

EWDD **UPDATES**



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News for the Week of December 3, 2018

WEST VALLEY BSC HELPS ENTREPRENEUR OPEN CLAYTON’S PUBLIC HOUSE



The West Valley BusinessSource Center (WVBC) provided technical assistance, and over the course of several years, helped entrepreneur Elizabeth Peterson-Gower obtain a \$650,000 loan to open Clayton’s Public House, a Victorian style pub in the Spring Arcade Building, a Los Angeles Landmark Building in Downtown Los Angeles’ (DTLA) Historic Core. The establishment retained two jobs and created 45 jobs. Elizabeth and her husband Tony Gower previously owned Royal Clayton’s, an English pub in DTLA’s Arts District that shuttered in 2011. In May 2015, Elizabeth first visited the West Valley BSC, run by EWDD partner VEDC, to reopen Clayton’s in a new location. Working with the WVBC, Elizabeth received a \$650,000

(Above) Elizabeth Peterson Gower, owner of Clayton’s Public House in DTLA, poses in front of a Victorian-era style portrait of her. The West Valley BSC and South Valley WSC helped Elizabeth and her husband Tony Gower with the opening of their business.

loan, help to get an employment identification number, and assistance to file for Clayton’s business license in June 2016. “Everybody was so great there,” she said. In January 2017, as

Elizabeth became ready to staff the restaurant and needed assistance with job hiring, the WVBSC referred her to the Canoga Park South Valley WorkSource Center, run by EWDD partner ResCare. The WVBSC continued to work closely with Elizabeth by providing additional consulting and solutions as she faced construction delays and challenges with kitchen staff. Elizabeth said Clayton's is now currently increasing sales on a monthly basis. The West Valley BusinessSource Center and VEDC are proud to have played an important role in Clayton's success. EWDD General Manager Jan Perry, who represented DTLA in her previous role as City Councilwoman for CD9, said, "I am proud that EWDD's BusinessSource and WorkSource Centers were able to help Clayton's Public House re-open in Downtown LA's Historic Core," she said. "Clayton's is a beautiful addition to the Spring Arcade and just the type of small business, neighborhood establishment that the City needs and EWDD supports. We hope that longtime downtowners and new residents will enjoy Clayton's for many years to come."

HOLLYWOOD BSC HELPS ENTREPRENEURS OPEN BOARD GAME COMPANY

The Hollywood BusinessSource Center (BSC), run by EWDD partner MCS, recently helped start-up entrepreneurs Jason Lautenschleger and Barry McLaughlin obtain a \$125,000 working capital loan for their board game company, "Barry & Jason Games and Entertainment," allowing them to develop a board game that became a "Game of the Year" finalist and hire two new employees. EWDD referred Jason to the Hollywood BSC in May 2018. Jason and Barry were initially seeking a \$60,000 working capital loan for inventory backup and developing their second board game, however after meeting with Jason and analyzing his financials, a Hollywood BSC business coach determined Jason qualified for more capital than he was initially seeking. The business coach assisted Jason and Barry with developing a revised cost utilizing more capital and created a loan package for \$125,000, which was approved in September 2018. Jason and Barry said they were very grateful that they will be able to devote themselves more to their business and they plan to hire two full time employees with funds from the loan.

YOUTHSOURCE PARTICIPANTS ATTEND ENTREPRENEURSHIP SEMINAR



A dozen youth from five of the City's YouthSource Centers gathered at the USC Community Room on Saturday December 1, 2018 for a two-hour interactive entrepreneurship seminar on how to build their dream business.

A dozen youth from the Central, East South LA, South-Crenshaw, and North Valley Region YouthSource Centers attended an Entrepreneurship Seminar Saturday December 1, 2018. Held at the University of Southern California Community Room, the seminar was a two-hour crash course on how to build your dream business. The interactive seminar was led by entrepreneur Aaron Bilgrad, founder of The Blank Press, a business strategy, marketing, and creative video advertising company. The youth entrepreneurs developed an idea to build an affordable recording studio for underground artists in South Los Angeles and build a consulting firm to help advertise projects through creative design. Youth learned how to build a business, gained a valuable mentor who is willing to individually work with youth on building their business ideas, and left with friends to collaborate with on their ideas.

PLN STUDENTS TOUR UCR AND CSUN PRIOR TO CSU AND UC APP DEADLINES



High School Seniors from the East and Central Los Angeles Region YouthSource Centers, run by EWDD partner Para Los Niños (PLN) toured the University of California at California State University Northridge campus in late November before the CSU and UC application deadlines. The tours and discussions were led by PLN YouthSource alumni, part of PLN's efforts to ease the transition for youth into college life.

BUSINESS METRICS:

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| LABSCs Reporting: | North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor | |
| Microenterprise enrolled | | 30 |
| Microenterprise assisted | | 31 |
| Small businesses enrolled | | 5 |
| Small businesses assisted | | 25 |
| Number of BSC clients who attended workshops | | 8 |

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJobs *(online and mobile)*



593
Registrations
63% 

WorkSource Centers



1,508
Enrollments
51% 

"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