Los Angeles County Economic Development Corporation
City of LA/LAWIB Monthly Layoff Aversion and Business Retention Initiative Progress Report
May 2011

**Contractor:** Los Angeles County Economic Development Corporation (LAEDC)

**Project #:** City of Los Angeles/Los Angeles Workforce Investment Board (LAWIB) Layoff Aversion and Business Retention Initiative

**Reporting Period:** 4/1/11 – 4/30/11

**Dates:** Agreement between LAWIB and LAEDC effective: July 1, 2010 through June 30, 2011

**Project Contact:** Carrie Rogers, VP Business Assistance and Development (BAP), LAEDC; 213-236-4824 or email: Carrie.Rogers@laedc.org. Yvonne Chavez, Manager of Business Assistance and Development, LAEDC; 213-236-4838 or email: Yvonne.Chavez@laedc.org

**Purpose**

Los Angeles County Economic Development Corporation and partners Valley Economic Alliance (VEA), Valley Economic Development Center (VEDC) and California Manufacturing Technology Consulting (CMTC) to coordinate with the City of Los Angeles Workforce Investment Board (LAWIB) businesses, city, chamber and economic development partners and relevant agencies to identify businesses at-risk and assist in potential layoff aversions for City of LA businesses with 500 or fewer employees in LAWIB/City of LA Service Delivery Area (SDA).

1) **Outreach Activities Goal:** Identify and market layoff aversion/business assistance to 12,000 “at risk” companies

   **Accomplished to date:**
   - Identified: 21,637 “at risk” businesses: (180% of goal)
   - 19,748 postcards mailed: (164% of goal)
     - 4,261 mailed on 8/31/10
     - 2,191 mailed on 11/18/10
     - 2,650 mailed 2/17/11
     - 4,746 mailed 3/2/11

   - May 2011: Several e-mail blast invitations to the upcoming June 9th Harbor Business Resource Fair was sent to 215 companies and 75 affiliates and colleagues. See e-mail blasts attached.
   - May 2011: LAEDC Layoff Aversion Team promoted business assistance, layoff aversion services and lending options with informational materials and by speaking with participants about the program at the following events:
     - 5/19/11 Supervisor Ridley-Thomas’ - Economic Development Empowerment Congress
     - 5/25/11 LA BID Consortium
     - 5/26/11 ProVisors, a collaborative association of top business professionals, many of which own their own businesses
2) **Business, Financial & Manufacturing Needs Assessment Consultations**

<table>
<thead>
<tr>
<th></th>
<th>Goals</th>
<th>Accomplished</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>1,200</td>
<td>1,286 (107% of goal)</td>
</tr>
<tr>
<td>Financial</td>
<td>600</td>
<td>562 (94% of goal)</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>70</td>
<td>75 (107% of goal)</td>
</tr>
</tbody>
</table>

- Number of businesses outreached to this month (new companies contacted): 393 businesses. See Excel Spreadsheet.
  
  o LAEDC Layoff Aversion Team: 312 in-person business consultations to companies with 6,338 existing employees
    - 128 Active Projects with 3,268 jobs at risk
    - 49 Closed Projects with 3,083 jobs retained/created to date
    - Outreach Calls: 1,751
    - Appointments Secured: 85
  
  o VEA Layoff Aversion Team: 29 in-person business consultations to companies with 247 existing employees
    - Outreach Calls: 700
    - Appointments Secured: 125
  
  o VEDC Layoff Aversion Team: 45 businesses received financing consultations, requesting loans of a combined total of $587,500.
    - Loan amount approved for financing this month totaled: $125,000
    - Loan amount funded for this month totaled: $128,000
    - Loan amount funded to date: $1,875,842
  
  o CMTC Layoff Aversion Team – Seven (7) businesses received manufacturing needs assessment consultations. CMTC provides an assessment, tools and guidance to address various business issues, including: Implementation of Lean Production Improvements; SWOT Analysis to identify and prioritize the most important and impactful business issues; assist with AS9100 Implementation; Developing Sales and Marketing Plans. 95 Existing Employees and 9 Jobs at Risk.
    - Total in-depth business assessments to date: 75 companies

3) **Mayor’s Business Team Referrals Goal: 15 Expansion and 15 Retention referrals monthly.**

   **Retentions (28), Goal: 150/Accomplished: 178 (119% of goal)**
   - Estrada Fine Art
   - Jan’s Restaurant
   - Free Range Thinking
   - Hollywood Trophy Company
   - Barbeque King
   - Best West Car
   - Celaya Bakery
   - JLG Lority System
   - Juhasz
• Quickapply
• Sameday
• The Farmers Market
• The Towing Company
• MDR Bike
• Technosquare
• CPNJ Trucking
• All Interior Refinishing
• Botanica Francisca
• El Guacamole
• Elena’s Bakery
• D and P Precision Inc.
• CA Sourcing
• Global Kindness
• CSM Metal and Fabricating
• Money Savers
• Jeffrey Foundation
• Textile City
• Chrysalis Enterprises

Expansions (28), Goal: 150/Accomplished: 166 (111% of goal)
• ScaleNet Media
• Astal Development
• Saban Free Clinic
• Randall Creative
• The Bicycle Kitchen
• Alpha Design
• Cruz Body Shop
• Ksab Caribbean
• NTS Creative Group
• Salsitas Picante
• Gaia
• All Tune & Lube
• Fuzzy Green Monster
• Venice
• South Winds
• MAG
• Hi Tech Metalworks
• Bob’s Hamburger
• Los Amigos Market
• Los Tres Cochinitos
• Mariscos El Principe
• Trico Maritime Intel
• Wilmington Instrument Company
• Quick Silver Print
• Automatic Components
• Dolan Group
4. **Customer Satisfaction Surveys – Goal: 90% rating**

- WEI Industries – 100%
- JP Carroll Company – 100%
- HD-LV Apparel Resources – 100%
- Magana Mexican Foods Inc. – 100%
- Soccer Event Specialists – 100%
- MK Diamonds – 100%

5. **Workshops This Month: 10; 12, Accomplished to Date: 61 (508% of goal)**

- May 2011: LAEDC/VEDC Layoff Aversion Team promoted LAEDC/VEDC’s business assistance, layoff aversion services and lending options with informational materials and by speaking with participants about the program at the following events:
  - 5/12/11: Black Business Association, Micro-financing Workshop
  - 5/21/11: Online Skills and E-Commerce for Small Businesses Workshop
  - 5/26/11: Recipe for a Successful and Profitable Business Workshop

6. **Recommendations & Referrals**

*Note: A recommendation of no or low-cost layoff aversion/business assistance resources is made to prospective clients after a business assessment consultation. A referral is made to service providers once the Layoff Aversion Team has received a confirmation engagement email/action plan from the “at risk” company for Layoff Aversion/Business Assistance services.*

7. **Follow-Up/Upcoming Activities**

- LAEDC/VEDC/CMTC/VEA Layoff Aversion Team will continue with outreach, assisting businesses with business, financial and lean manufacturing assessment, providing recommendations and assistance in securing resources and successfully retaining/creating jobs.
- LAEDC/VEDC will continue to promote the LAEDC/VEDC Layoff Aversion Team program at our upcoming Access to Capital Workshops, All about Business Loans Workshops.
- LAEDC/VEDC Layoff Aversion Team to send Customer Satisfaction Surveys to all companies participating in the program.
- 6/9/11: LAEDC Layoff Aversion Team currently planning LAX Coastal Chamber Business Development Committee workshop.
- 6/13/11: LAEDC Layoff Aversion Team currently planning Los Angeles Community Redevelopment Agency workshop.
- 6/14/11: LAEDC/VEDC/CMTC Layoff Aversion Team planning to implement Learn How to Grow Government Sales procurement workshop in North Hollywood.

8. **Issues**

- None at this time.