

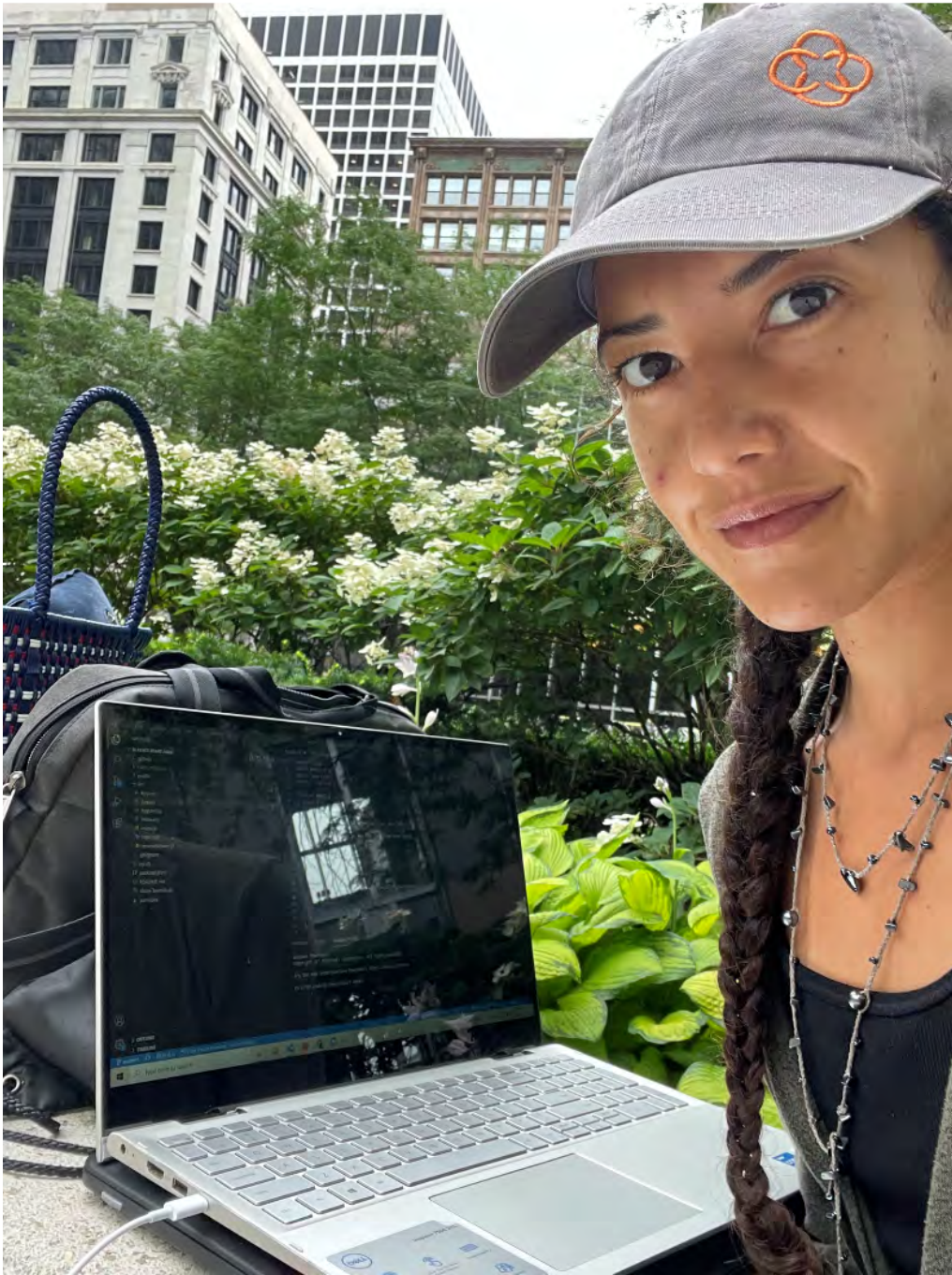


**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF JULY 26, 2021

Success Stories

EWDD INCUBATORS – CULTIVATING NEW ENTREPRENEURS

EWDD administers and supports several incubators in the City of Los Angeles through Community Development Block Grant (CDBG) funding, including Reboot LA, an innovative, intensive web development and tech entrepreneurship program that will give re-entry individuals an opportunity to launch their own tech companies. City of Los Angeles residents that have a criminal record with a state, city or federal corrections or probation departments are eligible to apply. All services are provided at no cost to the Reboot LA participants. Featured below is a story about how RebootLA helped a participant start training for a new career during COVID-19.



REBOOT LA HELPS PARTICIPANT POWER UP CODING CAREER

In October 2020, a Facebook pop-up ad about RebootLA appeared in Martha's feed, an encouraging sign that it was time to enroll in a program she had long considered – coding bootcamp. Two weeks before, Martha (above) got a DUI and RebootLA appealed to her because it offers sponsorships, financial support and training for individuals with a criminal record to pursue careers in the tech industry.

The program has helped Martha regain “confidence that I’m going to be able to succeed in life, confidence that I am not defined by one mistake. It has been that spark of hope. And I don’t say this lightly. Coding saved my life.” Since joining the program in January 2021, Martha has immersed herself in training, built digital marketing experience and learned about entrepreneurship. The

program also introduced Martha to LA City services and business counseling that helped her launch her own web development services business, Red Earth Consultations.

Martha said that learning to code has been challenging, but the mentoring and encouragement she receives through the program has inspired her and her fellow participants to keep going. “Take advantage of this opportunity cause this is such an amazing opportunity for folks who have been impacted by the criminal justice system. There will definitely be days that you want to quit. This program was designed for people like you to succeed.”

RebootLA is a partnership between the City and Sabio, a Los Angeles-based company that was established in 2013 with the mission of increasing the participation of women and people of color in the innovation economy.



Helping small business recover from COVID

CENTRAL/WEST BSC HELPS CELL PHONE BUSINESS RECHARGE

The Central/West BusinessSource Center helped Daniel Barlavi (above), owner of mobile phone recycling company Cell Funds, obtain funding from several COVID-19 financial assistance programs, allowing him to keep his business open and save six jobs. Established in 2006 in Sherman Oaks, Cell Funds specializes in recycling, refurbishing, and reselling used cell phones and other small electronics. The business provides individuals and organizations an eco-friendly opportunity to earn cash for their recycling efforts and safeguard the environment for future generations. Cell Funds has a retail store, a wholesale distribution channel, along with an online presence on eBay and Amazon.

While the company demonstrated strong growth in the past, the business has

experienced a 40 percent decline in total revenue since the initial Safer At Home orders in March 2020. During COVID-19, the Cell Funds experienced a more than 60 percent drop in retail sales, their main revenue stream, and a 25 percent decline in their wholesale business. Their retail store also closed several times due to the lockdowns and to protect their employees' safety. With assistance from Business Loan Officer Phuong Le, Daniel applied for several pandemic financial relief programs. The BSC provided Daniel with extensive technical assistance to prepare applications and successfully obtain loans from the California Rebuilding Fund (CRF) and the SBA Paycheck Protection Program (PPP).

Currently, Cell Funds is experiencing sales growth after a year of enormous challenges. The company recently entered into a new partnership with Amazon Hub to increase their online presence and drive more clients to their door. Daniel said he is very satisfied with the quality assistance he received from the Central/West BSC and he has referred several business clients to Phuong, confident they will receive the same helpful support.

Phuong continues to provide Daniel guidance on how to grow his company by improving his business portfolio, including cash flow and documentation management. Cell Funds is on the road to economic recovery and now has a need to hire two new employees. Phuong referred Daniel to the Pico Union/Downtown LA WorkSource Center for assistance finding the right candidates to fill his open positions.

The Central/West BSC and Pico Union/DTLA WSC are both operated by EWDD partner Pacific Asian Consortium in Employment (PACE).

Cell Funds is located in LA City Council District 4.

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) July 19, 2021 to July 23, 2021

Number of walk-ins	1,321
Number of walk-ins by appointment	532
Number of call/emails	3,047
Number of calls regarding Unemployment Insurance (UI)	921

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending July 23, 2021

Number of applications	3,118
Number of youth in lottery pool	2,565
Number of youth enrolled	349
YouthSource Center (YSC) enrollments	109
YSC enrollment goal	2,100
Percent complete	5.19%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS July 19, 2021 to July 23, 2021

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

Microenterprise assisted	121
Microenterprise enrolled	16
Small businesses assisted	15
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	29
Sidewalk vendors assisted	11
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.

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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