

EWDD'S WEEKLY UPDATES



SUCCESS STORIES WEEK OF MAY 16, 2022



HELPING LA'S SMALL BUSINESS COMMUNITY

Representatives from the East Los Angeles and Pico-Union [BusinessSource Centers](#) recently participated in the Small Business Resource Expo at The Goddess Mercado [BELLA](#) Takeover event, Celebrando Madres Emprendedoras. The event took place at the Hilda Solis Learning Academy parking lot in East LA.

“The BusinessSource Centers (BSCs) have historically been a resource for entrepreneurial Angelenos. Now that the City is in recovery mode from the pandemic, the BSC teams are in action mode to help East LA businesses pivot, grow and thrive again,” said Irma Vargas, program director for the East LA BSC, which is overseen by EWDD contractor [New Economics for Women](#) (NEW).

“The Goddess Mercado BELLA Takeover Event provided microenterprises and small businesses an opportunity to sell their products and services and engage with organizations such as the New Economics for Women ELA Business Source Center. We provided education and tips with them in the areas of

marketing, increasing market share and concepts on access to capital. It was a win-win for all of us!"

(Pictured above with [Bella Entrepreneurs](#) staff, East LA BSC Program Director Irma Vargas far left. Second from right, Pico-Union BSC Business and Loan Counselor Ivan Vasquez).



WATTS BUSINESSOURCE CENTER NOW OPEN

The Watts [BusinessSource Center \(BSC\)](#) opened on April 1, 2022. Operated by EWDD contractor Vermont Slauson Economic Development Corporation (VSEDC), the BSC will have a main office and a satellite office to accommodate the Watts community.

Currently, the main office of the Watts BSC is temporarily located in City Councilman Joe Buscaino's regional office, located at 1513. E. 103rd Street. This summer it will move from the [Council District 15](#) offices to its permanent position at the Watts Historical Train Station, located at 1686 E 103rd Street. The satellite office is located at 10950 S. Central Avenue. Walk-ins and appointments are welcome at all locations.

Watts BSC business coaches, Fernando Borja (above left) and Jonathan Kinnard (above right), are bilingual and available to assist entrepreneurs and small business owners in Spanish and English. So far, BSC staff have reached out to more than 90 local businesses, with the goal of reaching out to 300 by the end of June.

Adrian Veliz, VSEDC senior program manager, is making sure the BSC is settling into the neighborhood. The Center has been engaging with Watts Labor Community Action Committee (WLCAC) events, including a recent job fair. WLCAC also oversees the daily operations of EWDD's Southeast LA WorkSource Center.

"The Watts Business Source Center will offer technical assistance to small businesses and entrepreneurs who aim to launch a business," Adrian said. "The focus will be on microenterprise and small business. These are legacy businesses that need a little business coaching to help them grow and create jobs. But we also see room for growth for sidewalk vendors in Watts, and look forward to helping them with the (City's) permit process."

The Watts BSC team is excited to engage the Watts community with one-on-one business coaching, loan assessment and readiness, free business education webinars and the VSEDC small business and entrepreneurial free core curriculum.

To make an appointment at the Watts BusinessSource Center main or satellite office, call (323) 753-2335, or get started [here](#).

EWDD YOUTHSOURCE CENTERS

EWDD currently operates 14 [YouthSource Centers \(YSCs\)](#) that provide services to young Angelenos ages 16-24 such as mentoring, counseling, job skills training and career exploration. The YSCs are located in underserved neighborhoods throughout the City and offer services at no cost. This week, EWDD Updates highlights a success story from [Para Los Niños \(PLN\)](#), which operates the Northeast and Central LA [YouthSource Centers](#).



YOUTHSOURCE ALUM, NOW IVY LEAGUE GRAD

Para Los Niños [YouthSource](#) alum Ana Maria Sotomayor Palomino will soon be a Princeton graduate. Ana received a California Workforce Association (CWA) scholarship while enrolled in the YouthSource program and has maintained close ties with PLN.

"I am excited to announce that, upon graduating from Princeton University, I will continue servicing and supporting immigrant communities as a Development and Communications Associate at the [Latin American Legal Defense and Education Fund \(LALDEF\)](#)!"

In a recent LinkedIn post, Ana (pictured above) thanked the mentors who guided her during her journey to and throughout college, including Jorge Orozco, director of Youth Workforce Services at the PLN YSC.

"None of this would have been possible without your support. Lastly but not least, I would like to thank four-year-old me, who had just immigrated to the United States from Perú without knowing a single word in English. Thank you for believing in our ability to learn, and thank you for believing in me. I can now tell you that, with your hard work and determination, we wrote a 75-page senior thesis on something we really cared about, and it earned an A+ from Princeton's Department of English."

EWDD METRICS

Week of
May 9 to May 13



WorkSource Centers assisted:

946 Walk-in visits
2,166 Phone calls and emails
140 Unemployment Insurance



YouthSource Centers - HIRE LA's Youth:

9,867 Applications
2,678 Youth in application pool
4,213 Youth enrolled



BusinessSource Centers assisted:

213 Microenterprises
49 Small Businesses
7 Sidewalk Vendors
81 Virtual Workshops



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

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213-744-7300
711 for TRS (TTY)

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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