



Economic and Workforce Development Department
UPDATES



NEWS FOR THE WEEK OF MARCH 2, 2020

DESTINATION CRENSHAW – EWDD PROVIDED \$1.3M TO FUND THREE PROJECTS



EWDD General Manager Carolyn Hull (right) chats with LADOT Assistant General Manager Monique Earl at the Destination Crenshaw groundbreaking ceremony February 29, 2020. EWDD provided \$1.3M in CRA/LA Excess Non-Housing Bond Proceeds toward the project.

Approximately 1,500 people attended the Saturday February 29, 2020 groundbreaking ceremony for Destination Crenshaw, an open-air museum dedicated to celebrating the past, present, and future of Crenshaw, a South LA neighborhood referred to as LA’s “heart of African-American commerce.” EWDD provided more than \$1.3M in CRA/LA Excess Non-Housing Bond Proceeds toward the project, including: \$1.2M toward the landscape, architectural, civil and structural engineering of the project, \$119K toward Urban Design, Arts

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Coordination and Programming, and \$30K toward the LAEDC Economic Development Analysis of the project. EWDD General Manager Carolyn Hull and EWDD Assistant General Manager of Economic Development Samuel Hughes represented the department at the event. “EWDD supports these types of local, economic development efforts that embrace local small businesses and empowers them to be part of larger economic initiatives in the City of Los Angeles,” she said. The \$100M, 1.3 mile long project showcasing Crenshaw will positively impact the community by creating 1,000 jobs in South LA and bringing additional customers to existing Crenshaw-area businesses. The event featured many local politicians and leaders, including LA City Councilmembers Marqueece Harris-Dawson (CD-8) and Herb Wesson (CD-10). Construction on the project is scheduled to start in spring 2020 and is expected to be open to the public by fall 2020.

SOUTH VALLEY BSC HELPS OWNER OF TRUCKING COMPANY OBTAIN \$250K LOAN

The South Valley BusinessSource Center (BSC) has provided ongoing business assistance to long-term client Salvador Medina (right), owner of Medina Truck & Transport. The BSC most recently helped the company secure a \$250K loan and a \$50K line of credit for day-to-day operating costs. Established in 2017, Medina Truck & Transport is a Los Angeles-based trucking company currently operating in the sanitation and recycling industry. Salvador first connected with the South Valley BSC in October 2019 for assistance with access to capital to purchase additional trucks, equipment and to hire additional drivers. The BSC helped Salvador create a balance sheet, a profit and loss statement, an executive summary and provided Quickbooks training. Now that the loan and line of credit has been approved, Salvador expects to increase the productivity of his business by 25 percent and double his gross sales. He said he hopes to acquire direct contracts with the City of Los Angeles to offer additional transportation services.



BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise enrolled	18
Microenterprise assisted	103
Small businesses enrolled	0
Small businesses assisted	16
Sidewalk vendors enrolled	21
Sidewalk vendors assisted	41
Number of BSC clients who attended workshops	27

WORKFORCE METRICS:

(Monthly metrics for February 2020)

CalJobs *(online and mobile)*



2,805 Registrations

35% 

WorkSource Centers



5,158 Enrollments

14% 

"Updates" is the weekly report from the EWDD General Manager to the Office of Mayor Eric Garcetti, and is produced by EWDD's communications section. If you have questions, comments or wish to have a contribution considered for an upcoming "Updates," please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org

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