



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF JUNE 14, 2021

Success Stories

EWDD BUSINESSSOURCE CENTERS

EWDD's network of nine BusinessSource Centers worked tirelessly during the pandemic to steer the City's small businesses toward COVID-19 financial relief resources. Staff guided business owners through complex loan applications, helped dine-in restaurants pivot to take-out and assisted offices in establishing social distancing protocols, among other efforts. This week's EWDD Updates features two long-term clients that relied heavily on the BusinessSource Centers for resources to stay afloat during the pandemic, assistance that has positioned them to re-open at full speed as the City moves toward economic recovery.



Poised for post-pandemic economic recovery

NORTH VALLEY BSC HELPS CAMEL APPLE SHOP KEEP BITING

The North Valley BusinessSource Center provided support during COVID-19 to long-time client Cristina Villaseñor (above right), helping her keep her business Famous Apples open and win a coveted spot to compete for contracts related to Super Bowl LVI, which will be held in Los Angeles in 2022. Cristina began working closely with the North Valley BSC in July 2019, just days before Famous Apples had their grand opening. Throughout 2019 and 2020, the North Valley BSC assisted Famous Apples with HR, marketing, access to capital, tax planning and reporting, certifications and various other supportive services. “One of our main learning experiences during the business journey is that you should never try to start or manage a business alone,” Cristina said. “It’s important to work as a team and to have a good support system. If there’s an entrepreneur that says they can do it, they can do it, but why do it alone when they (the BusinessSource Centers) are here to help. They are friendly and always willing to help! Knowing that I can call for assistance helps to create peace of mind.” That support system proved to be valuable in 2020. Like many businesses, Famous Apples was put to the test by the COVID-19 pandemic. With guidance from the North Valley BSC, Famous Apples received financial assistance from multiple pandemic financial relief programs, including the PPP and PPP Forgiveness (2020 and 2021), the EIDL, and the CA Relief Grant in May 2021, which allowed Famous Apples to retain four employees. Cristina said she is also looking ahead to opportunities beyond her business’ initial economic recovery from the pandemic. “We are still open and gaining customers,” Cristina said. “Some of our customers during the past two years include production houses for movies and TV, theme parks, and now Famous Apples has been designated as an approved supplier of the Super Bowl LVI Business Connect program. We are one of 225 local, diverse businesses in the Los Angeles area identified as a certified, experienced company approved to compete for contracts related to the Super Bowl.”

Famous Apples is located in LA City Council District 12.



One year later: On track to economic recovery

MID-CITY BSC GIVES RAMEN CHAIN INGREDIENTS TO STAY COOKING

Throughout the pandemic, the Mid-City BusinessSource Center (BSC) helped long-time client Colin Fung obtain multiple COVID-19 disaster loans and grants to sustain his business, Tamashii Ramen House. (The business was also featured in EWDD Updates week of June 8, 2020). He utilized part of the funds to rehire a total of 22 employees across his three restaurants in North Hollywood, Sherman Oaks, and Studio City. "Mid-City BSC has been very helpful in assisting me secured multiple COVID loans and grants, which allowed me to rehire most of my employees and keep the business afloat. Thank you!" Originally from Hong Kong, Colin opened his first Tamashii Ramen House in

Sherman Oaks in 2012, with the goal of creating an eatery that serves healthy and freshly-made ramen. As his business grew, PACE Business Counseling Manager Wai Ling Chin helped Colin successfully apply for three business loans, working capital that allowed him to expand to two more restaurants in North Hollywood and Studio City. In 2015, Tamashii Ramen House was awarded the "2015 Outstanding Small Business" from Los Angeles Mayor Eric Garcetti, as his restaurants created more than 40 jobs. In February 2020, due to COVID-19, Colin's restaurant business started deteriorating. The Studio City location closed, followed by the Sherman Oaks location. Only the North Hollywood location remained open for take-out orders during the pandemic. Soon after, Wai Ling provided Colin guidance to successfully obtain several COVID-19 disaster loans and grants, including the Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL), and the City's Small Business Emergency Loan program. Wai-Ling also recently helped Colin successfully apply for the Restaurant Revitalization Fund (RRF) program, which was approved in June 2021. Wai-Ling consistently provided Colin support during the pandemic. She steered Colin toward other resources such as the LA Al Fresco outdoor dining program, which as COVID-19 restrictions eased, allowed him to offer outdoor seating at his North Hollywood and Sherman Oaks restaurants. Wai-Ling also introduced him to Brown & Brown Quality Care, a center that provides local services to promote equality, dignity, and independence for adults with disabilities. Colin then provided job training opportunities to two of their trainees. Colin said he is very blessed and thankful for the supportive services and resources provided by Wai-Ling and the Mid-City BSC. Wai-Ling said that she is also pleased to see the results of their efforts during the pandemic. "During this unprecedented time, my experience of serving and watching how small business clients overcame the COVID challenges, recover, continue to operate and grow has been most rewarding and priceless."

Tamashii Ramen House is located in LA City Council District 4.



EWDD YOUTHSOURCE CELEBRATES FRANKLIN HIGH SCHOOL GRADS

On Friday, June 11, EWDD's YouthSource program celebrated the graduation of 30

participants from Franklin High School. The youth also received their last paychecks from internships at North East Trees Nursery, American Motor Trend mechanic shop, and the Variety Boys & Girls Club. "This year has been very challenging, but joining your program and learning new skills has helped me stay positive," said Youth participant Jesse Nuñez. "I really enjoyed the trainings and opportunities that were provided to us. I'm planning to work this summer and attend college in the fall."

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) June 7, 2021 to June 11, 2021	
Number of walk-ins	1,264
Number of walk-ins by appointment	664
Number of call/emails	2,889
Number of calls regarding Unemployment Insurance (UI)	812

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending June 11, 2021	
Number of applications	1,005
Number of youth in lottery pool	0
Number of youth enrolled	0
YouthSource Center (YSC) enrollments	1,383
YSC enrollment goal	1,932
Percent complete	71.58%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

June 7, 2021 to June 11, 2021

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

Microenterprise assisted	101
Microenterprise enrolled	7
Small businesses assisted	20
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	59
Sidewalk vendors assisted	13
Sidewalk vendors enrolled	0



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