

EWDD'S WEEKLY UPDATES



SUCCESS STORIES WEEK OF FEBRUARY 21, 2022

BLACK HISTORY MONTH





AUTO SHOP RECEIVES PPP LOAN FORGIVENESS

The North Valley [BusinessSource Center \(BSC\)](#) assisted Marielle Castorena, owner of the Speed Rolling Performance auto shop, with obtaining full loan forgiveness for a PPP loan that helped keep her business stay afloat during COVID-19.

Marielle (pictured above) established her business in January 2019. After gaining more than ten years of experience closing contracts with used tire companies and working for dealerships, an industry typically dominated by men, Marielle wanted to open her own car repair shop business.

She also wanted to prove to herself that she was capable of accomplishing an entrepreneurial venture and building economic independence for herself and her family.

When Marielle first opened her shop, she focused on promoting her business by going door-to-door with flyers to gain new clients. Within the first year, the shop started to gain a clientele and sales started to go up.

During COVID-19, the shop's sales decreased and put her business in a challenging position. Marielle was referred to Alma Torres at the North Valley BSC to obtain business assistance.

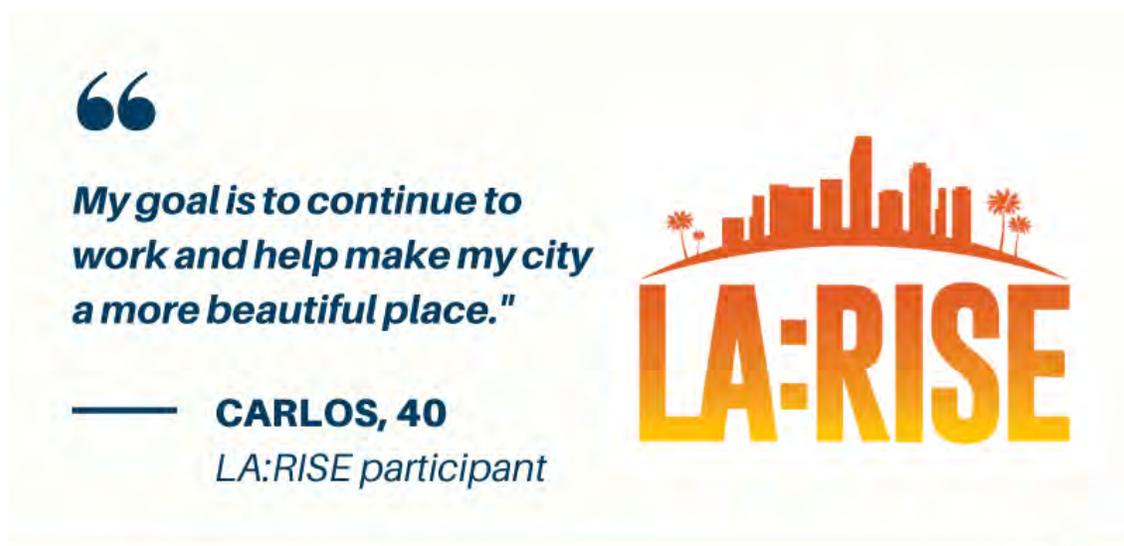
Together, they prioritized completing her PPP Forgiveness application.

"Alma has been providing me amazing support to my business and now my PPP Forgiveness application has been approved," Marielle said. "The BSC also

helped me to apply for other grants, assisted with hiring, and helped my business adapt to the new marketing era of the pandemic by creating social media accounts to promote my business and establish online presence.”

In addition to the financial assistance, the North Valley BSC and Marielle are working with EWDD social enterprise partner CHRYSALIS and the West Valley WorkSource Center (WSC) to hire two full time experienced mechanics for the shop.

Speed Rolling Performance is located in [LA City Council District 12](#).



“
My goal is to continue to work and help make my city a more beautiful place.”

— **CARLOS, 40**
LA:RISE participant

LA:RISE

EWDDLACITY.COM



LA:RISE PARTICIPANT WORKS TO BEAUTIFY CITY

Carlos was recently paroled and feared becoming homeless. He did not see many opportunities for himself until he was connected to the LA:RISE program. Through [LA:RISE](#) social enterprise partner [CRCD Enterprises](#), Carlos received 300 hours of job training as a maintenance associate trainee. During his on-the-job training, Carlos learned janitorial, sanitation, and maintenance skills for future jobs. He added that he is also excited about the progress he has made and is proud that he can be a more reliable presence in his family.

“I am most proud of how much I have evolved in my training,” he said. “I also am proud of how other people call me a hard working person.”

Carlos’ hard work has paid off. He is now employed full-time as a driver for CRCD Enterprises.

“My goal is to continue to work at CRCDC Enterprises and help make my city a more beautiful place,” he said.

His advice to others in the LA:RISE program or Angelenos searching for work?

“My message to others is to be motivated. To not give up.”

EWDD is a leadership team partner of the [Los Angeles Regional Initiative for Social Enterprise \(LA:RISE\)](#). This innovative, collaborative partnership unites the City and County of Los Angeles' Workforce Development System (WDS) with non-profit social enterprises and for-profit employers to help individuals with high barriers to employment get good jobs and stay employed.

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

BLACK HISTORY MONTH METRICS

BUSINESSSOURCE



**304 ENROLLED
BLACK BUSINESS
OWNERS**

(1/1/20 - 1/31/22)



**\$8.3M IN CAPITAL
RECEIVED BY BLACK-
OWNED BUSINESSES**

(1/1/12 - 1/31/22)

*These numbers only reflect black business owners who were assisted through EWDD's BusinessSource Centers.

WORKFORCE



WORKFORCE ASSISTED:

7,287 BLACK ADULTS

**2,112 BLACK
DISLOCATED WORKERS**

(1/1/20 - 2/10/22)

951 BLACK YOUTH

YOUTH

**HIRE LA
HELPED 1,388
BLACK YOUTH**



(1/1/20 - 2/10/22)

EWDD METRICS



WorkSource Centers assisted:

1,014 Walk-in visits

1,993 Phone calls and emails

251 Unemployment Insurance



YouthSource Centers - HIRE LA's Youth:

7,863 Applications

1,838 Youth in application pool

3,475 Youth enrolled



BusinessSource Centers assisted:

126 Microenterprises

35 Small Businesses

37 Sidewalk Vendors

88 Virtual Workshops



The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th street and Garland Ave in downtown Los Angeles.

1200 West 7th Street
Los Angeles CA 90017

213-744-7300
711 for TRS (TTY)

If TTY/TTD is needed to contact us, please use 711 for Telecommunication Relay Services (TRS)

If you have any questions, comments, or wish to have a contribution considered for inclusion in an upcoming "Updates," please feel free to contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org
