



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF OCTOBER 11, 2021

Success Stories



INTERNSHIP PLANTS SEED FOR YOUTH TO ATTEND COLLEGE

Boyle Heights Technology YouthSource Center (YSC) participant Kaylee recently graduated from high school and needed a job. Kaylee (above) wasn't sure if she wanted to attend college because she desperately needed a job to help her family financially. The YSC stressed the importance of developing a plan to attend school and possibly find a part-time job. Through the YSC paid internship program, she was able to nurture her love of the outdoors when she was placed in an internship with a local nursery. She also earned certifications in OSHA10 and confined spaces. Kaylee recently sent the YSC team a picture

of her at work and reported that she's attending Pasadena City College. "Taking part in your paid internship program and being able to earn my certifications really motivated me to find a job and attend school." Kaylee is currently working at an Amazon 4-star retail store and is a full-time student.



YOUTH INTERN GAINS EXPERIENCE, LEADS TO JOB AT CITY OF LA

Sebastian participated in the Boyle Heights Technology YouthSource Center 2021 internship program and was placed at the Variety Boys & Girls Club distributing food baskets to club members. Sebastian (above) is currently a senior at California State University of Los Angeles (CSULA) and enjoys giving back to his community. During the summer he volunteered his time by hosting tours at CSULA to local high school students from Boyle Heights. In September, Sebastian notified the YSC team that he was hired as a vocational worker for the City of Los Angeles Finance Department under the Business and Collection Unit.

EWDD INCUBATORS

EWDD administers and supports several incubators in the City of Los Angeles through Community Development Block Grant (CDBG) funding, including [Sustainable Economic Enterprises of Los Angeles' \(SEE-LA\)](#), which supports food entrepreneurs by helping them become sustainable and profitable with farmers markets. The SEE-LA Seasoned Accelerator Program provides individualized coaching from food industry experts. The unique program helps existing food vendors from SEE-LA's network of farmer's markets and offers a sales platform for new entrepreneurs. Through a curriculum tailored to the food and beverage industry, the program's team of advisors and webinar instructors share skills that assist small business owners in growing their businesses. The program is in its second year of operation and has helped more than two dozen food entrepreneurs weather and thrive during the 2020 pandemic-related economic downturn. This week, EWDD Updates features SEE-LA participant [Polar Bear Kitchen](#).





SEE-LA HELPS SMOOTHIE COMPANY WITH SIZE UPGRADE

Polar Bear Kitchen (PBK) founded by sisters Montana (above left) and Christina (above right) Bailey, is a Black-owned women’s company “inspired by the world to create a flavor everyone can vibe with.”

PBK’s slogan, “Not your average smoothie company,” reflects how PBK creates uniquely named smoothies that build awareness of social issues and collaborates with nonprofits to donate a portion of proceeds from each smoothie sold. Through the [SEE-LA Seasoned Accelerator Program](#), the sisters received guidance on finding their target customer base through learning how to tell their story through various outlets, which helped them

significantly grow their online engagement and community of support. Additionally, their time with advisors through the [Los Angeles Small Business Development Center \(SBDC\)](#) helped them gain clarity on their vision for sustainability and change through their smoothie products. In turn, they revamped their website, established a solid narrative for funding applications, and continue to build their portfolio.

During summer 2020, PBK smoothies were offered at farmers markets and community events with names such as “#Enough” and “Clear,” which resonated well with many customers. The Bailey sisters said, “The highlight of the accelerator program was working through so many dynamics of growth. We managed to touch on the growth of marketing in its variations, accounting, operations and logistics. I believe working with the SBDC gave us a better understanding of financial structures as well as pinpointing our needs and wants as owners.”

Overall, the sister-team said that they felt the program helped them to instill accountability, become more professionalized, and hone in on their community’s needs. Following guidance from the SEE-LA business coaches led to a 100 percent sales increase, prompting PBK to double their sales inventory.

This summer they opened their first [PBK brick and mortar location in Van Nuys](#). After an adjustment period in their new location, they are now strongly serving long-time supporters and new faces in their neighborhood smoothie shop. Today, [Polar Bear Kitchen’s farmers market booth in Hollywood](#) is still filled with purpose-driven “cultural and culinary” smoothies that are living up to their mission of providing healthier options for and educating their city.

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) October 4, 2021 to October 8, 2021	
Number of walk-ins	1,189
Number of walk-ins by appointment	763
Number of call/emails	2,736
Number of calls regarding Unemployment Insurance (UI)	291

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending October 8, 2021	
Number of applications	5,281
Number of youth in lottery pool	1,273
Number of youth enrolled	1,768
YouthSource Center (YSC) enrollments	437
YSC enrollment goal	2,100
Percent complete	20.8%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS October 4, 2021 to October 8, 2021	
LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprises assisted	143
Microenterprises enrolled	25
Small businesses assisted	43
Small businesses enrolled	5
Number of BSC Clients who attended virtual workshops	62
Sidewalk vendors assisted	26
Sidewalk vendors enrolled	15



The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th street and Garland Ave in downtown Los Angeles.

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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