



## Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF DECEMBER 7, 2020



### LA CURRENTS FEATURES EWDD SERVICES DURING COVID-19

EWDD General Manager Carolyn Hull (above left) recently appeared on LA Currents, a news magazine show on the City's cable station LA Cityview 35. During her interview, Ms. Hull provided an overview of the critical services EWDD's WorkSource, YouthSource and BusinessSource Centers continue to provide Angelenos during the COVID-19 pandemic. "I was stunned at how many different arenas that you are able to help, from small businesses to large businesses, to people with employment questions, to even opportunities for workforce training. It is really impressive," said LA Currents host Maria Hall-Brown (above right).

### Virtual assistance - Guiding Angelenos through unemployment process

The segment began with Hall-Brown asking Ms. Hull about EWDD's Rapid Response program, which has provided guidance to thousands of Angelenos

who have lost their jobs or had hours reduced during the pandemic on how to file for unemployment insurance and other services. “This is a difficult time in their lives and it’s really important that we’re there to show them how to get through it and give them the support that they need,” Ms. Hull said about the Rapid Response trainings.

### **Financial assistance for the City's small businesses and non-profits**

In addition to services for job seekers, Hall-Brown asked about how EWDD’s BusinessSource Centers have stepped up to administer various COVID-19 financial relief programs, including the City’s Small Business Emergency Microloans, the LA Regional COVID-19 Fund and the City of LA Child Care Provider Grant. “We have shifted our energy to make sure that we can expeditiously get money out the door because people are suffering now,” Ms. Hull said of the relief programs, which during the pandemic have provided funding to businesses, non-profits, micro-entrepreneurs and licensed child care providers. “We’ve worked quite tirelessly to get a significant amount of money onto the streets.”

### **Looking ahead - Preparing for a post-pandemic economic recovery**

The interview concluded with looking ahead to a post-pandemic economic recovery, which may include a shift away from large office buildings being occupied by office workers and instead being filled with employees from various manufacturing industries, including biotech. “The important thing for us is to look at those growth industries, not just from a real estate perspective but from a workforce perspective, because we want to marry that demand for physical space with the middle skills occupations so that we can provide those businesses with the workforce they need, that is trained with the skills of the 21st century,” Ms. Hull said.

## **LINKS to COVID-19 RESOURCES**

### **JOB RESOURCES**

**LA JOBS PORTAL:** [jobs.lajobsportal.org](https://jobs.lajobsportal.org)

**VIRTUAL ORIENTATIONS:** [bit.ly/LAjoblosshelp](https://bit.ly/LAjoblosshelp)

### **BUSINESS RESOURCES**

**SMALL BUSINESS PROGRAM:** [ewddlacity.com/index.php/small-business-loans](https://ewddlacity.com/index.php/small-business-loans)

**LA CARES Corps:** [coronavirus.lacity.org/CARESCorps](https://coronavirus.lacity.org/CARESCorps)

**BusinessSource Centers:** [bit.ly/LABusinessSource](https://bit.ly/LABusinessSource)

**WorkSource Centers:** [bit.ly/EWDDWorkSource](https://bit.ly/EWDDWorkSource)

**YouthSource Centers:** [bit.ly/EWDDYouthSource](https://bit.ly/EWDDYouthSource)

### **LA REGIONAL COVID-19 RECOVERY FUND**

The LA Regional COVID-19 Recovery Fund is a joint effort between the City and County of Los Angeles to provide financial assistance to micro entrepreneurs, small businesses and non-profits experiencing economic hardships due to the coronavirus. Selected applicants are awarded grants ranging from \$5,000 to \$25,000. This week, EWDD features a story from a non-profit organization based in Council District 6 and how the funding helped them continue to serve its mission to help youth in South Los Angeles.



**GRANT HELPS NON-PROFIT PROVIDE PROGRAMS IN SOUTH LA**

The LA Regional COVID-19 Fund provided a grant to non-profit People of Change, which allowed the organization to continue to provide Science, Technology, Engineering and Mathematics (STEM) programs to youth in South Los Angeles. Led by Dimitrio Jones, People of Change spearheads a variety of community initiatives that pair professionals and community leaders with youth, along with other programs that assist the homeless and build new community businesses. One of their programs brings hands-on science learning opportunities to urban and underserved communities to encourage children to pursue science-related fields. The COVID-19 pandemic forced People of Change to halt many of their in-person activities at schools and churches in South LA, which impacted nearly 500 students that depended on the program for exposure to STEM opportunities. The grant gave People of Change the funding it needed to shift its in-person offerings to a virtual summer program held via Zoom. The interactive and immersive learning experience allowed students to connect with leaders in the STEM industry, including scientists that worked on the space shuttle that delivered the MARS Rover. The grant also paid for at least 50 individual packets of materials and instructions for experiments, Jones said. “The grant has definitely helped to create science packets. Without it, I was sincerely thinking about postponing the program until the pandemic ended and we could afford it.”

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### ***Helping Small Businesses Survive COVID-19***

### **NORTH VALLEY BSC HELPS PERSONAL TRAINING BUSINESS**

The North Valley BusinessSource Center (BSC) helped entrepreneur Karina Ortiz (above) launch her personal training business “Strong with Karina,” and tailor her services based on COVID-19 safety guidelines. With several years of

experience as a certified personal trainer, Karina felt motivated to start a training service that educates clients about the latest fitness and nutritional trends and provides effective one-on-one workout sessions, when permitted by state, county and city COVID-19 guidelines. The North Valley BSC provided extensive guidance on how to establish her business and successfully build a clientele, even during the pandemic. North Valley BSC Business Coach Alma Torres worked closely with Karina to help her obtain a business license, register for a Doing Business As (DBA), an Employer Identification Number (EIN), and provided references for liability insurance. Alma also taught Karina how to manage her own bookkeeping and connected her with the center's marketing team to help Karina build a website and promote her services on social media. The guidance was effective, as it helped Karina gain clients and grow her business, she said. "I would be completely lost if it wasn't for the North Valley BusinessSource Center. I would have probably hesitated in opening up my business if it wasn't for them because I would have been too scared to open without proper guidance." Strong with Karina is based in Council District 7.

## EWDD Metrics

### WORKFORCE DEVELOPMENT DIVISION

<b>WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19)</b> November 30, 2020 to December 4, 2020	
Number of walk-ins	1,012
Number of walk-ins by appointment	712
Number of call/emails	2,755
Number of calls regarding Unemployment Insurance (UI)	702

<b>YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH)</b> Week ending December 4, 2020	
Number of applications	8,273
Number of youth in lottery pool	1,076
Number of youth enrolled	2,135
YouthSource Center (YSC) enrollments	739
YSC enrollment goal	2,100
Percent complete	35.9%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS November 30, 2020 to December 4, 2020

**LABSCs Reporting:** North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor

Microenterprise assisted	149
Microenterprise enrolled	4
Small businesses assisted*	26
Small businesses enrolled	2
Number of BSC Clients who attended virtual workshops	92
Sidewalk vendors assisted	85
Sidewalk vendors enrolled	2

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



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](mailto:Jamie.Francisco@lacity.org).