

# EWDD UPDATES



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## News for the Week of February 12, 2018

### BHYTC YOUTH FEATURED AT LAUNCH OF EVOLVE ENTERTAINMENT FUND



*Eric Rodriguez (left) an entertainment industry intern through HIRE LA's Youth Program, appeared with LA Mayor Eric Garcetti (center) and filmmaker Ava DuVernay (right) to announce the Evolve Entertainment Fund, a program to help youth gain opportunities at leading digital media and entertainment companies*

Boyle Heights Technology Youth Center (BHYTC) participant Eric Rodriguez was a featured success story at the launch of the Evolve Entertainment Fund (EEF), a public-private partnership founded by Mayor Eric Garcetti to create opportunities for career pathways for underrepresented populations into LA's entertainment industry. Eric, 23, first visited BHYTC two years ago after hearing about the facility's music studio. After participating in the center's music program, BHYTC staff helped Eric obtain an internship in the entertainment industry through the HIRE LA's

Youth program. As an intern at INVENT (the Institute of Venue and Entertainment Technology) with their "Event Squad," Eric receives hands on technical training on all aspects of event production, including event lighting, applied audio theory and video and display technology. BHYTC, referred to by participants as "The Tech," is a YouthSource Center administered by the City of Los Angeles Economic and Workforce Development Department (EWDD). EWDD's

YouthSource Centers have placed several participants in internships in LA's entertainment industry, including internships at Ryan Murphy Television and lighting crew internships for local television and movie productions. EWDD looks forward to continuing to assist youth and job seekers towards career pathways in the entertainment industry as part of the EEF.

## WATTS/LA WSC CELEBRATES \$35M GRANT, MAY LEAD TO GREEN JOBS



*Watts/Los Angeles WorkSource Center celebrates a \$35M TCC Program Grant award*

The Watts/Los Angeles WorkSource Center, run by EWDD partner Housing Authority of the City of Los Angeles (HACLA), celebrated the recent award of a \$35 million grant from the California Strategic Council's Transformative Climate Communities (TCC) Program. As part of the grant application process, a selection committee visited EWDD's Watts/Los Angeles and Southeast Los Angeles WorkSource Centers to view opportunities for projects, including low carbon transit programs, gardening and urban farming and public housing weatherization programs. The TCC program invests in development and

infrastructure projects that provide environmental, health and economic benefits in the state's most disadvantaged communities. While specifics are still to be determined, the \$35 million grant will be used for 26 projects in Watts. At the Watts/LA WorkSource Center there are tentative plans to add additional apartments to the Jordan Downs Redevelopment Project, along with solar buses, solar roofing, green space, trees, fruit trees and possibly green jobs, said Pamela Paige, Workforce Development and Section 3 Manager.

## JOB FAIR HELD FOR 56 FORMER AMERICAN APPAREL WORKERS

The Vernon-Central/LATTC Work Source center held a job fair specifically for former American Apparel employees on February 13, 2018. In preparation for the event, Vernon-Central/ LATTC WorkSource staff assessed the skills and experience of job seekers, developed their resumes and conducted mock interviews. In partnership with SS Designs, WSC staff successfully conducted 56 interviews for possible job opportunities. The job fair is part of a larger effort by the Vernon-Central/LATTC WorkSource Center, run by EWDD partner Coalition for Responsible Community Development



*Former American Apparel employees attended the garment industry job fair*

(CRCD) to strategically get participants from the garment industry employed quickly and efficiently through partnerships with perspective employers.

## WEST ADAMS WSC PROVIDES UNION DUES TO HIRELAX MASON APPRENTICE

The West Adams WorkSource Center, run by EWDD partner Asian American Drug Abuse Program (AADAP) recently provided the \$300 initiation fee to provide tools, registration fees and two months of union dues for a female cement mason worker selected for the HIRELAX Apprenticeship Program, designed to help participants work toward a career in construction. Granite Construction sponsored the candidate into the Cement Masons Apprenticeship Program and she has been assigned to a worksite at LAX. The participant will be part of Cement Masons, Local 600. EWDD's WorkSource Centers are playing an active role in finding qualified candidates from South Los Angeles for the program, part of an ongoing effort to help local residents get hired for construction projects throughout the region.

## HARBOR BSC HELPS SUNBOX, INC. EXPAND HEALTHY KIOSK MARKET



*Sunbox Founders Vanessa Ballesteros and Elisa Gomez obtained a \$149,500 loan to expand their business with help from the Harbor BSC*

The Harbor BusinessSource Center helped entrepreneurs Vanessa Ballesteros and Elisa Gomez secure a \$149,500 loan to expand Sunbox, a healthy kiosk market that features organic, all natural and locally sourced food, snacks and beverages. Vanessa and Elisa launched Sunbox in 2015. The following year, they visited a local bank for a loan to expand their business, but were denied because their business was relatively new. The banker referred them to a non-bank SBA lender to see if they could qualify for a loan through their Community Advantage program, where they met Richard Pallay. Although a deal could not be approved at that time, Richard worked with Vanessa and Elisa to put together a plan for how to present the business in the best light to lenders and hopefully qualify in the future. When Richard was

hired as Director for the City of LA's BusinessSource program, he put Vanessa and Elisa in touch with a business consultant at the Harbor BusinessSource Center to revisit loan opportunities. The consultant guided the owners through the process, provided info about what lenders look

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for when assessing a borrower, and helped them overcome the potential pitfalls many young businesses face when applying for a loan. The consultant worked with Vanessa and Elisa to put together a new loan package. The entrepreneurs were approved for a \$149,500 loan, providing capital that allowed Sunbox to purchase seven new Sunbox Market Vending machines, which will create about 10 new jobs.

## EWDD GENERAL MANAGER ATTENDS JVS SOCIAL BOARD INSTALLATION



EWDD General Manager Jan Perry served as installation officer for the 2018 board of directors for JVS SoCal on Tuesday February 13, 2018. EWDD partner JVS (formerly known as Jewish Vocational Services) oversees the West Los Angeles WorkSource Center. The center recently moved from its former location in Marina Del Rey to Culver City and is planning an official grand opening celebration later this year.

*EWDD General Manager Jan Perry (center) attended JVS SoCal Board of Directors meeting*

**BUSINESS METRICS:**

<b>LABSCs Reporting:</b>	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	30
Pre-Startups Assisted	34
Start-ups/Operating Businesses Enrolled	21
Start-ups/Operating Businesses Assisted	31
Workshops: Number of Clients Attended	101

**WORKFORCE METRICS:**

(arrows indicate weekly trend)

**JobsLA (online and mobile)**



101,174  
Page Views

3.9%



31%  
New Visitors

1.8%



5,383  
New Sessions

4.3%



559  
Registrations

18%

**WorkSource Centers**



586  
Enrollments

2%

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or [Jamie.Francisco@lacity.org](mailto:Jamie.Francisco@lacity.org)