



## News for the Week of July 3, 2017

### **HISTORIC DEARDEN'S TURNS TO EWDD RAPID RESPONSE TEAM TO HELP WORKERS**



*(Left) Signs announcing the closure of Dearden's iconic DTLA showroom (Right) EWDD held four Rapid Response training sessions for Dearden's employees to assist them with finding new jobs*

The City of Los Angeles Economic & Workforce Development Department's Rapid Response Team provided an overview about applying for unemployment benefits, resources for job training and information about applying for health insurance on July 5 and 6<sup>th</sup> to 89 employees of Dearden's, a historic Los Angeles business that is shuttering its doors in August after 108 years. "I'm really happy that the services are out there, especially for employees that have been doing this a very long time," said Ronny Bensimon, Chief Executive. Bensimon said he learned about EWDD's Rapid Response Team and transition services as a board member of Jewish Vocational Service (JVS), an EWDD partner that operates one of the City's 16 WorkSource Centers. EWDD's Rapid Response Team provided similar training for workers who lost their jobs due to the recent closures of American Apparel earlier this year and the Hyatt Century Plaza Hotel in 2016. EWDD staff, along with representatives from the Boyle Heights WorkSource Center, the California Employment Development Department and Covered California delivered presentations in Spanish and English to staff at Dearden's iconic showroom at 7<sup>th</sup> and Main Streets in Downtown LA. "People thought of Dearden's as only a furniture store," said Raquel Bensimon, Ronny's 83-year-old mother who devoted 57 years to the business. "We were so

much more.” Dearden’s offered many of the City’s Latino immigrants their first line of credit and along with furniture, electronics and other goods, Dearden’s provided an array of services ranging from check cashing to tax preparation. Many of the employees who received training had worked at the store several decades. “I hope that they can all get placed very quickly with comparable (or) even better possibilities for them,” Ronny Bensimon said.

### **EWDD RECEIVES EDD GRANT TO ASSIST MORE AMERICAN APPAREL WORKERS**

The California Employment Development Department (EDD) announced Thursday July 6 that it had awarded \$3 million to Los Angeles workforce agencies to retrain 600 workers laid off when American Apparel folded in January 2017. In April, EWDD, in partnership with the Los Angeles Unified School District (LAUSD), the County of LA Department of Workforce Development, Aging and Community Services (WDACS), submitted a joint grant application to receive federal Workforce Innovation and Opportunity Act (WIOA) and Dislocated Worker Additional Assistant funds to provide more help to American Apparel employees. The City of LA’s Workforce Development Board (WDB) will be allocated \$1.8 million, approximately 60 percent of the funding, while LA County’s WDB will receive \$1.2 million. “We are exceedingly pleased to receive this additional funding,” said Jan Perry, EWDD General Manager. “This additional funding will enable us to help more people get back to work.”

### **SOUTH LA BUSINESSSOURCE CENTER HELPS ENTREPRENEUR PURCHASE MARKET**



*(Left) An exterior shot of El Oaxaqueño (Right) Business owner Juan Martinez*

The South Los Angeles BusinessSource Center assisted an entrepreneur with business planning and financing to realize his dream of purchasing a small grocery store offering fresh meats and vegetables. Juan Martinez is no stranger to hard work. He is a licensed vocational nurse and has also worked as a salesman of wholesale products to local stores in the Los Angeles area. In early 2016, Mr. Martinez found an opportunity to fulfill his lifelong dream of owning and operating his own store. He completed the Spanish Language Business Plan course at the South LA BusinessSource Center and with a combination of his savings and angel funding, he purchased Mercado El Oaxaqueño later that year. “My goal is to continue to grow this business and make it profitable for my family. The challenge now is to find the capital to invest in my employees, sustainability and growth,” said Mr. Martinez. “The South LA BusinessSource is supporting me in this effort through access to capital.”

**BUSINESS METRICS:**

<b>LABSCs Reporting:</b> North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor.	
<b>LABSCs Not Reporting:</b> None.	
Pre-Startups Enrolled	29
Pre-Startups Assisted	21
Start-ups/Operating Businesses Enrolled	33
Start-ups/Operating Businesses Assisted	40
Workshops: Number of Clients Attended	93

**WORKFORCE METRICS:**

*(Arrows indicate weekly trend)*

JobsLA (online and mobile)



Page Views

(Down 21.6%)



New Visitors

(Up 4.3%)



New Sessions

(Down 27.5%)



Registrations

(Down 22%)

WorkSource Centers



Enrollments

(0% change)

*"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.*