



UPDATES



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News for the Week of May 8, 2017

PARA LOS NIÑOS YOUTH WORKFORCE SUCCESS STORY FEATURED ON UNIVISION



Para Los Niños YWS success story Damaris Flores next to "A Primera Hora" host Cecilia Bogran

Para Los Niños Youth Workforce Services (YWS) student Damaris Flores appeared on Univision 34 Friday May 5 to promote the HIRE LA's Youth program and share her success story with thousands of viewers throughout Southern California. With assistance from Para Los Niños YWS, Ms. Flores, 21, was placed at a job with the City of Los Angeles Department of Recreation and Parks and is currently juggling her job with the City while finishing up a degree in Sociology at California State University, Los Angeles. Ms. Flores shared her story during a segment offering advice to teens on how to find summer jobs, which was broadcast on Univision 34's "A Primera Hora," a Spanish language morning lifestyle show broadcast from Northern San Diego County to Santa Barbara County. HIRE LA's Youth is a program geared to help Angelenos ages 14-24 find their "first time" job experience and set them on the path to become lifetime earners. Nearly 4,000 youth have signed up for the 2017 summer program as of May 8.

HIRE LA'S YOUTH RECEIVES \$400,000 DONATION TO ASSIST YOUTH PROGRAMS

HIRE LA'S Youth received a \$400,000 donation Friday May 5 from the Citi Foundation and the Cities for Financial Empowerment Fund. "We are proud to have connected more Los Angeles youth with meaningful job experiences this summer through our continued collaboration with Mayor Garcetti and the Cities for Financial Empowerment Fund," said Brandee McHale, President of the Citi Foundation. "A summer job is a meaningful opportunity to help youth develop leadership skills, understand how to manage their



Boyle Heights Technology YouthSource Center students Jaime Tapia, 17 (left) and Carlos De La Cruz, 17, (right) with Citibank Area Director and Senior Vice President Rachel Mitchell (center)

first paychecks, and lay the groundwork for a strong financial future.” Assistant General Manager Robert Sainz was on hand to accept the check, which was presented by I-Hsing Sun, Chief Program Officer for the Cities for Financial Empowerment Fund and Rachel Mitchell, Area Director and Senior Vice President for the Los Angeles/Pasadena Freeway Area at Citibank. Jaime Tapia, 17, and Carlos De La Cruz, 17, both students at 5 Keys Charter School at the Boyle Heights Technology YouthSource Center, were also at the check presentation and shared with Sun and Mitchell their aspirations for careers in game design and business.

BOYLE HEIGHTS YOUTHSOURCE CENTER SHARES BEST PRACTICES

The Los Angeles Unified School District (LAUSD) Student Enrollment, Placement and Assessment (SEPA) Center, in partnership with the Mayor’s Office of Immigration Affairs brought a delegation from the Germany Welcoming Committee of Trans-Atlantic Exchange to tour the Boyle Heights Technology YouthSource Center (BHYTC) as part of an exchange to learn how the City of LA provides services to immigrant youth. About 15 people participated in the event, which included a discussion about the center's operations as well as its successful partnership with LAUSD, said Scott Lele, BHYTC Executive Director. The Welcoming Communities Transatlantic Exchange (WCTE) is a reciprocal exchange program for the United States and Germany that works to share best practices on how to integrate refugees and immigrants into local communities.



Boyle Heights Youth Source Center staff discussed its operations with members of LAUSD's Student Enrollment Placement Center and the Germany Welcome Committee of Trans-Atlantic exchange.

ANGELS LANDING DEVELOPMENT ACCEPTING SOQs UNTIL MAY 22



The City of Los Angeles is accepting Statements of Qualifications (SOQs) from well-qualified development teams until May 22 in response to a Request for Qualifications (RFQ) for the acquisition and development of Angels Landing, the 2.26-acre City-controlled parcel located in Downtown Los Angeles. Angels Landing is prominently situated at the junction of Downtown’s thriving Financial District, trendy Historic Core, and bustling office and cultural amenity-rich Bunker Hill neighborhoods, at 361 South Hill Street. Sitting above the Pershing Square Metro Station, the site was previously intended to be the third phase of the California Plaza Project, but due to economic conditions and the dissolution of redevelopment, the site was never developed. The solicitation includes two phases, beginning with a Request for Qualifications (RFQ) phase followed by a Request for Proposals (RFP) phase issued to teams short-listed from the RFQ phase. On April 25th approximately 75 real estate professionals attended a non-mandatory pre-bid submittal conference for the RFQ. The City hopes to receive proposals from numerous qualified Development Teams that will subsequently be shortlisted to no more than five that will receive an invitation to respond to the RFP. The RFQ is available here - https://www.labavn.org/index.cfm?fuseaction=contract.opportunity_view&recordid=29892

SUCCESSFUL AGING FAIR PROVIDES INFO TO OLDER WORKERS



The Los Angeles Daily News held its 7th annual Successful Aging Expo on April 22, geared for people ages 50 and above. Visitors had the opportunity to visit over 40 booths from companies and organizations offering services for young and middle-aged adults to baby boomers and beyond. Many attendees inquired about job training programs and workshops and were encouraged to apply at their local WorkSource Centers. The common concern job seekers had inquired was the age factor and if employers, recruiters and companies would consider them for employment, said Sorie Alba, Business Services Manager for the Canoga Park-South Valley WorkSource Center. Two staff from local WorkSource Centers manned a booth representing EWDD's 17 WorkSource Centers and referred booth visitors searching for jobs to centers closest to where they live.

HOLLYWOOD BUSINESSSOURCE CENTER HELPS CONTRACTOR WITH BUSINESS LOAN

Ornit Dotan and his wife own M.T. Tile & Marble Inc., a home-based contractor business in Los Angeles. Mr. Dotan also owns a property at 1275 W Sunset Blvd in Echo Park that he is developing into a 32-unit apartment complex. During the process of completing the permitting, Los Angeles Department of Water and Power (DWP) required a \$90,000 fire hydrant be installed before the construction could move forward, which put a halt to the whole operation. Mr. Dotan was referred to the Hollywood BusinessSource Center to learn about business loan possibilities to finance the installation of the fire hydrant. After working with the Hollywood BusinessSource Center, Ornit was able to utilize his tile and marble business to qualify for a \$90,000 loan to cover the cost of installing the hydrant to meet DWP building requirements. This loan directly created two jobs and is expected to create more once construction starts on the 32-unit apartment complex.

EWDD LOS ANGELES SMALL BUSINESS WEEK (MAY 1-6) ROUND-UP

City of Los Angeles Economic and Workforce Development Department (EWDD) staff provided information about the department's services at several LA Small Business Week events. Here is a round-up:

- **May 2, 2017 – 2nd Annual Capital, Borrower's Rights and Certification Expo, Los Angeles Trade-Tech College** – Richard Pallay, EWDD's new BusinessSource Center Director delivered an Access to Capital 101 presentation along with event sponsor PCL Construction. More than 400 people attended the event.
- **May 4, 2017** – EWDD Finance Officer Miguel Acuna participated in a panel on access to capital for small businesses hosted by the Valley Economic Development Center at the Pacoima Entrepreneurial Center. More than 100 people attended this event. EWDD staff also attended the signing of a Memorandum of Understanding between MAPLE, the Canadian U.S. Business Council of Southern California and the World Trade Center of Los Angeles to solidify a commitment to encourage Canadian small businesses to open in LA.

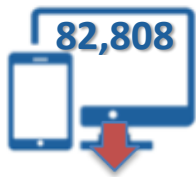
BUSINESS METRICS:

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|---|----|
| LABSC's Reporting: North Valley, West Valley, South L.A., Mid City, Central West, Hollywood, South Valley, East LA, and Harbor. LABSC's Not Reporting: West Valley, South Valley. | |
| Pre-Startups Enrolled | 41 |
| Pre-Startups Assisted | 16 |
| Start-ups/Operating Businesses Enrolled | 23 |
| Start-ups/Operating Businesses Assisted | 14 |
| Workshops: Number of Clients Attended | 46 |

WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)



Page Views

(Down 10.2%)



New Visitors

(Up 0.7%)



New Sessions

(Down 0.5%)



Registrations

(Up 1%)

WorkSource Centers



Enrollments

(Down 18%)

"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.