

# CITY OF LOS ANGELES

CALIFORNIA

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GENERAL MANAGER



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MAYOR

**ECONOMIC AND WORKFORCE  
DEVELOPMENT DEPARTMENT**

1200 W. 7TH STREET  
LOS ANGELES, CA 90017

**DATE:** Jun 27, 2023

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

**FROM:** Daysi Hernandez, Chief Grants Administrator   
Economic Development Division Daysi Hernandez (Jun 27, 2023 16:00 PDT)

**SUBJECT: EDD DIRECTIVE NO. 23-05  
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, 2023 – June 30, 2024; outline 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.

## **BACKGROUND**

Flyers and other public-facing marketing materials must provide clear, well-written, and professionally formatted information to promote all programs and services funded by EWDD. The EWDD Style Guide provides guidance to Contractors and Subrecipients to help EWDD maintain a professional image while promoting EWDD's programs and services to Angelenos. The Style Guide also provides examples of success stories highlighting the services provided by EWDD and our partner agencies, to be utilized in EWDD social media, website postings, and for inclusion in the General Manager's Weekly Report to the Mayor's Office.

## **REQUIRED ACTION**

All EWDD Contractors and Subrecipients must refer to and follow the EWDD 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 and media release forms are 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.

Success Stories shall be submitted with all required attachments to the EDD Success Stories Submission Form Google form: <https://forms.gle/zJkNyn19tMJ3Qy4PA>

### **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, 2023 – June 30, 2024
2. EWDD Style Guide
3. Video 101 Style Guide
4. EWDD Release Form – English
5. EWDD Release Form – Spanish