

# CITY OF LOS ANGELES

CALIFORNIA

CAROLYN M. HULL  
GENERAL MANAGER




ERIC GARCETTI  
MAYOR

ECONOMIC AND WORKFORCE  
DEVELOPMENT DEPARTMENT

1200 W. 7TH STREET  
LOS ANGELES, CA 90017

**DATE:** June 14, 2022

**TO:** All Economic Development Division Service Providers

**FROM:** Rosa Penaloza, Assistant Chief Grants Administrator  
Economic Development Division 

**SUBJECT: EDD DIRECTIVE NO. 22-05  
ECONOMIC DEVELOPMENT DIVISION SERVICE PROVIDER EVENT  
CALENDAR**

## EFFECTIVE DATE

This directive is effective on date of issue.

## PURPOSE

The purpose of the directive is to provide the Economic Development Division Service Providers Success Story Calendar for period July 1, 2022 – June 30, 2023, the marketing materials approval process and establish a centralized information repository for all appropriate business-related event information collected and made readily via the Economic and Workforce Development Division (EWDD) website. This directive supersedes BSC Directive No. 22-02.

## BACKGROUND

EWDD is committed to providing clear, well-written, and professionally formatted information to appear in flyers or other public-facing marketing materials promoting all programs and services funded by EWDD. The EWDD Style Guide is intended to provide guidance to Contractors and Subrecipients to help EWDD maintain a professional image while promoting EWDD's programs and services to Angelenos. The EWDD Style Guide also provides guidance for best practices when submitting success stories intended for EWDD Updates, the weekly report to the Office of Mayor Garcetti.

Currently, service providers manage their own in-house calendar with business-related events. To increase system-wide coordination it is critical to share opportunities. This Directive intends to have a unified and systematized communication system that promotes collaboration amongst service providers.

## REQUIRED ACTION

All EWDD Contractors and Subrecipients must refer to and follow the EWDD Style Guide and the COVID-19 Style Guide when preparing success stories, flyers, and other public-facing marketing materials promoting all programs and services funded by EWDD.

The style guides include specific requirements including (but not limited to):

- Logos
- WIOA and CDBG language
- Flyers

- Translation Services
- Release/Consent Forms
- Photos - Requirements and dimensions, including for social media platforms

Links to the guides is available here: <https://ewddlacity.com/index.php/press/guides-releases>.

Success stories are part of the EWDD Updates and posted on the EWDD website and social media accounts. See the EWDD style guide for more information on how to write success stories. All Economic Development Division Service Providers are required to submit success stories based on the Economic Development Division Service Providers Success Story Calendar (Attachment 1). Ideally, EWDD Updates features recent success stories that reflect events that took place within the last month.

All flyers and other public-facing marketing materials promoting all programs and services funded by EWDD must be submitted to their program monitor for initial approval and will be forwarded to EWDDGraphics@lacity.org for final review. Flyers that need no further editing will be approved for release by the Graphics team. Allow enough time for the flyer review to take place when scheduling trainings and events. Flyers that have been previously approved can be reused if only the date and time are changed.

All Economic Development Division Service Providers are required to submit, on a monthly basis, all upcoming business-related events, partnership opportunities, and business-related information, such as webinars, workshops, trainings, networking events, presentations, loan programs, job fairs, new business open houses, and business-to-business engagements using the Economic Development Division Service Provider Event Calendar Google Form. Submissions to the Google Form are due on the 1st of every month, effective August 1, 2021.

Link to the Google Form is here: <https://forms.gle/vjCqAaeBLToKhiHc9>

All submissions to the Google Form will be automatically uploaded to the EDD Service provider calendar. Any changes or corrections must be emailed to [labusinesssourceadmin@lacity.org](mailto:labusinesssourceadmin@lacity.org) immediately.

### **EDD CONTACT**

Questions or concerns should be addressed to [labusinesssourceadmin@lacity.org](mailto:labusinesssourceadmin@lacity.org).

#### Attachments:

1. Economic Development Division Service Providers Success Story Calendar July 1, 2022 – June 30, 2023
2. EWDD Style Guide
3. COVID-19 Style Guide
4. Video 101 Style Guide
5. EWDD Release Forms