

EWDD'S WEEKLY UPDATES



SUCCESS STORIES WEEK OF MAY 23, 2022



HELPING LA'S SMALL BUSINESS COMMUNITY

The North Valley [BusinessSource Center \(BSC\)](#) helped Luis Benitez, owner of Cardinal Painting, obtain funding that is aiding his business' financial recovery from COVID-19 and paving the way for its growth.

Luis (pictured above) is a general contractor with more than 25 years of experience. In February 2016, he opened his business in Northridge. In addition to painting services, Cardinal Painting offers a wide range of general contracting services for commercial and residential spaces. Cardinal Painting's work includes kitchen, bathroom, and façade remodeling. "If you give me a piece of land, everything you see, feel and step on, I know how to manage and construct," he said.

Over the past six years, Luis built a sustainable small business with two full time employees. Luis turned to the North Valley BSC, operated by EWDD contractor ICON CDC, last year in search of resources to cover COVID-19-related expenses. With assistance from the BSC staff, Luis received a \$5,000 City of LA Comeback Checks grant and was approved for a \$20,000 loan. This funding gave him peace of mind, as it allowed Luis to pay past due rent and operating expenses, and retain his employees.

“The services they have provided me have been valuable and is reflected in the confidence my employees and clients have in me,” he said. “I have felt very motivated and encouraged because I know I’m not alone. They are wonderful people, great people, that are only a knock away. The result of the help [ICON CDC](#) has provided is that I’m up-to-date with everything, I’m more organized and I can focus on providing better service. I am able to sleep better, knowing I have that support.”

The North Valley BSC is currently assisting Luis with acquiring a Small Business Enterprise certification through the City of Los Angeles Dept of Public Works. Luis will use this certification to look for contracting opportunities with the City of LA through the [RAMP](#) procurement portal. For your painting and or construction needs please contact [Cardinal Painting](#) for painting or construction needs, call 818-675-8787 (Spanish) or 818-233-3403 (English). Cardinal Painting is located in [City Council District 12](#).



LA:RISE TRAINING CREATES BRIGHT FUTURES

Anthony was at risk of experiencing homelessness when [LA:RISE](#) connected him with social enterprise partner [Grid Alternatives](#). Anthony (pictured above) was enrolled in Grid's Installation Basics Training program to develop solar industry skills. After learning job safety requirements, including fall protection, Anthony learned key electrical safety skills needed to install solar panels in residential and commercial projects. He also received training in electrical wiring, layout and mounting. Anthony said that he was surprised at how much he was able to learn in a short amount of time.

"I appreciate the effort and time they put into teaching us the skills required. Grid has prepared me for an entry level job in the solar industry," he said.

Anthony added that he is excited about his future and developing his career. Eventually, he hopes to move into sales management. What advice would he give to individuals interested in LA:RISE job training programs?

"Keep pushing, despite the challenges."

[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.

EWDD METRICS

Week of
May 16 to
May 20



WorkSource Centers assisted:

1,066 Walk-in visits
2,279 Phone calls and emails
248 Unemployment Insurance



YouthSource Centers - HIRE LA's Youth:

10,177 Applications
2,923 Youth in application pool
4,222 Youth enrolled



BusinessSource Centers assisted:

180 Microenterprises
32 Small Businesses
30 Sidewalk Vendors
67 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