

EWDD UPDATES



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News for the Week of June 18, 2018

CITY OF LA DPW BUREAU OF SANITATION WELCOMES 30 HIRELA'S YOUTH INTERNS



EWDD partner DPW Bureau of Sanitation recently held a welcome reception for 30 HIRE LA'S Youth interns (photo courtesy of LA Sanitation)

The City of Los Angeles Department of Public Works Bureau of Sanitation held an orientation Monday June 18, 2018 welcoming the 30 HIRELA'S Youth interns selected to work this summer as assistants to various positions, including engineer, office clerks, and analysts. The Bureau of Sanitation has been a great partner of the City of Los Angeles Economic and Workforce Development Department (EWDD) and a long-time supporter of the HIRELA's Youth program. The bureau typically hires 30 interns each year. HIRELA's Youth is a year-round program designed to give young Angelenos ages 14-24 their first work experience and place them on a career path as lifetime earners.

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HARBOR BSC HELPS BROUWERIJ WEST EXPAND BREWERY, CREATE 10 NEW JOBS



Brouwerij West co-founder Dave Holop has received long-term help from the Harbor BusinessSource Center (photo courtesy of Brouwerij West)

The Harbor BusinessSource Center has provided long-term support to the Brouwerij West brewery in San Pedro and recently helped secure a \$593,000 expansion loan that will allow the business to purchase new equipment, refinance all existing debt and add working capital to support the company's growth. The loan is predicted to help the business double annual sales and generate at least 10 new jobs. Located at 110 E 22nd St. in San Pedro, founders Dave Holop and Brian Mercer started Brouwerij West in summer of 2014 in an abandoned Port Warehouse with a start-up loan from the LA City Loan Fund. In 2015, EWDD helped Brouwerij West obtain a \$442,845 loan to purchase special Belgian-made brewing equipment that uses less water than traditional methods.

EWDD SUPPORTED INCUBATOR GRID110 CELEBRATES "REEL" START-UP SUCCESS

EWDD provided \$350,000 in Community Development Block Grant funding to Grid 110, a 501c3 clean technology start-up incubator that provides services to micro-enterprises to mobilize economic development in downtown Los Angeles. Grid110 supports startups during the most critical state of their growth cycle by connecting them to mentors, access to capital, office space and other resources. "REEL", co-founded by Daniela Corrente in 2016, helps customers save a little every day to buy the products they love. Via the Reel platform, customers "save-to-buy" mostly for



REEL founder Daniela Corrente (photo courtesy of women2.com)

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fashion items, from an Apple watch to a Gucci handbag. The company offers a solution for young people to make purchases while avoiding unnecessary debt. Reel was selected as a participant in a Grid110 Residency Program, a three-month residency program that provides participants support with customer acquisition/growth, financial modeling, business plans, hiring and pitching. The program allows participants to focus on day-to-day business operations, while receiving critical support where needed. Reel recently raised more than \$1 million in funding, an effort that earned its founder Daniela Corrente recognition on a list of 50 Latina founders who have raised more than \$1M by “Medium,” an online site that taps into the brains of the world’s most insightful writers, thinkers, and storytellers on topics that matter including technology. With the support of Grid110, Reel has celebrated many successes and was named a Rising Startup by Techweek.

BUSINESS METRICS:

| | |
|---|--|
| LABSCs Reporting: | North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor |
| Pre-Startups Enrolled | 17 |
| Pre-Startups Assisted | 26 |
| Start-ups/Operating Businesses Enrolled | 3 |
| Start-ups/Operating Businesses Assisted | 16 |
| Workshops: Number of Clients Attended | 35 |

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



108,290
Page Views

16.5%



1,494
New Visitors

17.8%



4,549
New Sessions

6.4%



598
Registrations

23%

WorkSource Centers



193
Enrollments

25%

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org

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