



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF APRIL 26, 2021

Success Stories



Helping small businesses during COVID-19

SOUTH LA BSC HELPS LOCAL CHEF STAY COOKING

The South Los Angeles BusinessSource Center (BSC) helped long-term client Shanita Castle, stay open during COVID-19 and grow her business, Castle Catering. Chef Shanita (above) first became a South LA BSC client in 2017 when she approached the center for assistance obtaining access to capital to acquire a property in South LA. However, the deal fell apart and despite her disappointment, Shanita devoted the next few years growing her catering

business and her customer base. She also increased the quality of service at catering events, which strengthened her brand in the community. Fast forward three years, the South LA BSC supported Shanita's applications for COVID-19 financial relief funding through PPP, EIDL, and local grants. These funds preserved salaries for staff and helped her pivot her business model toward "to-go" orders. Earlier this year, Shanita contacted South LA BSC Senior Business Coach Terry Gubutan for assistance acquiring a property she found for sale on 73rd and Western. With Terry's assistance, Shanita was approved for an SBA loan, and today, Shanita Castle is the proud owner of the new facility, which will provide commercial kitchens and rental space for the community. As pandemic restrictions ease, Shanita plans to expand her business by adding cooking classes and consulting with other restaurant owners on menu strategies. Castle Catering is located in LA City Council District 8.

LA:RISE - HELPING JOB SEEKERS DURING COVID-19

EWDD is a leadership team partner of the Los Angeles Regional Initiative for Social Enterprise (LA:RISE), an innovative, collaborative partnership that 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. After working in a transitional job at a social enterprise and leveraging training and services from the WorkSource Centers, LA:RISE participants are placed at jobs. Below are two stories featuring the success of several LA:RISE participants that received training at partner agencies and the positive impact the program has had on their lives.



PROJECT ROOMKEY CLERK ATTAINS JOB WITH HOUSING

A year ago, Kariana moved from Michigan to Los Angeles for a fresh start. She arrived in LA with some savings, but due to the high cost of living and difficulties in finding a full-time job, she experienced homelessness just as the COVID-19 pandemic began. While living in a shelter, Kariana (above) saw a job posting for a food delivery worker with social enterprise Chrysalis Enterprise Staffing. Excited by the opportunity to return to work and save up for her own place, she called and was invited to enroll in LA:RISE and Chrysalis' job readiness program. Through LA:RISE, Kariana began working at a Project Roomkey site where she gained on-the-job experience while supporting the local community during the pandemic. Project Roomkey is an effort to secure hotel and motel rooms for vulnerable people experiencing homelessness during COVID-19. She also worked with Chrysalis staff to update her resume and write a cover letter for job applications. Kariana excelled in her role at the Project Roomkey site and was soon offered a permanent position as a desk clerk. Focused on building a new career, Kariana studied for her California real estate license while working full-time. Six months later she passed her exams. With her new real estate license, Kariana was offered a full-time role as a property manager with Project Roomkey – a job that also includes a one-

bedroom apartment. Today, Kariana is excited to have a place of her own and is eager to continue pursuing her real estate career.



"It's never too late"

LA:RISE HELPS REENTRY JOB SEEKER FIND SECOND CHANCE

At 43 years old, Julian is starting a new chapter of his life and training for a career that he's passionate about. After spending 20 years incarcerated, Julian (above) sought out support to successfully reenter society, find stable housing, and enter the workforce for the first time. He was referred to social enterprise Goodwill Southern California and the LA:RISE program so that he could begin earning a paycheck and developing vital job skills. Once enrolled in the program, Julian excelled. He completed his on-the-job training as a retail associate and earned his Customer Service credentials from the National Retail Federation (NRF). He also completed Goodwill's Leadership Academy, where he developed valuable interpersonal skills and self-confidence that will help him succeed in any job. Today, Julian is enrolled in vocational training to become a

Chemical Dependency Counselor so that he can help others overcome the same barriers he faced. His advice for future LA:RISE participants is to always pursue your goals because “it’s never too late.”

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

LA CARES Corps: coronavirus.lacity.org/CARESCorps

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) April 19, 2021 to April 23, 2021	
Number of walk-ins	1,100
Number of walk-ins by appointment	688
Number of call/emails	2,859
Number of calls regarding Unemployment Insurance (UI)	858

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending April 23, 2021	
Number of applications	12,181
Number of youth in lottery pool	1,183
Number of youth enrolled	3,981
YouthSource Center (YSC) enrollments	1,308
YSC enrollment goal	1,932
Percent complete	67.7%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

April 19, 2021 to April 23, 2021

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

Microenterprise assisted	128
Microenterprise enrolled	13
Small businesses assisted	24
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	39
Sidewalk vendors assisted	15
Sidewalk vendors enrolled	13



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.