



**Economic & Workforce  
Development Department (EWDD) Weekly Updates**  
**NEWS FOR THE WEEK OF SEPTEMBER 13, 2021**

## Success Stories



*At the LAWA and SoFi Hiring Fair on September 9, 2021, EWDD representatives shared information about the free job training services available at the City's 16 WorkSource Centers. Above, a staff member from the Southeast LA WorkSource Center assists a job seeker.*

### [EWDD's Rapid Response Team](#)

## **LAWA & SoFi FAIR HELPS JOB SEEKERS GET BACK IN THE GAME**

Nearly 3,000 job seekers attended the Los Angeles World Airports (LAWA) and SoFi hiring fair last week at SoFi Stadium, which offered more than 5,000 job openings provided by more than 45 employers. The job openings included opportunities in the airline industry, food services and hospitality.

Representatives from [EWDD's Rapid Response Team](#) and [WorkSource Centers](#) were on-site to aid Angelenos impacted by COVID-related job loss, by introducing them to job training services available at the City's 16 WorkSource Centers. It was the largest job fair involving EWDD's Rapid Response Team in 20 years, since a hiring event held shortly after the September 11 terrorist attacks, according to staff.

EWDD's role at the hiring fair was to inform and register as many Angelenos as possible for the free job services available at the City's WorkSource Centers, including paid short-term vocational training, on-the-job training and direct job placement. Apart from job training, EWDD was also granted special funding to assist participants who lost their jobs during COVID-19 and needed support covering the cost of utilities or other expenses.

The employment and support services offered through the WorkSource Centers have helped many Angelenos re-enter the workforce, including Jean, who was laid off from her job at Qatar Airways due to COVID-19. The Safer at Home orders and travel restrictions during COVID-19 decimated the tourism industry, resulting in the mass lay-off of employees who worked in the airline industry or airline related industries. After Jean lost her job, she connected with the Pico-Union/Downtown WorkSource Center, operated by EWDD partner Pacific Asian Consortium in Employment (PACE). The center helped Jean enroll in job training that will help her transition into a new career in human resources. Jean began her training at California State University, Dominguez Hills (CSUDH) in June 2021.

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### ***EWDD BusinessSource Centers***

### **HOLLYWOOD BSC HELPS DRIVE LAUNCH OF TRANSPORT COMPANY**

Since January 2020, the Hollywood BusinessSource Center (BSC) has offered continuous assistance to Zorel Ramirez Ortiz, owner of Zoreif Transport.

Zorel (above) first connected with the Hollywood BSC for assistance on a loan application, which she paused due to the COVID-19 outbreak. In July 2021, Zorel reached back out to a Hollywood BSC business consultant for help launching her business, Zoreif Transport. After an initial assessment, the consultant provided Zorel guidance on cash flow management, preparing projections, along with a profitability analysis.

In August 2021, the Hollywood BSC assisted Zorel in preparing a loan application for start-up capital for the business, including assembling required documentation and fees to purchase three delivery trucks. The BSC worked closely with Zorel during the loan packaging process, including an owner's injection review, projection edit and an access to capital consultation. These services were not only important for the loan application, but also helped Zorel gain a better understanding of entrepreneurship and how to build a successful business. The loan was approved later that month and paves the way to generate two new full-time jobs. The Hollywood BSC is overseen by EWDD partner Managed Career Solutions (MCS).

Zoreif Transport 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) September 6, 2021 to September 10, 2021	
Number of walk-ins	899
Number of walk-ins by appointment	409
Number of call/emails	2,347
Number of calls regarding Unemployment Insurance (UI)	368

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending September 10, 2021	
Number of applications	4,535
Number of youth in lottery pool	987
Number of youth enrolled	1,412
YouthSource Center (YSC) enrollments	310
YSC enrollment goal	2,100
Percent complete	14.8%

## ECONOMIC DEVELOPMENT DIVISION

### LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

August 30, 2021 to September 3, 2021

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

Microenterprise assisted	106
Microenterprise enrolled	11
Small businesses assisted	32
Small businesses enrolled	1
Number of BSC Clients who attended virtual workshops	26
Sidewalk vendors assisted	22
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)