



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF AUGUST 2, 2021

Success Stories



"Hello Hello" single streamed 30,000 times and counting

HARBOR-WATTS BSC HELPS ARTIST COPYRIGHT & PROMOTE MUSIC

In 2013, singer-songwriter Aleksandra Krutikova moved from Russia to the U.S. in search of music opportunities. Unaware of the challenges starting a business in the music industry, Aleksandra (pictured above) had many setbacks and wanted a fresh start after dissolved partnerships with third party entities left her without access to her past projects. With the assistance and guidance offered at the Harbor-Watts BusinessSource Center (BSC), Aleksandra was able to release her first music single called "Hello Hello."

Working closely with a business consultant, Aleksandra legally registered her song with Broadcast Music, Inc. (BMI); a company considered a global leader in music rights management. The BSC also helped her register with the U.S. Copyright Office with the Library of Congress. Both registrations give her the freedom to use the song however she likes and guarantees that all income from the use of the song goes directly to her.

Through market analysis called Charmetrics, the business consultant and Aleksandra found a 'House Music' playlists on Spotify where she was able to pitch her song. Three weeks after the release of the single, her song has more than 30,000 streams on Spotify and more than 7,000 views on her YouTube channel. Due to Google Ads and partnerships, she is able to turn views and streams into income that she no longer has to split with a third party.

Aleksandra is very happy and grateful that she can release her music under her own brand and now has a better understanding of how major labels release music. Her song has been sent to a well-known company called Black Toast Music, which does major placement on big shows, in hopes of getting an exclusive licensing deal. With the assistance of the BSC, Aleksandra is planning to hire at least two employees to help her manage and grow her business.

Aleksandra's business is located in Council District 13. Her success story is a testament to how EWDD's BusinessSource Centers helps businesses in multiple industries launch, grow and thrive, including artists in LA's thriving entertainment community.



INTERNSHIPS INAUGURATE YOUTH TO LOCAL POLITICS

Participants from the Boyle Heights Technology YouthSource Center recently started internships at the office of Assemblywoman Wendy Carrillo (AD-51), assisting the communications team and pitching in with office duties. A recent high school graduate, Julian Martinez (left, above) was selected for his photography skills. He said that he "enjoys working with the communications

team and is learning how to work in a professional environment." Intern Lucia Nunez (right, above) is a political science student at California State University Los Angeles and lives with her mom in Boyle heights. "I'm so grateful for this opportunity and it has been a great experience for me because this is my first job," she said.

These internships are an example of youth employment opportunities offered by Hire LA's Youth, an initiative spearheaded by Mayor Eric Garcetti and administered by EWDD to provide young Angelenos their first job experience and set them on a path to become life-long earners. EWDD's YouthSource team is also helping youth find opportunities through Earn, Learn, Play, a new summer program launched by Mayor Garcetti in partnership with Los Angeles Superintendent Debra Duardo that connects young Angelenos with job, educational and recreational experiences in preparation for the academic school year.

EWDD LAUNCHES "MEET THE TEAM TUESDAY"

EWDD's BusinessSource, WorkSource and YouthSource Centers have continued to operate during the pandemic, with some centers offering limited, scheduled in-person appointments. Due to health and safety restrictions, the majority of EWDD's staff has worked from home during COVID-19.

EWDD recently launched "Meet the Team Tuesday," a social media campaign designed to humanize the team behind critical pandemic assistance programs that are essential to the City's economic recovery. The campaign features images of EWDD's work from home companions (pets), along with pandemic hobbies (gardening, etc). Below is the first #MeettheTeamTuesday story. Upcoming stories will be posted @LAEWDD on Instagram and Facebook.



ABANDONED DOG GAINS TIME WITH NEW OWNER DURING COVID

Hello! Meet Cali. She was abandoned by her owners and wandering around Koreatown before she was adopted by Roy, a Management Analyst in EWDD's Economic Development Division.

During the pandemic, Cali serves as a work-from-home therapy dog for Roy and his roommates, who spend their breaks hanging out with her. She also gets to enjoy the jungle room in Roy's household, which was created when one

roommate went a little “plant crazy” during COVID-19.

Cail’s pet dad Roy is an integral part of EWDD’s administration of critical pandemic assistance programs that are essential to the City’s economic recovery.

In his day-to-day job, Roy is part of the team charged with processing applications for the City’s COVID-19 financial relief programs. He designed the workflow and implemented the online portal for applicants to the City’s Small Business Emergency Microloan/Grant program. He will also be a key part of upcoming financial assistance programs during the City’s recovery.

“While the crisis is dangerous for our health, it has also created an unprecedented economic impact for many small business owners,” Roy said. “It is important to find the most efficient way to disburse these funds to those in need quickly.”

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 26, 2021 to July 30, 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 30, 2021	
Number of applications	3,314
Number of youth in lottery pool	2,602
Number of youth enrolled	474
YouthSource Center (YSC) enrollments	114
YSC enrollment goal	2,100
Percent complete	5.43%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESS SOURCE CENTERS (LABSCs) METRICS

July 26, 2021 to July 30, 2021

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

Microenterprise assisted	114
Microenterprise enrolled	5
Small businesses assisted	35
Small businesses enrolled	1
Number of BSC Clients who attended virtual workshops	70
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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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