



## News for the week of May 23, 2016

### **BANK OF AMERICA HELPS PREPARE YOUNG PEOPLE FOR JOBS WITH \$121K GRANT**

Bank of America gave a big boost to this year's Hire LA's Youth campaign with a \$121,000 grant that will be used to connect more than 50 youths with summer employment. The money came from the Bank of America Foundation, the charitable arm of the financial institution, and was presented by Raul Anaya, Bank of America's Los Angeles Market President. "We're very proud to partner with outstanding organizations like yours to help make Los Angeles a better place," a Bank of America spokesman said in its grant notification letter. Since registration began May 4, more than 6,500 youth ages 14 to 24 have signed up for the opportunity of a summer job. Mayor Eric Garcetti has set a goal of connecting 15,000 youth with summer employment. The youth work at least 120 hours and receive pre-employment training through EWDD and its community partners. Hire LA's Youth is the city's premiere initiative opening up career pathways for young Angelenos and is targeted at low-income communities with significant barriers to education and employment. To learn more about the #BofAGrants program go to its Facebook page at <https://www.facebook.com/BankofAmerica>.



**Equipment loan critical to restaurant expansion:** Helina Zerfu immigrated to Los Angeles in 2004 from Ethiopia. In 2011, after years of working in the restaurant industry, she opened her own restaurant, Buna Ethiopian Market. She found that her customers enjoyed the dishes she prepared using family recipes that had been passed down through generations. However, Helina realized that she had little knowledge of how to run a business so she visited the Central West BusinessSource Center seeking technical assistance to increase her knowledge. She enrolled in a five-week intensive Entrepreneur Training Program (ETP) and learned the skills necessary to operate a successful business. After completing the course, the

Central West BusinessSource Center helped Helina secure a \$21,000 SBA microloan to upgrade her restaurant's kitchen equipment. Buna Ethiopian Market is now recognized by LA Weekly as one of "[99 Essential Restaurants](#)" in Los Angeles. This recognition has helped her restaurant stand out from other competitors in her neighborhood and her sales have doubled. Helina's five-year plan includes creating a more casual, family-style menu and opening additional locations in Los Angeles.

**EWDD recommends sale of properties for Honda dealership expansion:** EWDD’s Economic Development Division is recommending that two city-owned parcels in South Los Angeles be sold to make way for the expansion of a Honda car dealership. The parcels, total 7,830 square feet located at 704-706 W. Martin Luther King Jr. Boulevard have been vacant for nearly three decades. Celebrity Realty Holdings, LLC is proposing to acquire the properties for \$740,000 and to turn them over to Velocity Motors, doing business as Honda of Downtown Los Angeles, to build a showroom, sales and service areas and office space. The project would add a projected 50 jobs to the dealership’s current workforce of 170 and would bring in \$64,000 in city sales and utility taxes in its first year of operation.

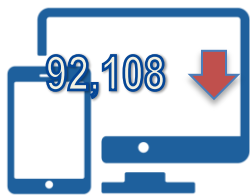
**Workforce Development Consultant RFQ 2016:** The Workforce Innovation and Opportunity Act introduced a number of significant changes to the nation’s Workforce Development Systems. Although Los Angeles is well positioned to implement such changes with the redesign of YouthSource and WorkSource systems, by issuing a Workforce Development Consultant Request for Qualifications, EWDD is seeking additional focus and refinement of strategic plans for regional workforce development, out-of-school/disconnected youth and apprenticeship coordination services. The RFQ was released May 25 seeking consultant proposals from non-profit organizations, education/training institutions, private sector groups, public agencies and individuals that meet criteria listed in the RFQ. The due date for a response is June 23.

**BusinessSource enrollments:**

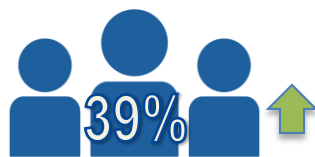
<b>LABSC’s Reporting:</b> Central West, Harbor, Hollywood, North Valley, South LA, South Valley & West Valley	
<b>Not Reporting:</b> Mid-City, East Los Angeles	
<b>Pre-Startups Enrolled</b>	57
<b>Pre-startups Assisted</b>	28
<b>Start-ups/Operating Businesses Enrolled</b>	52
<b>Start-ups/Operating Businesses Assisted</b>	17
<b>Workshops: Number of Clients Attended</b>	95

**WEEKLY METRICS**

[JobsLA](#)



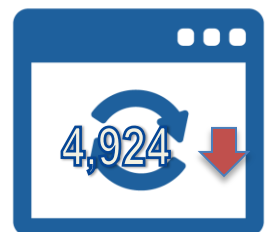
Page Views



New Visitors



JobsLA Enrollment



New Sessions

Workforce Enrollments

WorkSource Center  
Enrollments

*“Updates” is produced by Catherine Saillant in EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Saillant at 213-744-9048 or at [Catherine.Saillant@lacity.org](mailto:Catherine.Saillant@lacity.org).*

