



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF JANUARY 31, 2022

Success Stories



SOUTH LA BSC HELPS DULAN'S SOUL FOOD MAKE IT TO SUPER BOWL

Leading up to [Super Bowl LVI](#), EWDD's BusinessSource, WorkSource, YouthSource Centers connected small businesses and Angelenos with opportunities to be part of the big game at SoFi Stadium.

EWDD's BusinessSource Centers (BSCs) helped numerous small businesses apply for the [Super Bowl LVI Business Connect program](#), which works to connect experienced, event-ready Los Angeles County businesses with

opportunities to compete for contracts related to Super Bowl LVI. The Business Connect program is also committed to supporting minority, woman, LGBTQ+ and veteran-owned businesses through professional development, networking and contract opportunities.

EWDD's BSC teams provided technical assistance to help businesses through the rigorous and highly competitive application process, including making sure businesses met stringent insurance and permitting requirements.

Several of the businesses assisted by the South LA BSC advanced to the final rounds of the selection process, which included offering food tastings and delivering presentations. [Dulan's Soul Food Kitchen](#) made the cut. (The Los Angeles outpost is located at 1714 W. Century Blvd). The restaurant was selected to service the Super Bowl Tailgate Party and received a \$7,000 contract. As a certified business selected for the program, Dulan's will be profiled in the Super Bowl LVI Business Connect Resource Guide, which NFL vendors and event producers use to identify and select local suppliers to fulfill their Super Bowl LVI sub-contracting needs. Numbers are still trickling in, but at least 60 vendors were selected within LA County, according to the [Los Angeles Sports and Entertainment Commission](#).

Dulan's Soul Food Kitchen is located in [LA City Council District 8](#).

The graphic features a green background with white and blue text. At the top left is an illustration of a football player in a blue and yellow uniform with the number 17. At the top right is a blue and yellow trophy. In the center, a white rounded rectangle contains the text 'EWDD + SUPER BOWL LVI'. Below this, the text 'SO-FI STADIUM HIRING FAIR' is written in large blue letters. Further down, three stylized human figures are shown celebrating. To the right of the figures, the following statistics are listed in white text: '1,000 HIRED ON-SITE', '2,905 LOCAL HIRES FROM CRENSHAW, SOUTH LA, WATTS', and '95% PEOPLE OF COLOR'. At the bottom center, the website 'www.ewddlacity.com' is written in small white text.

EWDD USHERS ANGELENOS TO JOBS AT SOFI STADIUM

In partnership with LAX, EWDD held a hiring fair at SoFi Stadium to replace hospitality jobs that were lost during COVID-19. Approximately **3,000 job**

seekers attended. Ten of **EWDD's WorkSource Centers** referred prospective employees to the job fair. Forty-five employers interviewed job applicants for multiple roles, including positions in hospitality and food service, security and event and facility management. More than **1,000 job seekers** were offered jobs on the spot.

Last fall, Brotherhood Crusade **YouthSource Center** participant Joseph Merchain interned with the LA Rams. They said he was a joy to work with. The Rams leadership said to EWDD's Youth Team, "We thank you and your team for the partnership as well, and look forward to the continued opportunities to positively impact our communities."



HARBOR-WATTS BSC LAUNCHES BUSINESS BUILDER PROGRAM

The Harbor-Watts **BusinessSource Center (BSC)** recently partnered with Brandon "Stix" Salaam-Bailey, founder of The **ThinkWatts Foundation**, and MasterCard for their six-week Business Builder Program. Local, minority-owned

small businesses and entrepreneurs were invited to the January 24th kick-off event at The Beehive in South Los Angeles. Participants will partake in a series of live workshops conducted by industry leading partners, with an end goal to increase their business' digital presence. Each business received a free Square reader, and will have access to bookkeeping training, support to build websites, and information on cybersecurity and data tools to increase protection. The workshop classes will be held every other Monday starting February 7th. Classes covering finance will be led by Lendio. A cybersecurity basics class will be led by MasterCard, and Accion will lead an access to capital workshop. Stix (pictured above), has partnered with high-profile brands such as The Los Angeles Rams and LAFC Soccer team, will lead the marketing class, which will offer cohort members inside tips on how to build their brands.

The BSC will lead the class on how to create a business plan, prepare applications for business licenses, and choose proper business formations. A culmination ceremony with a live pop-up market will demonstrate how much each business has learned and grown through the process. The 26 businesses that attended the kick-off completed a pre-diagnostic survey and received their free square readers. The BSC is honored and excited about assisting each minority-owned business through the program and beyond, ensuring they continue to grow and prosper. Businesses looking to join future cohorts can visit www.thinkwattsfoundation.org.

The Harbor-Watts BusinessSource Center and Think Watts Foundation are located in [LA City Council District 15](#).

COMEBACK CHECKS PROGRAM
\$5,000 grants for 5,000 businesses
in the City of Los Angeles

City of Los Angeles Harbor-Watts Foundation BusinessSource

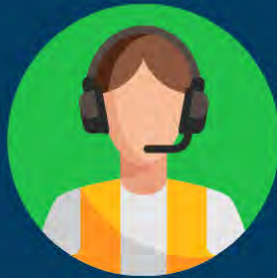
Round 3 applications are open until February 7, 2022

To apply, visit: ComebackChecksLA.com

Applications for Round 3 for the City of LA's [Comeback Checks](#) must be submitted by 11:59 PM Monday, February 7, 2022. EWDD's nine BusinessSource Centers are

available to provide application guidance to small businesses. Contact the center nearest you at bi.ly/LABusinessSource. The Comeback Checks Program will provide \$5,000 grants to approximately 5,000 businesses in the City of Los Angeles impacted by COVID-19. Grant recipients will be selected through a weighted lottery process, with final award recommendations based on the availability of funds, program guidelines, submission of all required information, and supporting documentation. Grant funds may only be used for allowable costs incurred on or after March 3, 2021. EWDD's team is working diligently to process applications as quickly as possible. Finalists will be notified 10 business days after the close of each round. Eligible applicants who were not selected as finalists in rounds one and two are automatically enrolled in round three. For more information and to apply, visit ComebackChecksLA.com.

EWDD METRICS



WorkSource Centers assisted:

1,066 Walk-in visits
2,470 Phone calls and emails
316 Unemployment Insurance



YouthSource Centers - HIRE LA's Youth:

7,303 Applications
1,635 Youth in application pool
3,204 Youth enrolled



BusinessSource Centers assisted:

149 Microenterprises
29 Small Businesses
46 Sidewalk Vendors
117 Virtual Workshops

**LINKS to COVID-19 RESOURCES
JOB RESOURCES**

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource



The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th street and Garland Ave in downtown Los Angeles.

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711 for TRS (TTY)

If TTY/TTD is needed to contact us, please use 711 for Telecommunication Relay Services (TRS)

If you have any questions, comments, or wish to have a contribution considered for inclusion in an upcoming "Updates," please feel free to contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org