

News for the week of December 12, 2016

GROUND-BREAKING EFFORTS OF L.A. HOSPITALITY TRAINING ACADEMY (HTA) TO BE HIGHLIGHTED AT ECONOMIC POLICY INSTITUTE/EARN CONFERENCE

Adine Forman, Executive Director of the Hospitality Training Academy (HTA), will speak at the Economic Policy Institute/Economic Analysis and Research Network (EARN) Conference in St. Louis this week. Adine will be speaking on the ground-breaking efforts of the Hospitality Training Academy (HTA), which is a labor-management partnership, in collaboration with a one-stop job center (American Job Centers) and the City of L.A. Workforce Development Board (WDB). The HTA moves low-income African-American, Asian-American and Transgender clients into well-paying union hospitality jobs, with benefits. This conference will also consider the potential for a future EARN multi-state workforce project aimed at strengthening the focus of local and state workforce systems on job quality.



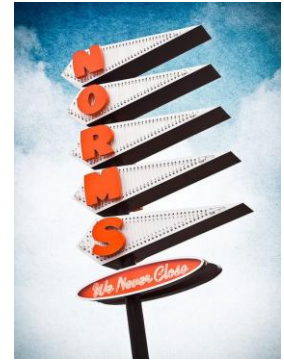
EWDD Financial Management Division (FMD) provides high quality WIOA training: On December 7th



and 8th, FMD hosted two full-day fiscal training sessions on the new WIOA regulations and requirements for our WorkSource and YouthSource Centers and program analysts from the Workforce Development Division. Presenters were Catherine Bondoc, Twyla McDonald, Fred Vocal, and Edwin Tiongco. Catherine pointed out that it was a full team effort by FMD staff. This was evident in

how informative and organized the training was and how engaged the attendees were during the discussions. Catherine added, "I believe our agencies walked away confident of what they have learned and with a renewed awareness of the critical role fiscal staff play in the overall success of our grant programs."

Rapid Response Unit receives notice that Norms Restaurant in Westwood will close: Norms Westwood, a beloved neighborhood restaurant in the same location since 1969, will close and layoff 50 workers due to the property being redeveloped. The EWDD Rapid Response team reached out to the Norms Human Resource Director in late October to inform the company of available services, and a planning meeting was held in early November to discuss the rapid response program and to gain detailed information on the needs of the workers.



Norms has scheduled two onsite orientation meetings for the impacted Norms staff on December 15th with representatives from the following partners confirmed to attend: EDD Unemployment Insurance and Workforce Services divisions, Department of Labor Employee - Benefits Administration, WorkSource System, Financial Services, Keep Your Home California, and Covered California Affordable Health Care.

Because of the displacement of the restaurant the EWDD Rapid Response Coordinator brought in the PACE Business Source Center and LA County Economic Development Department to assist Norm's with finding two new locations on the Westside, and Norms also indicated that they will make an effort to transfer employees to other locations in order to avert as many layoffs as possible. The Rapid Response Unit will monitor all services provided to Norm's and when the company opens the new venues, the Rapid Response unit will be there to assist with hiring.



UPDATE - Mayor Garcetti's Welcome Home Project: EWDD management and staff generously donated items such as bedding, kitchen-ware, and cleaning supplies to fill 3 laundry baskets as part of the Mayor's Welcome Home Project, which is assisting formerly homeless people who have been recently housed and in need of household items. To learn more about the Welcome Home Project go to <https://www.lamayor.org/Welcome-Home-Project>

Pictures:

(Top) General Manager Jan Perry and Executive Officer Michael Cole delivering the Welcome Home baskets to Fire Station #3 for distribution.

(Bottom) EWDD Management and Staff with the completed Welcome Home baskets, pictured Michael Cole, Kim Porhola, Lafaye Jones, Cathy Castro, Oliva Rafols and General Manager Jan Perry.



East Los Angeles BusinessSource helps with launch of iCareClean success story: Erick Casillas, Owner of iCareClean, Inc. at 2112 E. 2nd Street, Los Angeles, has worked with the East Los Angeles BusinessSource Center for the past 4 months in preparation for launching his business and hiring additional support staff. iCareClean Inc., is a startup commercial janitorial and maintenance company that provides clients with hospital grade cleaning and environmentally safe services. It was incorporated on October 18, 2016.



After years of success working in sales and business development for one of the largest janitorial franchises nationwide, Mr. Casillas decided to launch his own business. In only 2 short months of operations, Mr. Casillas has already surpassed \$15,000 in monthly billings and has recently secured a large private school contract worth \$7,500, which allowed him to hire an additional employee. The East Los Angeles BusinessSource staff anticipates that Mr. Casillas will surpass the first year's monthly billing goal within three months. The East Los Angeles BusinessSource Center assisted Mr. Casillas with strategic planning, business plan development, access to capital, insurance, incorporation, and Quickbooks setup.

Eastside LA BusinessSource End of Year, 2 Day Business Tax Planning Seminar: The Eastside LA BusinessSource Center held an end of year business tax seminar (December 6th and 8th) at the Northeast WorkSource Center to inform and assist growing entrepreneurs and business owners in understanding the tax related concerns that most businesses will face. The two day course focused on the following:

Day 1) How to Prepare Your Business End of Year Taxes, Presented by a CPA.

Day 2) The City of Los Angeles Office of Finance presented topics related to how to file City taxes in a timely manner, State Board of Equalization presented on how to properly report and pay State sales tax, and the Employment Development Department presented on how to properly classify and report employees and the tax implications of hiring employees.

The seminar was a success and attended by 10 local area business owners and entrepreneurs.

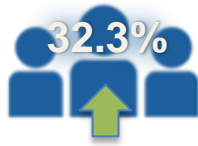
WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)



Page Views
(Down 0.4%)



New Visitors
(Up 0.5%)



New Sessions
(Down 3.6%)



Registrations
(Up 45%)

WorkSource Centers



Enrollments
(Up 20%)

BUSINESS METRICS:

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| LABSC’s Reporting: East Los Angeles, West Valley, South LA, Central West, Mid City, Hollywood, Harbor, North Valley and South Valley. | |
| Pre-Startups Enrolled | 25 |
| Pre-startups Assisted | 28 |
| Start-ups/Operating Businesses Enrolled | 27 |
| Start-ups/Operating Businesses Assisted | 21 |
| Workshops: Number of Clients Attended | 121 |

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Michael Cole at 213-744-7333 or at michael.cole@lacity.org.