

## News for the Week of May 1, 2017

### **EWDD BUSINESSSOURCE CENTER CLIENTS HONORED AT LA BUSINESS WEEK KICK-OFF**



*EWDD General Manager Jan Perry introduced the 28 small businesses recognized at Mayor Eric Garcetti's Los Angeles Small Business Week Kickoff and Recognition Ceremony*

On May 1, 2017, Mayor Eric Garcetti launched the Los Angeles Small Business Week with a recognition ceremony that honored 28 local small businesses that have successfully utilized the City and government-funded resources. Nine of the awardees were small businesses that have thrived after receiving assistance with financing, business planning and a myriad of other services offered at the City's nine BusinessSource Centers, overseen by the Economic and Workforce Development Department (EWDD). "Los Angeles continues to be the small business capital of America," Garcetti said during his opening remarks. EWDD General Manager Jan Perry introduced the 28 small business award recipients and commended the businesses for their innovation, resilience and entrepreneurship. The BusinessSource Center honorees included Ryan and Jessica Legaux, owners of Harold & Belle's, a New Orleans-inspired restaurant in LA and Regina Grogan, owner of The Parlor Room, a salon in

Hollywood. While National Small Business Week is celebrated this year May 1-7, the City of LA is hosting workshops throughout the month in LA County for small business owners. "We must continue to be a place where jobs thrive," Garcetti said.

### **EWDD HOSTS CROSS SECTOR WORKFORCE DEVELOPMENT LISTENING SESSION**

**Investing in America's Workforce**  
 Improving Outcomes for Workers and Employers

EWDD hosted the Los Angeles stop of "A Cross-Sector Workforce Development Listening Session," a discussion sponsored by the Federal Reserve Bank of San Francisco that is taking place

in 60 cities nationwide as part of the Investing in America's Workforce Initiative to identify new approaches, opportunities and challenges in investing and evaluating outcomes in workforce development. More than 30 people from the LA region's workforce development community

participated in the discussion, including representatives from Los Angeles Unified School District (LAUSD), REDF, LACI and the Los Angeles Hospitality Training Academy (LAHTA). “The momentum we create here today will help to establish the future momentum of our city and region to continue our collaborative efforts to spur economic development, grow new businesses and provide employers with a skilled workforce,” said EWDD General Manager Jan Perry during her introductory remarks.

Similar discussions are also taking place in urban areas such as Boston, Atlanta, Minneapolis and rural areas in Buffalo, New York and Valdosta, Georgia. The discussion was facilitated by Tom Greene, Vice President of Community and Economic Development of the Federal Reserve Bank of Atlanta and Craig Nolte, Regional Manager of the Federal Reserve Bank Seattle Branch. The main goal of the discussions is to “change our conversations about the workforce from it being a cost to being an investment,” Greene said.

### **SOUTH LA BSC ENTREPRENEURIAL TRAINING BOOSTS DIGITAL MARKETING FIRM**



After earning a degree in Systems Analysis from Cerritos College, Avilio Rubio approached the South LA BusinessSource Center (SLABSC) to learn more about its Entrepreneurial Training Program. He enrolled in the center’s Business Plan class in September of 2016 and completed the class November 15, earning a Comprehensive Business certificate. The SLABSC also assisted Mr. Rubio with obtaining a City of Los Angeles business license and by November 30, Mr. Rubio unveiled ScanWeb21, a digital marketing consulting company that provides publicity, internet e-commerce and website design. SLABSC also helped Mr. Rubio pick up some new clients. While in the class, several of Mr. Rubio’s colleagues were so impressed with his knowledge and skills, that five of his classmates hired him to assist them with their marketing and social media activities, which included designing business cards, flyers, brochures, and webpages for their businesses. Mr. Rubio’s vision is to support small and medium businesses in advertising, branding, design

and marketing.

### **EWDD ATTENDS GROUNDBREAKING OF NEW HONDA DEALERSHIP IN SOUTH LA**



EWDD General Manager Jan Perry attended a groundbreaking ceremony May 4 for the new Honda dealership at 740 W. Martin Luther King Jr. Boulevard in South LA. The five-story, 210,000 square foot facility is anticipated to be one of the largest in the nation and reflects Downtown Los Angeles’ sustained building boom, according to an article in the [LA Times](#). EWDD facilitated the purchase and sale agreement for the property. As part of the agreement, Honda has committed to creating and maintaining new living wage jobs at the new dealership site that will constitute 50 “job years” in any five of the first 10 years of operation.

**BUSINESS METRICS:**

<b>LABSC’s Reporting:</b> North Valley, West Valley, South L.A., Mid City, Central West, Hollywood, South Valley, East LA, and Harbor.	
<b>LABSC’s Not Reporting:</b> None	
<b>Pre-Startups Enrolled</b>	36
<b>Pre-Startups Assisted</b>	34
<b>Start-ups/Operating Businesses Enrolled</b>	60
<b>Start-ups/Operating Businesses Assisted</b>	27
<b>Workshops: Number of Clients Attended</b>	113

**WORKFORCE METRICS:**

*(Arrows indicate weekly trend)*

JobsLA (online and mobile)



Page Views

(Down 16.6%)



New Visitors

(Down 1.2%)



New Sessions

(Down 10.6%)



Registrations

(0% change from last week)

WorkSource Centers



Enrollments

(Up 7%)