

EWDD'S WEEKLY UPDATES



SUCCESS STORIES WEEK OF APRIL 11, 2022



Small Business Rental Assistance Program

The City of Los Angeles will provide \$12 million in grants to eligible businesses located in the City that need financial assistance to aid in their recovery from COVID-19. Grants will be of up to \$15,000 or six months of back rent, whichever is less.



**\$12
MILLION IN
GRANTS**

To learn more, visit: bit.ly/lasmallbizgrant

Applications will open April 18, 2022

SMALL BUSINESS RENTAL ASSISTANCE GRANT

Applications open April 18, 2022 for the \$12 million Small Business Rental Assistance Program. Grants will be of up to \$15,000 or six months of back rent, whichever is less. Applications are due May 6. The grant may be used for rent payments that are in arrears that were incurred on or after March 1, 2020. To be eligible, businesses must be for-profit and have a brick and mortar storefront location located and operated within Los Angeles city limits. Businesses must also provide lease agreements and proof confirming that back rent is owed. Ineligible businesses include non-profit organizations and home-based businesses. For more information and a full list of eligibility requirements, visit: bit.ly/lasmallbizgrant.

EWDD is launching the City's Small Business Rental Assistance Program on the heels of the \$8.5 million Microenterprise Recovery and Equity Fund grant programs. Up to \$15,000 in grants will be available to microenterprises to aid their economic recovery from COVID-19. Applications are due at 11:59PM Friday April 15. For additional information and to apply, visit:

bit.ly/MicroenterpriseGrant.

EWDD's BusinessSource Centers (BSC) are available to provide technical assistance to help small businesses prepare applications for City of Los Angeles COVID-19 financial relief grant programs. To reach your nearest BSC, visit: bit.ly/LABusinessSource.



LA:RISE is a collaborative partnership that unites the City's Workforce Development System (WDS) with employment Social Enterprises (SEs) to move individuals with employment barriers into the workforce. LA:RISE provides job training, paid work experience, and other services to individuals with significant barriers to obtaining employment. Last year, Mayor Eric Garcetti and the LA City Council allocated \$2 million in funding to establish the LA:RISE Youth Academy, a new program focused on improving housing, education and workforce outcomes for the more than 3,000 identified homeless youth in Los Angeles. The program provides young adults with education, job placement and subsidized employment services, along with assistance in finding housing to move them to a future of self-sufficiency and economic mobility. This week, EWDD Updates features two LA:RISE Youth Academy participants.



LA:RISE PREPARES YOUTH FOR FIRST JOB

After watching her parents struggling to pay bills, Yolanda enrolled in the [LA:RISE](#) Youth Academy Program for employment training that would allow her to find a job to help out her parents.

Yolanda, (pictured above) was placed at a paid internship at the Pico Union Housing Corporation Puede Center, where she gained office experience, including answering phones, preparing reports and working well with people.

“My time here prepared me for my present employment because of everything I learned,” she said. “Now I’m hired with Pico Union Housing Corporation and I love my job.” Through the LA:RISE Youth Academy,

Yolanda was paired with a case manager at the UCLA [YouthSource Center](#), who mentored her and introduced her to resources that helped her see that a bright future is attainable. Yolanda received resume assistance, learned how to perform job searches and how to prepare for job interviews. Her case manager also steered her to community resources for food, mental health, Covid-19 testing and vaccination sites.

“What I’m excited about in the future, is to look back and see everything I accomplished, to see my parents proud of me and be the best version of myself

that I can become. My goals in life are to be a homeowner, have a good paying job so that my parents no longer have to work and I can be able to provide everything for them.”



LA:RISE HELPS YOUTH FIND JOB AND HOME

Before enrolling in the [LA:RISE](#) Youth Academy, Robbie was homeless, unemployed, unhappy and confused. “I felt depressed, overwhelmed and frustrated,” she said. “My family was worried about me. They wondered what I was going to do next. I was stressed out and losing weight.”

Her sister knew that Robbie (pictured above) needed to work and find a steady job, so she introduced her to LA:RISE. Robbie was referred to LA:RISE social enterprise partner Goodwill Industries of Southern California, where she learned valuable interpersonal skills to help her excel in a workplace environment.

“I’ve learned so much about communication. For one, my tone of voice can determine how a conversation will go,” she said. “I have developed skills to diffuse critical situations and observe situations before responding.”

She said that the training she received from the LA:RISE Youth Academy prepared her for employment, and made her more optimistic about her future.

Robbie, 23, now has her own apartment. She is currently completing her work experience training as a security guard in a newly built apartment complex.

“For me, a job is so much more than a paycheck. A job has helped me gain my confidence, see the world as a brighter place, and understand that life is what

you make it.”

EWDD METRICS



WorkSource Centers assisted:

1,018 Walk-in visits
2,173 Phone calls and emails
242 Unemployment Insurance



YouthSource Centers - HIRE LA's Youth:

8,978 Applications
2,253 Youth in application pool
3,933 Youth enrolled



BusinessSource Centers assisted:

133 Microenterprises
34 Small Businesses
18 Sidewalk Vendors
127 Virtual Workshops



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

[1200 West 7th Street](#)
[Los Angeles CA 90017](#)

213-744-7300
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
