

EWDD **UPDATES**



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News for the Week of May 7, 2018

WEST VALLEY BSC HELPS CATERING COMPANY SECURE \$50K LOAN TO EXPAND



The West Valley BusinessSource Center provided assistance to David Madero so he could expand his Mexican food catering company Los Cabritos LLC. (Above)

The West Valley BusinessSource Center helped David Madero, owner of Mexican food catering company Los Cabritos LLC, develop a business plan, marketing strategies and secure a \$50,000 loan to expand his business. With the loan, David was able to create four new jobs and successfully set up a catering booth at the Northridge Farmers Market. David’s ongoing relationship with the West Valley BSC began in January 2018 when he first visited the center seeking assistance with marketing and access to capital. At the center, he met with a consultant who advised him on marketing strategies, such as how to

price his services and products. The consultant also provided David with a business plan template and information about the documents required to apply for a business loan. In late March 2018, David returned to the center to review his business plan. David also said he was ready to apply for a business loan so he could purchase equipment, hire employees, update his company website and open a booth at the Northridge Farmer’s Market. Within a week,

David submitted his loan application for \$50,000. The West Valley BSC provided David guidance throughout the loan application process, assisting him with assembling additional information on projections and year-to-date financials to complete the final loan documents. On May 4, 2018, David's loan was approved. The West Valley BSC continues to provide David guidance as he grows his business.

VERNON-CENTRAL/LATTC WSC HELPS RETRAIN LAID-OFF WORKERS FOR NEW JOBS

Reina Rojas and Zeferina Perez worked for years together at American Apparel, so when the company closed in January 2017, they found comfort in staying close and looking for help together. Reina and Zeferina sought help at the Vernon-Central/LATTC WorkSource Center, and with the help of career coach Jessica Fuentes, they co-enrolled into the Trade Adjustment Act (TAA) with the California Employment Development Department (EDD), which provided additional funding to retrain the 600 American Apparel employees laid off when the company shuttered. Reina and Zeferina participated in the buildings and grounds training offered at Abram Friedman Occupational Center. Upon their successful completion of the program, they have both gained employment as sanitation workers with the Flying Food Group, a large-scale catering company for airlines. Reina and Zeferina are now working full-time, earn wages above minimum-wage, and are happy to start off their journey in a new industry together.

TARGETED LOCAL HIRE PROGRAM SUCCESS STORIES

The City of Los Angeles Economic and Workforce Development Department (EWDD) has been working closely with the City's Personnel Department on the Targeted Local Hire Program, which is designed to help under-served and under-employed Angelenos find an alternative pathway to civil service careers at the City. This week, EWDD Updates features two Targeted Local Hire Program success stories. Approximately 280 positions have been filled to-date, including vocational, custodial and clerical jobs at various City departments.

"THE GATEWAY TO MY FUTURE" – TLHP HELPS WORKER CHANGE CAREERS



Brandon Kirby (above) was hired through the City's Targeted Local Hire Program

At age 19, Brandon Kirby landed a job as legal analyst in the private sector with a company where he envisioned he would work until retirement. In 2014, he was laid off and spent three years applying for a job at the City of LA. After learning about the Targeted Local Hire Program (TLHP), Brandon visited the Sun Valley WorkSource Center and within four months he was hired as an Office Trainee at the City's Department of Public Works Bureau of Sanitation. "I'm creating websites for them, updating spreadsheets, coding," he said. "I'm able to get my skills out in front of somebody rather than just taking a test. My experience thus far has been great." After getting laid off from his previous job, Brandon, now 29, moved back home with his mother in the San Fernando Valley. With his new City job,

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Brandon is now able to move into his own place. “It gives me the ability to be more independent,” he said. “The Targeted Local Hire Program was the gateway, the key to my future with LA City. I’ll forever be thankful for the program.” With an estimated 46 percent of the City’s workforce eligible for retirement in 2018, Brandon said he feels that he joined the City at the right time. “The City can provide any job you want, any type of industry you want to get in, the City can provide it for you,” he said. “The culture here is to promote, to further your career, not to stay stagnant, and that’s something that I appreciate.”

“THE POSSIBILITIES ARE ENDLESS” – TLHP HELPS SOUTH LA NATIVE LAND CITY JOB

Marshawno Gauff, 34, grew up in South Central Los Angeles and returned to Southern California two years ago after earning a degree in hospitality management at San Jose State University and working several years in sales, customer service and management roles. He had been applying for jobs at the City since he returned to LA without any luck until a cousin informed him about the City’s Targeted Local Hire Program (TLHP). “I went down to the WorkSource Center. Within three months I had four interviews and a job offer,” he said. “That program really worked!” Staff at the South LA WorkSource Portal assisted Marshawno with his TLHP application, reviewing it page by page, question by question to confirm that his paperwork was in order, he said. Today, Marshawno works as an office trainee clerk with the City’s Department of Building and Safety in LA’s Sawtelle area. “I’m loving it,” he said. “My supervisors are awesome. They’re definitely there to answer any questions.” Marshawno added that he’s excited for his future career options at the City. “The possibilities are endless,” he said. “I’m definitely looking forward to getting out of my probation period, being able to move up in the City, put my degree and education to use and move up as far as possible.”



Marshawno Gauff (above) was recently hired at the City’s Department of Building and Safety through the Targeted Local Hire Program

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	25
Pre-Startups Assisted	29
Start-ups/Operating Businesses Enrolled	10
Start-ups/Operating Businesses Assisted	25
Workshops: Number of Clients Attended	114

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



91,433
Page Views

1.4%



17.6%
New Visitors

4%



5,091
New Sessions

6.1%



462
Registrations

5%

WorkSource Centers



1,648
Enrollments

10%

“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

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