

EWDD **UPDATES**



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News for the Week of June 25, 2018

SUPER DONUT HOUSE ENTREPRENEUR SUCCEEDS WITH HELP FROM MID CITY BSC

The Mid City BusinessSource Center helped entrepreneur Gladly Uy secure a \$30,000 Small Business Administration (SBA) loan to renovate and purchase equipment for Super Donut House, catapulting the business into a successful donut shop with a solid customer base and a 4.5 star rating on Yelp. In November 2016,



The Mid City BusinessSource Center helped Super Donut House owner Gladly Uy (left) secure a \$30,000 loan to catapult his business to success

through a referral, Gladly connected with Steve Meng, a loan counselor for the Mid City BusinessSource Center. Steve offered business coaching and loan packaging which assisted Gladly in securing a \$30,000 SBA loan. Gladly used the proceeds for store renovations and equipment, including a doughnut fryer. With the renovations, Gladly’s shop is now very successful and has become a regular destination for film crews, tourists, and local residents in Hollywood. With the additional capital, Gladly was able to retain the two full time staff at his location through the growth in sales. The Mid City BusinessSource Center has been following his progress and in 2018, Gladly was awarded the Entrepreneurial Spirit award from PACE, the EWDD partner which operates the Mid City BSC. Earlier this year, Gladly also received a Certificate of Appreciation at Mayor Garcetti’s 2018 Small Business Week.

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EWDD BUSINESS RESPONSE UNIT GAINS NEW CASES AT LAWA EVENT



Approximately 170 people visited EWDD's booth at the Los Angeles World Airports (LAWA) Business Connections: A Matchmaking Forum on June 14, 2018. EWDD's new Business Response Unit gained seven new business assistance cases at the event's Resources Expo. The new Business Response Unit provides aid to entrepreneurs by helping them connect people to the appropriate agency or department to resolve delays or other difficulties with City permits, licensing, and inspections in order to conduct business.

EWDD Business Response Unit staff Vanessa Willis (right) greets a visitor at the LAWA Business Connections event

YOUTHSOURCE CENTER STAFF RECEIVE TRAINING TO HELP HOMELESS YOUTH

Starting July 1, EWDD's 14 YouthSource Centers will be equipped with the tools to identify homeless youth and refer them to housing options. On Thursday June 28, 2018, EWDD partner Los Angeles Homeless Services Authority (LAHSA) provided training on its "Homeless Youth and Referral Tool" to representatives from the City's YouthSource Centers. Approximately 2,214 young Angelenos are homeless, according to LAHSA. Beginning next month, EWDD's YouthSource Centers will begin using the "D-5 Homeless Services Referral Form" as part of its intake process when registering new YouthSource Center participants, which will help identify youth in precarious housing situations and refer them to housing and placement services.

CHANNEL 35 LA THIS WEEK HIGHLIGHTS HIRELA'S YOUTH PROGRAM SUCCESSES

Channel 35's LA This Week aired a story this past week highlighting HIRELA's Youth and its first ever HIRELA's Youth Pop-Up event. The City of Los Angeles Economic and Workforce Development Department worked closely with Channel 35 to create a segment that will help EWDD promote HIRELA's Youth to



In an interview with Channel 35, EWDD General Manager Jan Perry (above) emphasized the importance of the HIRELA'S Youth program

potential youth participants, employers and donors. EWDD General Manager Jan Perry emphasized the importance of the program to at risk youth, especially during the summer months. "It gives them something to ground themselves, to stabilize, to help their families out, to earn an income and to understand the meaning and power of work," she said. The segment also featured several EWDD HIRELA's Youth success stories, including Steven Mason, who said his first job through HIRELA's Youth helped transform his life. "It can change lives. It can inspire change," he said. "It can inspire a work ethic in you. It can get you that first honest paycheck. That's all it was for me." Through HIRELA's Youth, Eryn Hillard had the opportunity to get a behind the scenes training on all production aspects of one of her favorite shows, "American Horror Story." For the past three summers, Eryn has interned at Ryan Murphy Productions, where she has learned about everything from costume design to production and post-production. "It was an awesome experience," she said.



YouthSource participants attended a Banking Opportunities Roundtable to learn about safe banking tools at the Youth Opportunity Movement Watts YouthSource Center

YOUTH ATTEND BANKING OPPORTUNITIES ROUNDTABLE AT WATTS YSC

For the second year in a row, youth from the City's 14 YouthSource Centers attended a Banking Opportunities Roundtable where they met with financial institutions to learn about youth friendly products. Similar to speed-dating, youth met with financial institutions and Los Angeles Saves for 10 minutes each to learn about products designed to help them save money and/or open their first bank account. Approximately 22 financial institutions signed up for the event. Nearly 70 people attended the event, which was held at the Youth Opportunity Movement YouthSource Center in Watts. The event provided a networking opportunity for YouthSource Centers to invite bank branches to their Center and establish relationships to educate youth on safe banking. Only banks with FDIC approved youth friendly products were invited to join. Participating banks also gave feedback that the event gave them more insight into the financial issues faced by YouthSource Center participants, many of whom live in underserved and low-income communities.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	24
Pre-Startups Assisted	31
Start-ups/Operating Businesses Enrolled	14
Start-ups/Operating Businesses Assisted	28
Workshops: Number of Clients Attended	50

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



123,803
Page Views

14.3%



4,736%
New Visitors

4.1%



1,493
New Sessions

.1%



722
Registrations

21%

WorkSource Centers



2,216
Enrollments

10%

"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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