



**Economic & Workforce  
Development Department (EWDD) Weekly Updates**  
**NEWS FOR THE WEEK OF AUGUST 16, 2021**

## Success Stories

*Coming Soon!!*  
**COMEBACK CHECKS  
PROGRAM**  
**COVID-19 FINANCIAL RECOVERY PROGRAM**  
**\$37 MILLION**  
**IN SMALL BUSINESS ASSISTANCE**

### **City of Los Angeles - Comeback Checks Program**

#### **COMING SOON: \$37 MILLION IN GRANTS FOR SMALL BUSINESSES**

To support struggling for-profit small businesses, the Mayor and City Council, through the 2021-2022 budget process, allocated \$50 million in American Rescue Plan Act (ARPA) funding to implement a series of programs that promote a strong and equitable economic recovery in the City, consistent with ARPA regulations.

EWDD is serving as administrator for this program. The City's nine BusinessSource Centers are on standby to assist prospective applicants. In the upcoming weeks, the first round of grants will be announced. A total of \$37

million in “Comeback Checks” will be available for the City’s small businesses. The grants will be distributed as follows:

### **\$25 MILLION - Restaurant and Small Business Recovery Program**

Deployment of \$5,000 grants to 5,000 small businesses impacted by COVID-19, including restaurants and other vulnerable industries needing assistance in their economic recovery efforts

### **\$12 MILLION - Small Business Rental Assistance Program**

Grants of up to \$15,000 (or six months’ rent, whichever is less) to support rental/lease costs for about 800 small businesses in qualifying industries for both current and arrears rent payments, and to eligible new businesses that need assistance with first and last month’s rent.

### **Eligibility Requirements**

To be eligible, applicants must meet the following criteria:

- Businesses must be located in the City of Los Angeles
- Provide required documentation, including a Business Registration Tax Certificate (BRTC) and 2019-2020 tax returns.
- Additional documents are to be determined.

Stay tuned for more information! Announcements will also be released on @LAEWDD social media channels on Instagram, Facebook, Twitter and LinkedIn.

Contact EWDD's BusinessSource Centers for assistance:  
[bit.ly/LABusinessSource](https://bit.ly/LABusinessSource)



## NORTH VALLEY BSC HELPS CHURRO CAFE IN COVID-19 RECOVERY

Churro Hub Café is a churreria, coffee shop, café, and soon-to-be ice cream shop that opened its doors to the Arleta community in August 2019. Proud owner Alejandro Suarez opened the café to share his appreciation for Mexican culture and cuisine with the San Fernando Valley. The café offers locally roasted coffee, authentic Mexican snacks, drinks and delicious churros.

Alejandro (above) got his first taste at preparing food and experimenting with different flavors by assisting his wife with her family daycare business. In addition to preparing meals for the children, Alejandro began to incorporate making cookies, donuts, and churros as part of the activities for the children. He also volunteered at events that led him to experiment with coffee and frappes. It was then that he realized he truly enjoyed serving people and began to think about starting his own café.

With less than a year in business and the start of a pandemic, Churro Hub Café experienced a decline in sales, which led Alejandro to reduce employee hours and fall behind on rent and other expenses. To keep his business running, he took over additional responsibilities to minimize costs. Worried about his business, his wife, a current North Valley BusinessSource Center client, advised her husband to contact Alma Torres, a Certified Financial Business Coach with the North Valley BSC. In the past four months, Alma has provided Alejandro with COVID-19 business guidance, including loan prep assistance in applying for numerous COVID-19 relief funding programs. She also referred him to LA Optimized for assistance with increasing its digital presence by marketing online and expanding their sales.

“Not everyone has access to this kind of help,” he said. “I recommend the North Valley BusinessSource Center, especially to those businesses that don’t have that extra hand and are juggling a lot at once. They don’t just help with paperwork, but they also provide you with resources. They can guide you with issues you may have, and sometimes with things you didn’t even know you needed help with!”

The North Valley BSC helped Churro Hub Café successfully obtain funding from the California Relief Grant and PepsiCo Grant. The funds allowed Alejandro to retain two full-time employees and two part-time employees. He is now able to give more hours to his employees and is currently looking to hire. Churro Hub Café was also referred to the North Valley WorkSource Center to receive further assistance on hiring and recruitment.

“With finances improving, we can now focus on serving a great product and providing great customer service,” he said.

Churro Hub Café is located in LA City Council District 6.

---

## LINKS to COVID-19 RESOURCES

### JOB RESOURCES

LA JOBS PORTAL: [jobs.lajobsportal.org](https://jobs.lajobsportal.org)

VIRTUAL ORIENTATIONS: [bit.ly/LAjoblosshelp](https://bit.ly/LAjoblosshelp)

### BUSINESS RESOURCES

LA REGIONAL COVID FUND: [lacovidfund.org](https://lacovidfund.org)

SMALL BUSINESS PROGRAM: [ewddlacity.com/index.php/small-business-loans](https://ewddlacity.com/index.php/small-business-loans)

LA CARES Corps: [coronavirus.lacity.org/CARESCorps](https://coronavirus.lacity.org/CARESCorps)

BusinessSource Centers: [bit.ly/LABusinessSource](https://bit.ly/LABusinessSource)

WorkSource Centers: [bit.ly/EWDDWorkSource](https://bit.ly/EWDDWorkSource)

YouthSource Centers: [bit.ly/EWDDYouthSource](https://bit.ly/EWDDYouthSource)

## EWDD Metrics

### WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) August 9, 2021 to August 13, 2021	
Number of walk-ins	1,219
Number of walk-ins by appointment	643
Number of call/emails	2,425
Number of calls regarding Unemployment Insurance (UI)	595

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending August 13, 2021	
Number of applications	3,805
Number of youth in lottery pool	2,708
Number of youth enrolled	833
YouthSource Center (YSC) enrollments	153
YSC enrollment goal	2,100
Percent complete	7.29%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESS SOURCE CENTERS (LABSCs) METRICS

August 9, 2021 to August 13, 2021

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

Microenterprise assisted	89
Microenterprise enrolled	7
Small businesses assisted	21
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	49
Sidewalk vendors assisted	16
Sidewalk vendors enrolled	1



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](mailto:Jamie.Francisco@lacity.org)