



EWDD

# UPDATES



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## News for the week of Jan. 25, 2016

### CONSCIOUS CUP GRAND OPENING - A SOCIAL ENTERPRISE THAT SUPPORTS STEP UP PROGRAMS

Through the efforts of Council District 13, the Economic and Workforce Development Department, and Step Up on Vine, a great new business partner for the City of Los Angeles launched this week with the opening of Conscious Cup at 1057 N. Vine St., Hollywood. Step Up on Second Street was awarded \$420,000 in Community Development Block Grant funds for working capital, equipment and supplies for Step Up on Vine Café, LLC, the for-profit entity operating Conscious Cup Café.

An important element of the café is its job training program which is expected to create twelve permanent jobs, seven of which will be held or made available to low-moderate income individuals. As of December 28, 2015, eleven jobs have already been created by Step Up On Vine for the operation of the café. The café will serve coffee, tea, smoothies and light meals with a social conscience, whenever possible contracting with vendors, farmers and other social enterprises to provide quality goods that strive for “sustainability”.



#### JobsLA.org stats:

Number of users this week: 1,387 for a total of 101,434 page views. Job seekers stayed on-line for an average of 23 minutes, 75% of users are from Los Angeles and 25% are new to JobsLA.org.

**Para Los Niños Cash for College recruitment event:**

Cash for College Super Saturday in January saw over 50 community classrooms across the city host all day workshops for the Class of 2016 college applicants and their parents. As part of this effort, at the Northeast YouthSource Center, Para Los Niños staff were on hand to help families complete the on-line Free Application for Federal Student Aid (FAFSA). As a result, 53 high school

seniors completed their FAFSA and secured more than \$315,000 in Pell grants. Staff also assisted eleven deferred action students in completing their Dream Act application for academic year 2016/17. The state deadline to file for FAFSA is March 2, 2016. Here is the link: <https://fafsa.ed.gov/index.htm>.

**Council Update:**

The General Manager and Executive staff continue to meet with Councilmembers to start the new year hearing their top economic development priorities and projects, and offering EWDD assistance in accomplishing their district goals. Visits have been made so far to Councilmembers Busciano, Ryu, Blumenfield, Fuentes and Englander, with more scheduled in the next few weeks.

**Section 108 Update:**

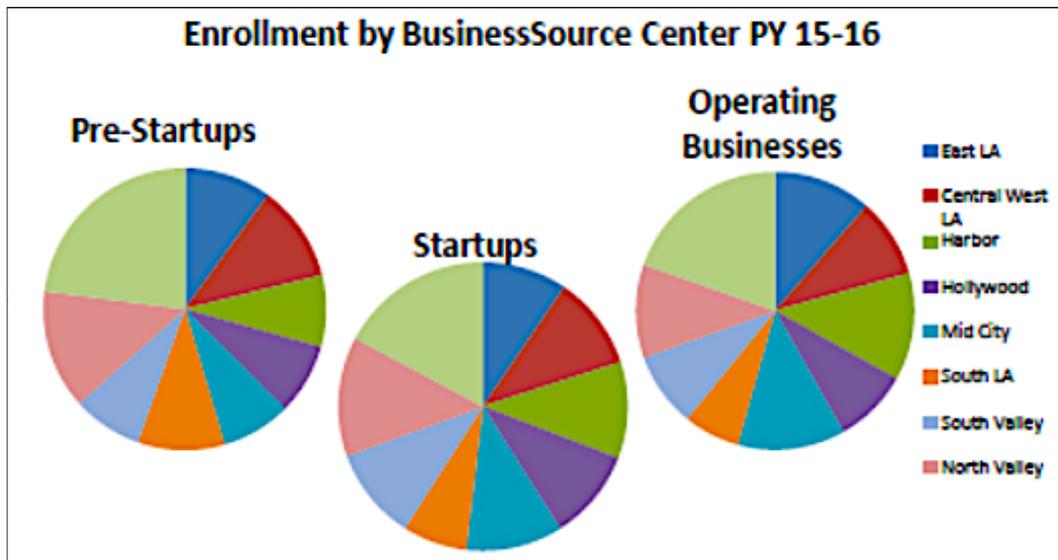
The General Manager presented the department's Section 108 recommendations contained in the EWDD report dated January 25, 2016, to the Ad Hoc on Comprehensive Job Creation Plan Committee on January 26, 2016. The report contained recommendations on guidelines and financing terms to allocate \$69 million in Section 108 funding by continuing the existing Small Business Loan Program at \$10.4 million, implementing a new Major Project Loan Program at \$41.4 million, and funding other special projects which might not fit in the other two programs at \$17.25 million. Other recommendations included actions to reduce the timeline for review and funding for Major Project loans (loans greater than \$500,000) and guidelines to ensure that the Section 108 loans are adequately secured and reliably repaid. The Ad Hoc Committee approved all recommendations on January 26th, with the report also referred to the Economic Development Committee. A copy of the report can be viewed at [http://clkrep.lacity.org/onlinedocs/2013/13-1090\\_rpt\\_EWDD\\_01-25-2016.pdf](http://clkrep.lacity.org/onlinedocs/2013/13-1090_rpt_EWDD_01-25-2016.pdf)

**EWDD Summary of Grant Applications Under Consideration:**

The Resource Development Unit is currently pursuing \$8,800,000 in grants for the department.

**BusinessSource Center Performance Report:**

From April-December 2015 a total of 1,815 pre-startups, startups and operating businesses were assisted by BusinessSource Center staff. Staff also helped secure \$29,158,000 in loans.

**Biz Report:**

The Boyle Heights Technology YouthSource Center reports that during November and December 2015 a total of 3,212 guests signed in to the Center.

The West Valley BusinessSource Center presented an overview of the business services offered to local businesses in the Porter Ranch Area, and conducted a business needs survey. Starter Set Preschool & Child Development Center, Inc. visited the Center for assistance and were approved for a loan on the spot and presented with a check for \$35,000. As part of an on-site visit, Center staff assisted a business in Northridge process their Business Tax License, and also presented a BusinessSource Center overview during a job fair event at La Iglesia En El Camino.

At the **North Valley BusinessSource Center** Enrique Ramirez, Owner/Partner of American Dollar Plus, LLC came in needing assistance with financing and business planning to help his small retail store grow. With the help of the NVBSC, Mr. Ramirez applied and was approved for a micro loan in the amount of \$50,000 to purchase additional inventory. Mr. Ramirez started his family business with his wife and son Christopher. Christopher attended several trainings at NVBSC and received individual counseling regarding the development of their business plan, projections and business management.

*“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.*