



## NEWS FOR THE WEEK OF MARCH 30, 2020

EWDD is working non-stop to assist the City's small businesses and workers whose lives have been economically impacted by COVID-19.

The EWDD Economic Development Division (EDD) is working tirelessly to process the approximately **1,579 Small Business Emergency Microloan Program applications** submitted to the City last week. The Emergency Microloan Program is designed to help keep small businesses afloat during this difficult time.

This week, EWDD's Workforce Development Division (WDD) Rapid Response staff began hosting virtual orientations twice a day for Angelenos who have lost their jobs, guiding them through the steps of how to file for Unemployment Insurance (UI) with the California Employment Development Department (CA EDD), and providing resources on how to apply for health insurance. Last week, EWDD received reports last week that **138 local companies planned to close, resulting in 18,000 layoffs citywide**. Unfortunately, we anticipate that those numbers will continue to rise.

EWDD is focused on helping Angelenos get through this crisis until the pandemic subsides, and the links below provide valuable COVID-19 related information and resources.

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### LINKS to COVID-19 RESOURCES

#### Job Resources

Virtual Orientations - [bit.ly/LAjoblosshelp](https://bit.ly/LAjoblosshelp)

#### Business Resources

Small Business Emergency Microloan Info – [LAMayor.org/loan](https://LAMayor.org/loan)

Microloan Application - [bit.ly/EWDDC-19BusinessLoan](https://bit.ly/EWDDC-19BusinessLoan)

Small Business Resilience Toolkit - [bit.ly/LABusinessToolkit](https://bit.ly/LABusinessToolkit)

**BusinessSource Centers** - [bit.ly/LABusinessSource](https://bit.ly/LABusinessSource)

**WorkSource Centers** - [bit.ly/EWDDWorkSource](https://bit.ly/EWDDWorkSource)

**YouthSource Centers** - [bit.ly/EWDDYouthSource](https://bit.ly/EWDDYouthSource)

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In the meantime, the following pages include two stories from EWDD's BusinessSource Centers that demonstrate how small business owners are pressing forward during this challenging time.

## NORTH VALLEY BSC HELPS LAUNCH TO-GO RESTAURANT IN PANORAMA CITY



The North Valley BusinessSource Center (BSC) helped Leticia Roman and her husband Genaro Rodriguez open the 3 Hermanos Kitchen, a to-go restaurant inside their store 3 Hermanos Market. In 2014, Leticia and Roman purchased the store from their former boss, becoming owners of the Panorama City-based businesses where they had worked for 15 years as a cashier and butcher. After envisioning adding a to-go restaurant in their store, the couple turned to the North Valley BSC to help turn their dream into a reality. The North Valley BSC helped the entrepreneurs obtain the necessary licenses and permits and assisted them with creating accounts with delivery app companies, setting up a domain name for their website, and assisting with social media marketing and Search Engine Optimization (SEO) implementation. Leticia also received HR services which consisted of hiring packets, employee handbooks, specialized training for staff, harassment prevention resources, and required documentation for employees. In February 2020, the North Valley BusinessSource Center organized the grand opening celebration for 3 Hermanos Kitchen in February 2020 and invited LA City Council District representatives, along with other local elected officials. The event helped the new venture gain social media exposure to increase awareness of their

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business in the community. 3 Hermanos Kitchen is currently operating part-time due to the COVID-19 pandemic.



### **MIDCITY REGION BSC HELPS PILATES STUDIO**

The MidCity Region BusinessSource Center recently helped Janina Washington (left) open her new Pilates studio, Balance Reform. After attending a Startup Workshop, Janina met business counselor Supranee May (right), who provided her one-on-one counseling. Supranee helped Janina with her business plan and development, financial projection, cash flow analysis, and marketing strategy. She also guided Janina toward access to capital and financing options that would lead her on a better path to financial success. With assistance from the MidCity BSC, Janina was approved for a \$25,000 microloan in February 2020. Since then, Janina has successfully paid-off a high interest debt loan, which allowed her to increase her cash-flow and hire more instructors. Today, Janina continues working closely with Supranee, to find creative ways to work through the current COVID-19 crisis, as she still desires to operate and grow her business and make the LA community stronger! Last week, Janina began offering online classes to her clients, along with a guidebook to help clients continue exercises at home.

## LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

**LABSCs Reporting:** North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor

Microenterprise enrolled	24
Microenterprise assisted	236
Small businesses enrolled	17
Small businesses assisted	91
Sidewalk vendors enrolled	5
Sidewalk vendors assisted	15
Number of BSC clients who attended workshops	0

## WORKFORCE METRICS

(Monthly metrics for February 2020)

### CalJobs<sup>SM</sup> (online and mobile)



**2,387 Registrations**

15%

### WorkSource Centers



**4,792 Enrollments**

7%

"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](mailto:Jamie.Francisco@lacity.org)

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