



Economic & Workforce Development Department (EWDD) Weekly Updates NEWS FOR THE WEEK OF MAY 17, 2021

Success Stories



EAST LA BSC HELPS TO KEEP ICE CREAM SHOP FROM MELTING

The East Los Angeles BusinessSource Center recently assisted husband and wife duo Jose and Minerva, owners of J & F Ice Cream Shop, with finding funding opportunities to keep their business afloat during the pandemic. J & F Ice Cream Shop was severely affected during the pandemic and the shop's revenues fell by more than half. The Center guided the longtime clients to pandemic financial relief resources, including the California Relief Grant and access to capital. The Center also advised them on careful business planning, which allowed J & F Ice Cream Shop to experience a steady recovery and resume its pre-pandemic levels of operation and employment. Established in 2007, J & F Ice Cream Shop is a 100 percent Latino-owned business based at Mariachi Plaza in Boyle

Heights. J & F Ice Cream Shop experienced steady and normal growth, with customers flocking to the shop for their top flavors, cheesecake and cappuccino ice cream. The business experienced its most successful year in 2019, when it began offering an expanded menu based as a recommendation from the East Los Angeles BSC. Jose and Minerva continue to work closely with the BSC to help keep their business active.

J & F Ice Cream Shop is located at 1703 Mariachi Plaza De Los Angeles, Los Angeles, CA 90033.



NORTHEAST VALLEY WSC HELPS RE-ENTRY WORKER RISE TO BAKING CAREER

The Northeast Valley WorkSource Center helped Erick find work after a long period of incarceration, by providing him job training for a new career as a baker's assistant. At the Pacoima-based Center, Erick attended the job readiness workshops and obtained a certificate of completion. Erick secured employment as a Baker's Assistant but did not have transportation. The Center, run by EWDD contractor Goodwill SoCal, provided Erick financial assistance to purchase a bike and helmet which helped him get to work. Erick also received a clothing voucher to purchase work attire. "I feel blessed all around! It's amazing all the help, resources you provide!" said Erick in a thank you letter to his career development specialist. Erick's assistance was funded by INVEST, the LA County Fair

Chance program that is designed to help create employment opportunities for adults on probation.

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) May 10, 2021 to May 14, 2021	
Number of walk-ins	1,241
Number of walk-ins by appointment	722
Number of call/emails	2,459
Number of calls regarding Unemployment Insurance (UI)	904

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending May 14, 2021	
Number of applications	12,384
Number of youth in lottery pool	1,177
Number of youth enrolled	4,236
YouthSource Center (YSC) enrollments	1,341
YSC enrollment goal	1,932
Percent complete	69.41%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS	
May 10, 2021 to May 14, 2021	
LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise assisted	94
Microenterprise enrolled	8
Small businesses assisted	12
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	39
Sidewalk vendors assisted	9
Sidewalk vendors enrolled	4



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)

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