne@lincubator.org

GRID110	
SERVICE	DEFINITION
Idea to Launch Bootcamp (6 weeks)	The Idea To Launch Bootcamp is designed for founders in the earliest stages of their ventures. This virtual bootcamp will support startup teams that are looking to launch a functional product or service within the next three months. Founders will develop the foundational skills necessary to validate a business idea, discover/understand their customers, and work towards launching a functional product or service.
PledgeLA Founders Fund (12 weeks)	Residency Program is a three-month program focusing on Black and Latinx-led businesses with a clear connection to South Los Angeles and neighboring communities and help take their businesses to the next level by providing: Three months of tailored training & support, Mentorship from other LA founders and investors, and \$25,000 in non-dilutive funding.
Friends & Family Program (12 weeks)	The program is geared towards helping early-stage entrepreneurs strengthen their businesses, attract capital investment and receive mentorship. Entrepreneurs selected for Friends & Family will receive a \$20,000 cash grant with an opportunity to be awarded more during the program, and receive entrepreneurial management and personal coaching.

<https://www.grid110.org/> or email ali@grid110.org

BRAID THEORY	
SERVICE	DEFINITION
CELSIUS Ocean Pre-Accelerator (12 weeks)	90-day Pre-Accelerator for synthetic biology entrepreneurs tackling new materials; the food supply; healthcare; and bioenergy.
LA BLUE Ocean Pre-Accelerator (8 weeks)	60-day Pre-Accelerator for startups working on key scientific research and application around shipping, logistics, and transportation; ocean sustainability, the energy-water nexus; and ocean observation.
BLUE+ Ocean Accelerator (12 weeks)	90-day Accelerator for full-time founders and solutions with strong technology and market readiness addressing shipping bottlenecks; aquaculture; ocean-related data; and ocean energy.

<https://www.braidtheory.com/programs> or email courtney@braidtheory.com

LOS ANGELES FOOD POLICY COUNCIL	
SERVICE	DEFINITION
Healthy Neighborhood Market Network (3-12 months)	Assists corner stores and liquor stores by providing training, guidance and upgrades to their stores, transforming them into healthy markets. Provides light TA and medium TA and successful stores move on to receive transformational and post-transformational services.

<https://www.goodfoodla.org/hmla> or email info@goodfoodla.org

EWDD LOAN PROGRAMS	
SERVICE	DEFINITION
Small Business Loan Program	EWDD designed the Small Business Loan Program in order to provide financing to viable small businesses that private lenders cannot accommodate. Loan limits are \$50,000 to \$500,000. Terms are 3-10 years. Interest Rate is 5.5%, fixed for 12 months then adjusts to 2.5% +10yr US t-note rate.

EWDD PARTNERS LIST OF BUSINESS SERVICES

Contact: Alex Lakshtanov, EWDD, at 213-744-9368 or Alex.Lakshtanov@lacity.org

MONEY MANAGEMENT INTERNATIONAL (MMI)

SERVICE	DEFINITION
Credit Counseling	Also known as debt and budget counseling, credit counseling is MMI's core service offering. Credit counseling is ideal for any consumer struggling with credit card debt, insufficient income, or overspending. Credit counseling is always free and is available 24 hours a day, seven days a week.
Debt Management Plan (Monthly Fee)	A debt management plan (or DMP) is a structured repayment plan ideal for consumers with more credit card debt than they can comfortably handle. We work with your creditors to seek reduced monthly payments and interest rates. Debts are paid in full, usually within less than five years. NOTE, DMPs include an initial set-up fee, as well as a monthly fee, the amount of which is based on the size of your debt payments. However, you may be eligible for reduced or waived fees.
Credit Report Review	Your credit is something you should never leave up to chance. If you have questions or concerns about your credit report or credit score, we have answers. Our trained experts can help you understand what's on your credit report and what you can do to improve your credit health.
Homebuyer/Foreclosure/Reverse Mortgage Counseling	To make sure you start off on the right foot, we offer homebuyer counseling to any consumer at any stage of their home buying journey. We'll teach you everything you need to know about buying, maintaining, and successfully staying in your dream home. For consumers facing foreclosure or simply concerned about their ability to continue making their current mortgage payments, we offer one on one foreclosure counseling. Consumers discover what options are available and are connected with their lenders to begin the process of rehabilitation if needed. A Home Equity Conversion Mortgage, otherwise known as a HECM or reverse mortgage, turns your home's equity into income. This can be a blessing for a retiree with limited funds, but there are risks involved. Our reverse mortgage counseling will educate you on all the pros and cons of this product.
Student Loan Counseling	Student loan counseling is an incredibly helpful tool for student loan borrowers who have run out of deferment options, fallen behind on their payments, or simply want to know their options.
Bankruptcy Counseling and Education	If you are considering bankruptcy or have already begun the process, MMI offers the pre-bankruptcy counseling and pre-discharge education services required to complete your filing.

<https://ewddlacity.com/index.php/bsc-credit> or call 888-645-2227

LA OPTIMIZED

SERVICE	DEFINITION
Website creation/optimization	LA Optimized will help small businesses optimize their businesses for online sales and marketing by: Creating or optimizing online business listings, Performing e-commerce audits, Creating or optimizing business websites, and Connecting small businesses to creative and design services

<https://www.lacityoptimized.org/application-for-la-city-businesses>

SMALL BUSINESS LEGAL ASSISTANCE PROGRAM / BET TZEDEK

SERVICE	DEFINITION
Legal Services	Bet Tzedek provides free, expert legal advice and representation to low-income residents of Los Angeles County. Priority will be given to businesses in under-served communities.

For assistance, please complete the [Online Intake Form](#) on the LALegalHelp.org website. If you need help filling out the form or require assistance in another language, please contact the LA Regional COVID-19 Small Business Owners Legal Aid Program at 866-375-9511.