



# Board of Supervisors Economic Development Policy Committee Meeting

**DATE:** December 4, 2025

**TIME:** 2:30 pm

**MEETING CHAIR:** Annette Trejo, 1<sup>st</sup> Supervisorial District

**DEO MEETING FACILITATOR:** Kevin Anderson and Heidi Schultheis

**This meeting is held under the guidelines of Board Policy 3.055**

To participate in the meeting in-person, the meeting location is:

Kenneth Hahn Hall of Administration  
500 West Temple Street | Los Angeles, California 90012 | Room 140-A (1<sup>st</sup> floor)

To participate in the meeting virtually, please call teleconference number 1 (323) 776-6996 and enter 907 618 88#, or [Click here to join the meeting](#)

Teams Meeting ID: 242 261 225 328 8

Passcode: DV6PF6ku

For Spanish Interpretation, please email the following *at least 48 hours before the meeting*: [ClusterAccommodationRequest@bos.lacounty.gov](mailto:ClusterAccommodationRequest@bos.lacounty.gov)

Members of the Public may address the Economic Development Policy Committee on any agenda item during Public Comment.  
The meeting chair will determine the amount of time allowed for each item.

**Agenda posted at:** [Agendas – Los Angeles County \(lacounty.gov\)](#)

## I. Call to Order

## II. Presentation/Discussion Item(s)

- Update on Shop Local Campaign and Small Business Resiliency Fund (15 minutes)  
*Department of Economic Opportunity (DEO)*
- Office of Labor Equity Overview (15 minutes)  
*Rose Basmadzhyan, Department of Consumer and Business Affairs (DCBA)*

## III. Standing Items

- DEO Program Updates

#### IV. Public Comment

#### V. Adjournment

##### **Los Angeles County Economic Development Objectives:**

- Attract, develop, and retain businesses that provide quality jobs in high growth industries.
- Increase employment opportunities by improving workforce development skills and employer partnerships.
- Invest in infrastructure needs to improve and maintain competitiveness of LA County Region.
- Coordinate across multiple County agencies to ensure that services to workers, businesses and entrepreneurs are coordinated and streamlined to facilitate a “no wrong door approach” to serving our constituents.
- Work to balance jobs with housing.

IF YOU WOULD LIKE TO EMAIL A COMMENT ON AN ITEM ON THE ECONOMIC DEVELOPMENT POLICY COMMITTEE AGENDA, PLEASE USE THE FOLLOWING EMAIL AND INCLUDE THE AGENDA NUMBER YOU ARE COMMENTING ON:

[EDPC@opportunity.lacounty.gov](mailto:EDPC@opportunity.lacounty.gov)





**Shop  
Local**  
L.A. COUNTY

**DINE  
Local  
RECOVER  
Local**



**December 4, 2025**



# Background

72%

In a joint survey by County and City of Los Angeles, it was found that **72% of businesses impacted by the 2025 wildfires incurred reduced sales and customer traffic.** More than any other impact.

80%

The same survey also found that **57% of businesses had revenues that decreased by more than 50 percent and 23% of businesses had revenues that decreased between 26 and 50 percent.**





# Supporting Small Businesses Recovery Board Motion

Recognizing the urgent need to address economic disruption caused by the wildfires, the Los Angeles County Board of Supervisors approved a motion on April 1, 2025, authored by Supervisor Kathryn Barger, instructing DEO to establish the following:

“

*regional public awareness campaign, along with related programs and services, and resources that both encourages the idea of 'Shop/Dine/Recover Local' and promotes the importance of supporting local businesses impacted financially by the fire, thereby ensuring their short and long-term economic resiliency*

”







# Partners

Via the LA County Department of Economic Opportunity (DEO), the County convened Cities and organizations to form a regional public awareness campaign with the following partners:



## Cities:

- City of Los Angeles
- City of Malibu
- City of Pasadena
- City of Santa Monica

## Organizations:

- RegardingHer
- Together for LA
- CA Restaurant Association
- Latino Restaurant Association
- Independent Hospitality Coalition





## Primary Goals



1

Increase consumer awareness of importance of shopping local in targeted, fire-impacted communities.

2

Drive consumer spending and increased revenue at local small businesses in those communities.





## Social Media

20+ posts to date to feature the campaign, businesses, and opportunities to support businesses

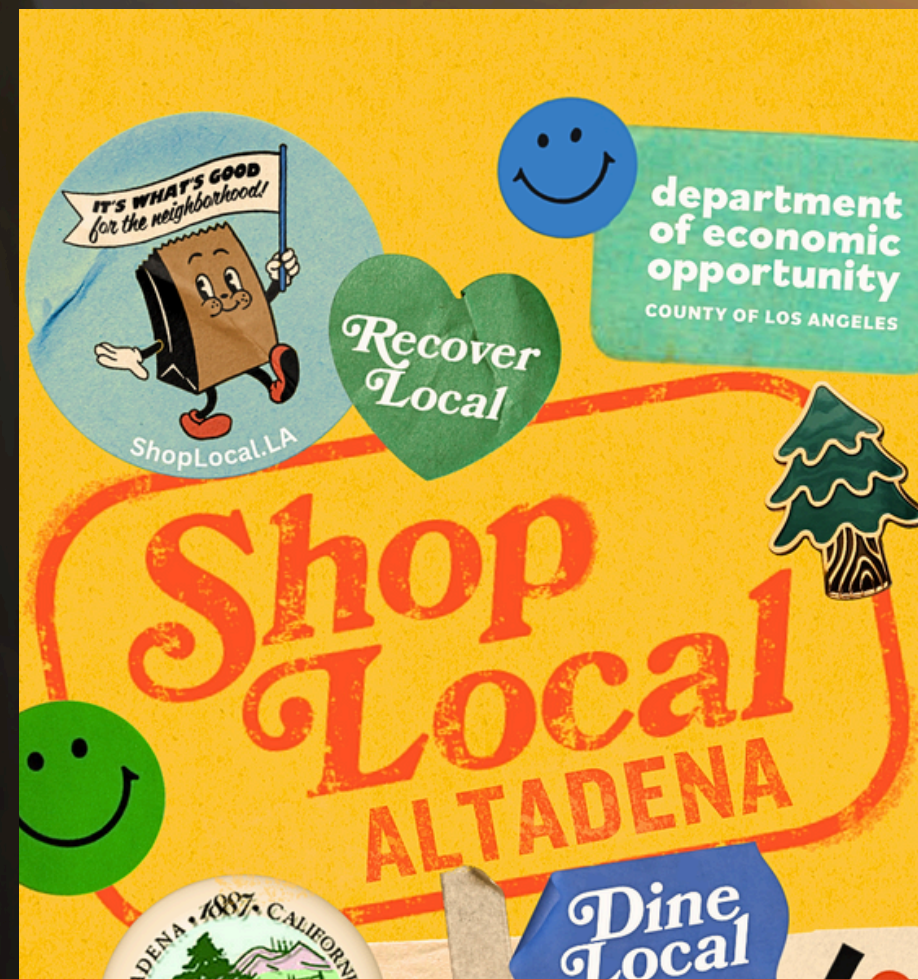


## Billboards

23 Billboards provided by Clear Channel, most of which will be up until end of the year







## Traditional Advertising

**200+** posters are planned to go up across the County and partner Cities (bus shelters, buses, signage, etc.)



## Marketing and AI Events

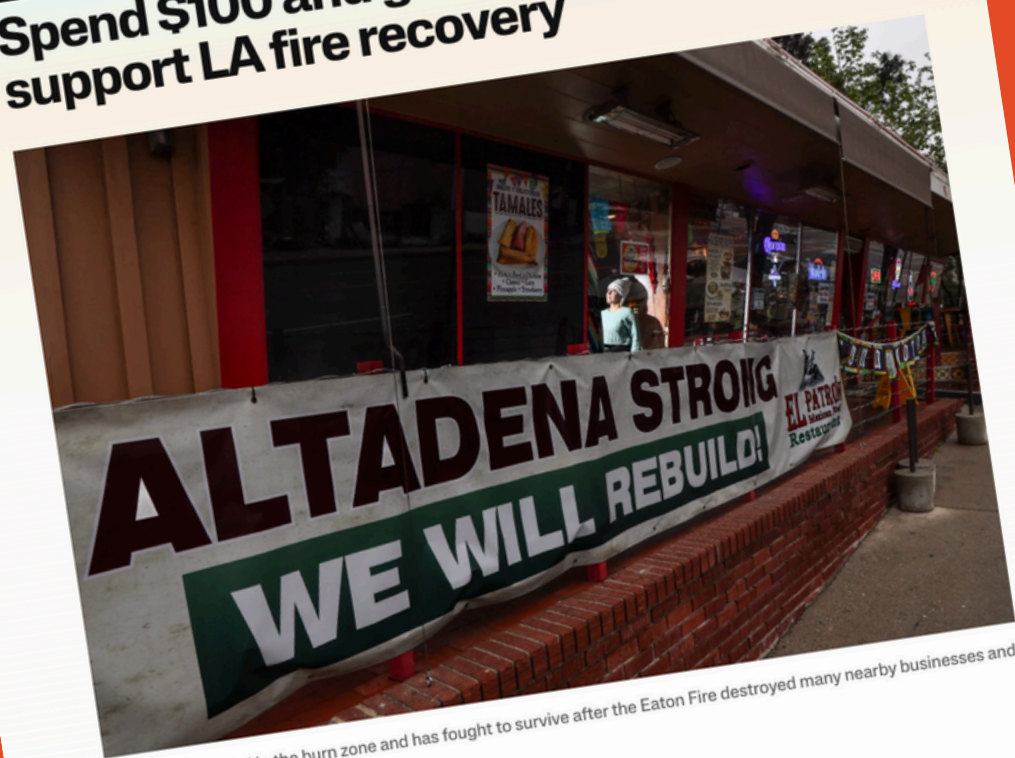
**160+** fire-impacted businesses attended event co-hosted with Google providing AI and marketing tools





NEWS

## LA County launches gift card program. Spend \$100 and get an extra \$50 to support LA fire recovery



El Patron is located in the burn zone and has fought to survive after the Eaton Fire destroyed many nearby businesses and neighborhoods. (Robert Gauthier / Los Angeles Times via Getty Images)

With our free press under threat and federal funding for public media gone, your support matters more than ever. Help keep the LAist newsroom strong, [become a monthly member or increase your support today.](#)

## L.A. County offering cash back for shopping local through new gift card program



Maggie Cortez, center, dances with Publia Quiles at El Patron. Cortez is the owner of the Altadena restaurant and is fighting for its survival months after the Eaton fire destroyed many nearby businesses and neighborhoods. (Robert Gauthier / Los Angeles Times)

By Sandra McDonald  
Staff Writer | Follow

Dec. 1, 2025 1:44 PM PT

5 2 min  
[Click here to listen to this article](#)

Los Angeles County is giving consumers a way to get more bang for their buck this holiday season by offering extra cash with a new digital gift card to shop locally.

As part of a “Shop Local. Dine Local. Recover Local” campaign to help business owners recover from January’s firestorms, the county, through its Economic Opportunity Department, launched a new program Monday. When customers buy a

### Subscribers are Reading >

**FOR SUBSCRIBERS**  
Dr. Phil was America’s best-known celebrity therapist. How did his media network crash?

**FOR SUBSCRIBERS**  
One of America’s TV pastimes is the game show. Why are so many filming overseas?

Los Alamitos avenges loss to San Clemente to win Division 2 football title

**Voices**  
Arellano: The ex-landscaper behind the deportation diary L.A. never wanted

This disabled mom survived the Eaton fire. Now the recovery is killing her

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## Shop Local LA Rolls Out Bonus Gift Cards to Boost Recovery in Fire-Stricken Communities



County's Latest Initiative Gives Shoppers Added Value While Supporting Businesses in Impacted Areas

# Media Hits

Featured in **30+** articles, including Los Angeles Times, LAist, etc. and **20+** radio and TV broadcast hits





shoplocal.la

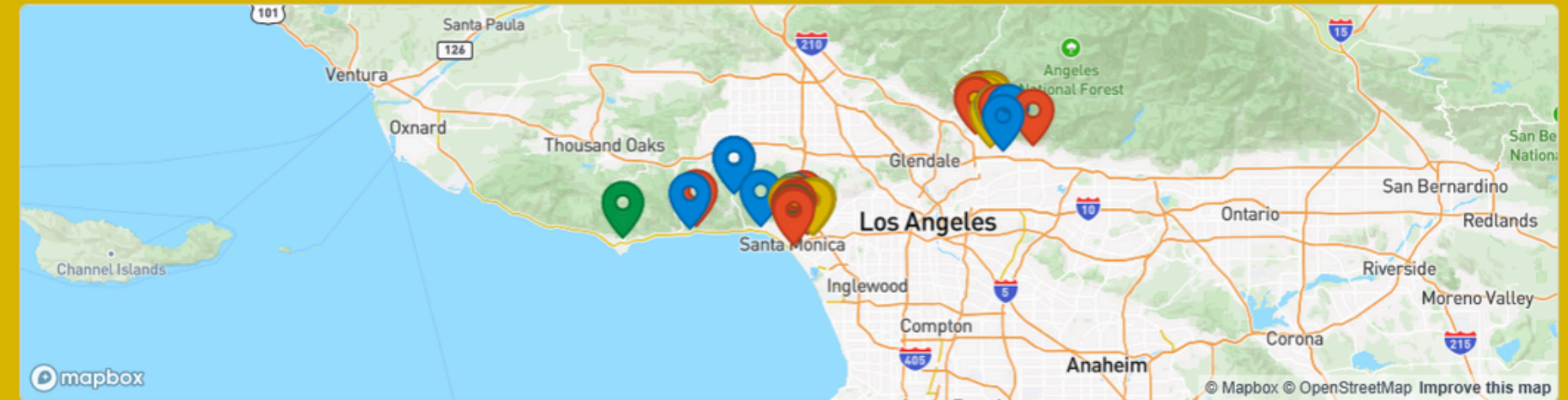
Shop Local  
LA COUNTY

[Make the Pledge](#) [Recover Local](#) [Office of Small Business](#) [Contact Us](#)

Shop Local Gift Card Participant ☐

Search...

Category



#### Adamm's Stained Glass

Custom stained and leaded glass windows, historic preservation, restoration, and repairs. Art glass gallery - hand blown vases, sculptures,...

1426 4th St Santa Monica, CA 90401

Category

★ Specialty/Other

Website

<http://adammsgallery.com>

#### Adriana's Hair Studio

Cozy & friendly small gift shop offering haircuts, color, highlighting, Brazilian blowouts, keratin smoothing treatments and mani/pedi...

2917 Pico Blvd Santa Monica, CA 90405

Category

✂ Services

Website

<http://adrianashairstudio.com>

#### Alkemie Road

Handmade mobile shop filled with 100% reclaimed metal, designed in Topanga, handmade in Los Angeles alkemie jewelry collection of belts and...

120 south topanga canyon blvd, Topanga, CA 90290

Category

🛒 Shopping

Website

<http://alkemiejewelry.com>

#### bG Gallery

Presenting accomplished LA area artists with engaging and authentic practices.

2525 Michigan Ave, A2 Santa Monica, CA 90405

Category

★ Specialty/Other

Website

<http://bgartgalleries.com>

#### Birdie G's

Birdie G's is a lively, family-inspired restaurant.

#### Body Rhythm

Gyrotonic studio and tailored to physical needs private sessions including bio mechanics, neuromuscular pathways and more

1030 Montana Ave. Santa Monica 90403

#### Busto And Sun

Busto & Sun is a hat atelier nestled in Topanga Canyon, where the art of hat making meets the sun.

115 S. Topanga Canyon Boulevard, Topanga, CA 90290

Shop Local Gift Card Participant

Offers Bonus Gift Card

Category

Shop Local Gift Card Participant

Offers Bonus Gift Card

Category

🍷 Food & Beverage

🍰 Catering

Shop Local Gift Card Participant

Offers Bonus Gift Card

Category

🍰 Catering

🍷 Food & Beverage

## Shop Local Pledges

417 increase in pledges to Shop Local and support small businesses

Recover Local

Business Directory

Launched Directory that helps consumers find participating businesses



**Launched December 1st!**



# Shop Local LA County Gift Cards!

Upon purchase of a gift card, consumers are awarded a bonus gift card to spend at any eligible fire impacted business.\*

- 😊 \$100 gift cards + \$50 bonus gift card
- 😊 \$50 gift cards + \$25 bonus gift card
- 😊 \$20 gift cards + \$10 bonus gift card

*\*One card available to each customer until funding lasts. Bonus cards good for one year after purchase.*



# FOR BUSINESSES

To sign up:



- 1 Visit **ShopLocal.la/recover-local**
- 2 Register your Business to Apply
- 3 Receive Email from DEO  
DEO will review your application, let you know of participation status, and provide you with next steps
- 4 Receive an Activation Card  
Email from Yiftee and follow directions to activate

Businesses must operate from a brick-and-mortar storefront, apply to participate, and be located in designated target areas, including Altadena, Palisades, and select parts of Pasadena, Malibu, Topanga, and Santa Monica.

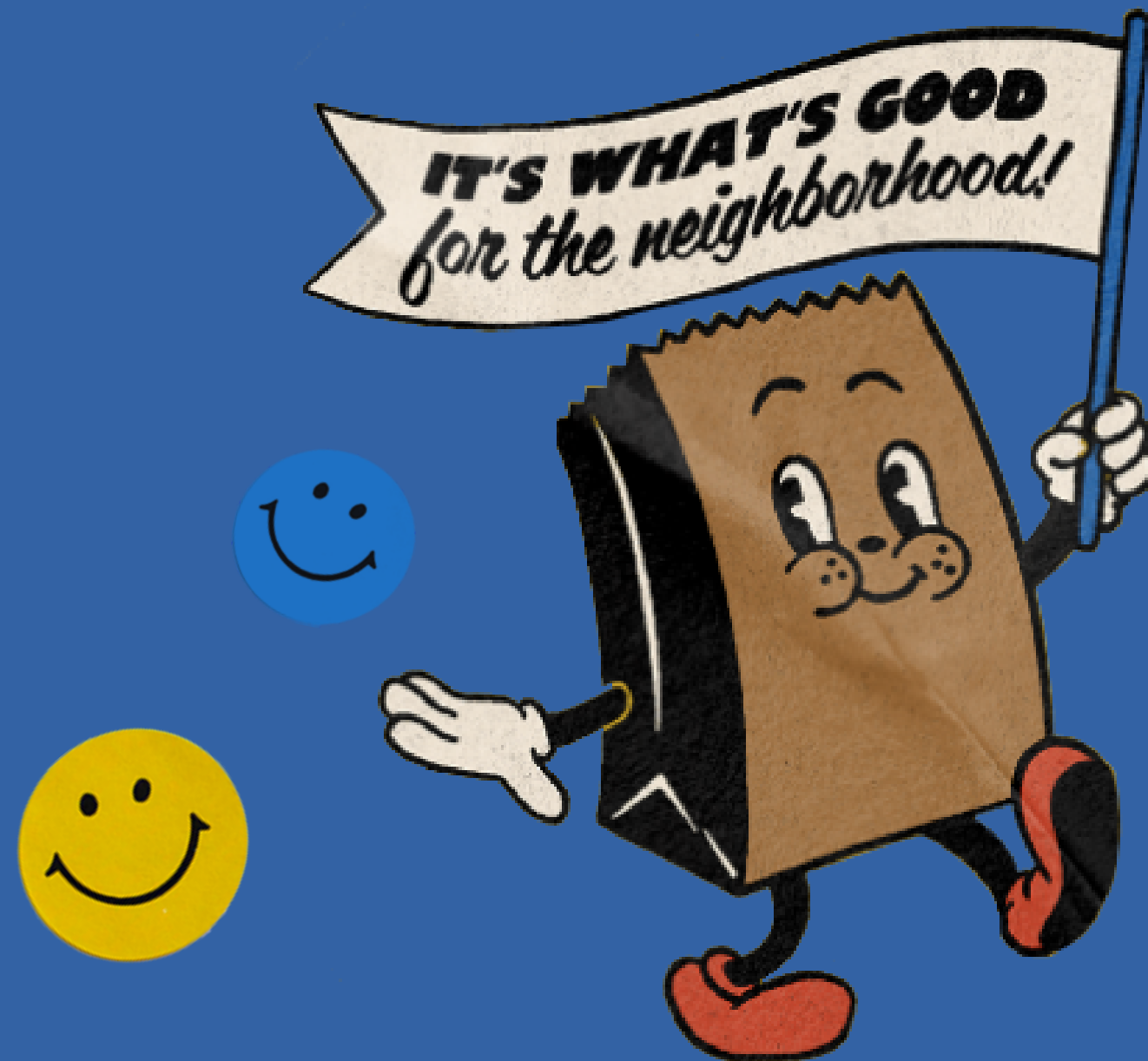


# FOR CONSUMERS

To purchase a Gift Card:



- 1 Visit **ShopLocal.la**
- 2 Click on "Buy a Shop Local LA County Gift Card"  
*to be directed to the secure, purchasing platform operated by our partner, Yiftee*
- 3 Click on "Buy Gift Card"  
*to purchase your card*
- 4 Print your Gift Card or send it by Email
- 5 Use the card at a participating business listed on the **Recover Local Business Directory** on ShopLocal.la





# Progress to date

Consumers are taking advantage of bonus cards to support impacted businesses:

## Participating Businesses to Date (1.5 days)

- 50 Recover Local Business Directory
- 23 Gift Card Program
- 61\* Under Review for Eligibility

\*Additional 121 submitted to participate in Shop Local not eligible at this time for Directory and Gift Cards

## Purchases to Date (1.5 days)

121 Individuals Purchased Cards

\$10,440 Gift Cards Purchase Value

\$5,195 Bonus Gift Cards Awarded Value



# Next Steps

Recovery Support



1

Continue to **sign up businesses** for Recover Local Business Directory



2

Promote **gift card program to corporations and organizations** as a way to provide gift cards to their employees without the added bonus cards

3

Develop and distribute **recovery toolkits**

4

Identify funding to implement marketing program:

- host **marketing workshops** that provide education and training
- provide **individualized marketing support** (SEO, social, and website optimization)
- purchase **signage** for businesses and commercial corridors



# Made In LA Shop Local Board Motion

Recognizing the economic impacts of wildfires, tariffs, immigration raids, the federal government shutdown and overall economic uncertainty, the Board approved a motion on November 18, 2025 introduced by Supervisor Hilda. L. Solis directing DEO to:



*Expand the Shop Local initiative and business registry to include all small businesses throughout the County, produce a social media campaign during each holiday season going forward, collaborate with local chambers and small business support organizations to spread the campaign, and identify and work with companies to promote a Locally Owned Label.*



## Next Steps

*Countywide Support in response to motion*



In response to the November 18, 2025 Shop Local Motion, DEO's efforts include:

- 1 **Develop strategies and implementation plans** for Directive 1 a - e in partnership with CEO and the Center for Strategic Partnerships
- 2 Produce **social media assets** to promote the Shop Local Initiative Countywide during the holidays—for businesses and Partners to use as well.
- 3 Meet with potential partners to coordinate a regional effort focused on promoting "**LA MADE**" products (*explore creation of label, pipelines to buyers, etc.*)



## And more...

### Countywide Support



4

Launch **Dine Local Program** to support local restaurants with resources and support (including complimentary utensils and plates, a point of sale system, safety masks, and more!)—*made possible in partnership with DPW, DPSS, and Square.*

5

Plan and **host events** from January to March in Supervisorial Districts 1, 2, and 4 to focus on AI and marketing, among other resources. *Made possible through support from Microsoft and Google.*

6

Partner with the Los Angeles Economic Development Corporation (LAEDC) to support businesses across the County through the “**LA is Open**” Campaign- *a California Jobs First Initiative.*

*Recover  
Local*

*Shop Local  
Dine Local*

**Thank You!**

[shoplocal.la](http://shoplocal.la)



**department  
of economic  
opportunity**  
COUNTY OF LOS ANGELES





**department  
of economic  
opportunity**  
COUNTY OF LOS ANGELES

# **SMALL BUSINESS RESILIENCY FUND**

**Supporting Businesses Impacted by Immigration Enforcement**

# About the Grant

The **Small Business Resiliency Fund (SBRF)** is a grant program from the Los Angeles County Department of Economic Opportunity (DEO) that provides up to \$5,000 in financial assistance to small businesses that encountered economic disruption due to immigration enforcement actions starting June 2025.



**Applications opened** September 29, 2025, at 9:00AM

**Applications closed** October 31, 2025, at 5:00PM

**Applicant verification deadline was extended** October 31, 2025 to November 21, 2025

 [opportunity.lacounty.gov/resiliencyfund](https://opportunity.lacounty.gov/resiliencyfund)





## Small Business Resiliency Fund

# Eligible Impact

Impacted by enforcement action through the following:

- Temporary closure or reduced hours
- Property damage due to protests or enforcement actions
- Labor impacts or shortages
- Related revenue loss



[opportunity.lacounty.gov/resiliencyfund](https://opportunity.lacounty.gov/resiliencyfund)



## Small Business Resiliency Fund

# Eligible Uses

Grant can be used towards the following:

- Rent
- Payroll
- Equipment
- Repairs
- Inventory Replacement
- Other recovery expenses



**\$5,000** for Brick and Mortar Businesses



**\$2,500** for Independent Contractors, Sidewalk Vendors, and eligible Home-Based Businesses

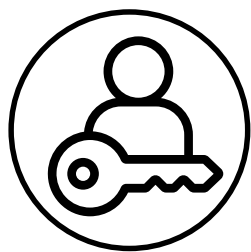


# Eligible Applicants

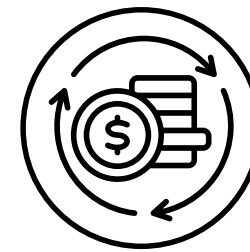
Businesses must meet the following criteria:



Headquartered in CA,  
Located in LA County



Be majority-owned and  
managed by the applicant



Revenue of \$6M or less and  
less than 100 employees



Be active and in good  
standing



- Businesses operating from commercial brick-and-mortar spaces
- Independent Contractors
- Sidewalk Vendors
- Certain consumer facing home-businesses with an establishment license or permit (i.e. Daycare)



# Partner Community Business Organizations

Applicants seeking 1:1 support or experiencing difficulty acquiring documents or information were directed to contact an approved CBO for assistance in filing their application.

## ICON CDC

North Valley Office  
13168 Van Nuys Blvd.  
Pacoima, CA 91331  
(818)302-6114

South Valley Office  
5805 Sepulveda Blvd., Suite 801  
Van Nuys, CA 91411  
(818) 616-4118

 [Info@iconcdc.org](mailto:Info@iconcdc.org)

## CRDC

Visit: 3761 S. Hill St. Unit #1,  
Los Angeles, CA 90007  
Call: (323)-450-7226

 Email: [southeastlabsc@coalitionrcd.org](mailto:southeastlabsc@coalitionrcd.org)

## LEEAF

Pop-Up locations  
Call: 626-391-6838

 [hi@leeaf.la](mailto:hi@leeaf.la)

## Aidkit

Application Troubleshooting  
Assistance:  
(213) 770-6148  
[support@lacsmbizresiliency.aidkit.org](mailto:support@lacsmbizresiliency.aidkit.org)

## DEO Office of Small Business (OSB)

For general questions:  
4716 E. Cesar E. Chavez  
Los Angeles 90022.  
(844)-432-4900  
[osb@opportunity.lacounty.gov](mailto:osb@opportunity.lacounty.gov)





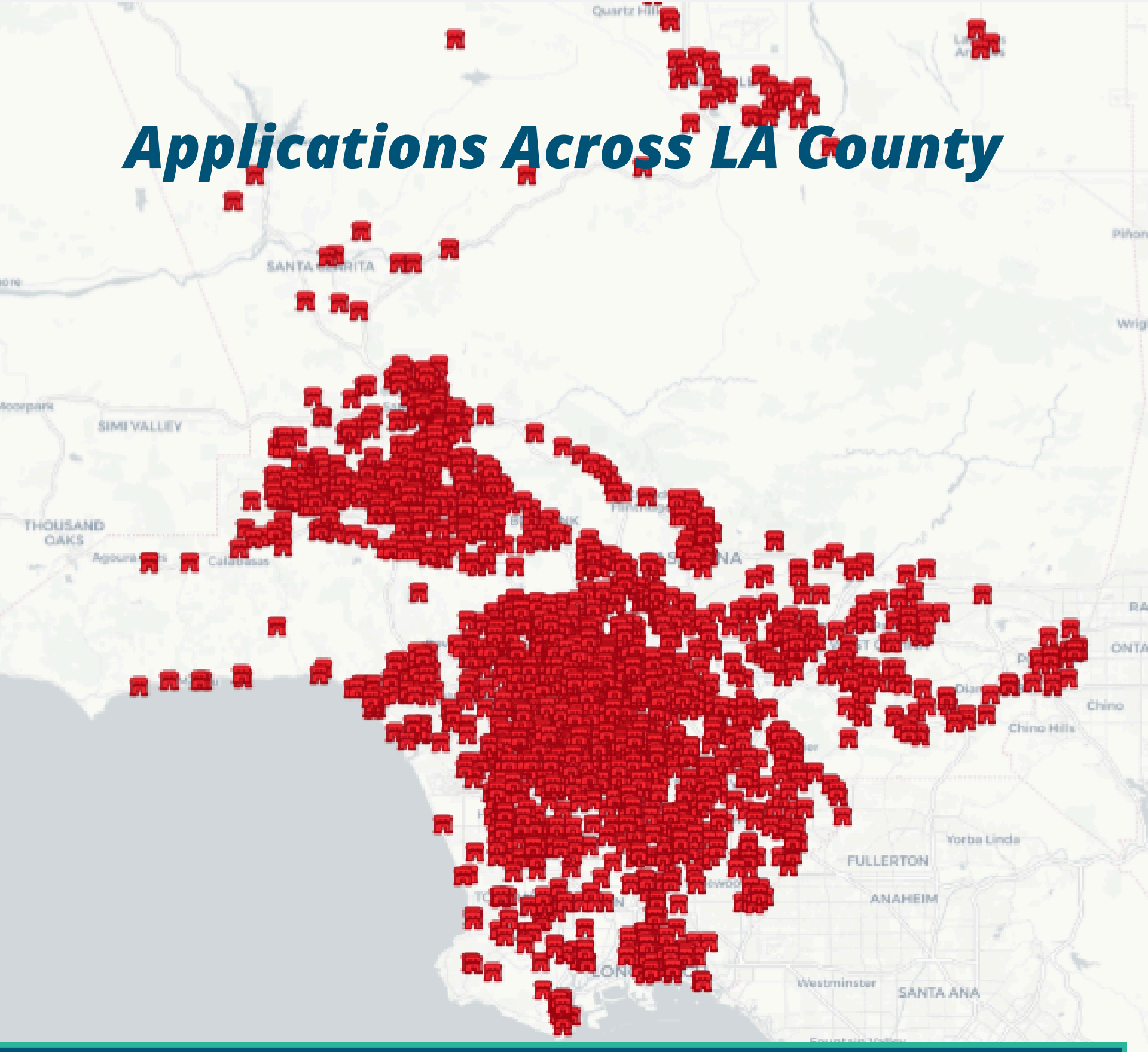
# Community Outreach

Outreach efforts included:

- ✓ **Bilingual informational webinars** in English and Spanish on October 8 and 9, reaching more than **180 participants**
- ✓ **Program guides** were translated into **12 languages**
- ✓ **Comprehensive digital outreach toolkit** featuring ready-to-share captions and content, including FAQs, social media carousels, informational graphics and flyers in English and Spanish
- ✓ **Secured over 15+ earned media placements** across TV, radio, and digital platforms, with coverage in multiple languages through outlets including Univision, Telemundo, Spectrum News, LAist, LA Opinión, My News LA, LA Post, Audacy, and Boyle Heights Beat
- ✓ **Weekly promotion** of the program to DEO audiences via digital platforms, including e-newsletter and social media platforms
- ✓ LEEAF has created **pop-up SBRF outreach sites in impacted areas**

Outreach was done by focusing on **immigrant-dense areas**—East LA, the San Gabriel Valley, South/Central LA, and the San Fernando Valley—**using trusted CBO partners and multilingual materials.**

## Applications Across LA County



**3,473** Applications Submitted

# Application Summary

The SBRF received a high volume of applications across LA County.

**3,077**

Outside the Curfew Zones

**396**

Inside the Curfew Zones

**2,310**

Storefronts

**587**

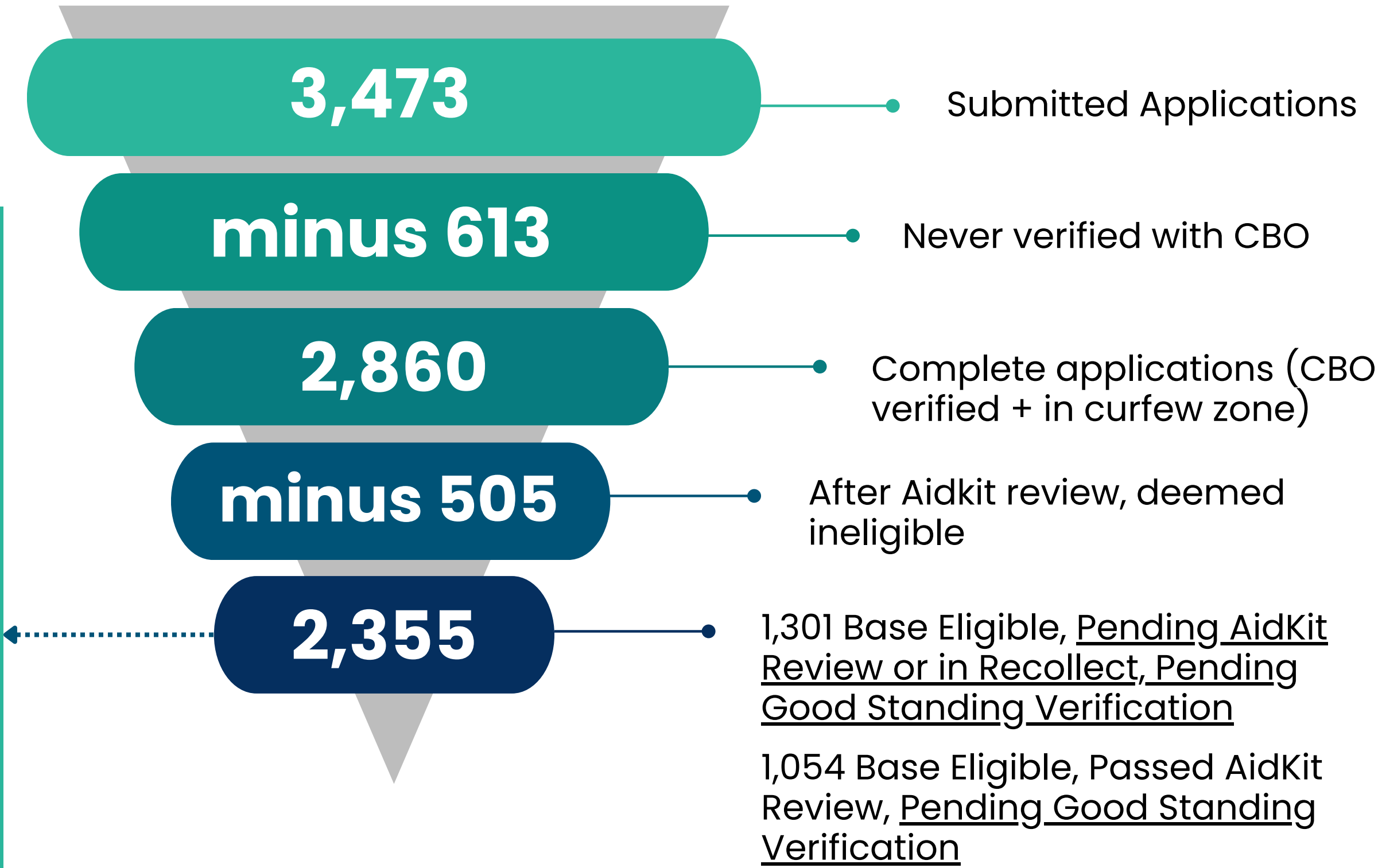
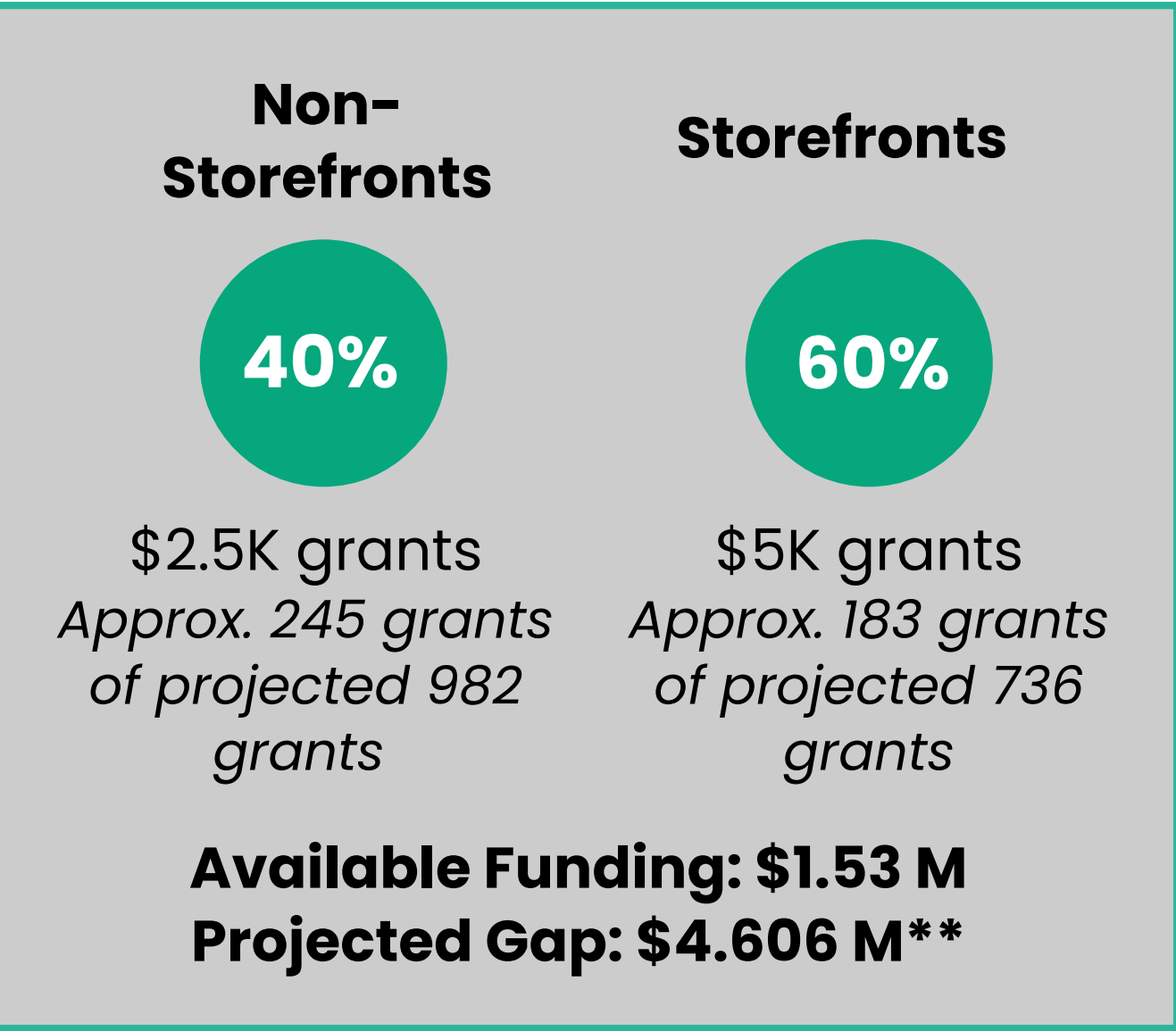
Street Vendors

**576**

Independent Contractor & Eligible Homebased

# Review Status

Application review to date:

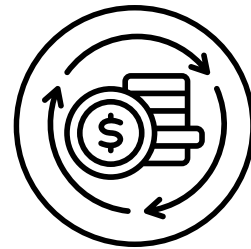


**\*\*Preliminary Estimate.** Based on the assumption that all businesses that pass review are in good standing. Estimate is subject to change after full review.

*\*Under review for good standing*



# Next Steps



Send 'Award Notifications' for initial round of awards totaling \$1.53 M before end of December

Additional awards anticipated in Q1 of 2026, pending Board action

The Small Business Resiliency Fund is made possible by the **Care First Community Investment (CFCI)** Initiative

[opportunity.lacounty.gov/resiliencyfund](https://opportunity.lacounty.gov/resiliencyfund)





# Thank You



[opportunity.lacounty.gov/resiliencyfund](https://opportunity.lacounty.gov/resiliencyfund)



**Connect with us! Follow @EconOppLA.**





LOS ANGELES COUNTY  
CONSUMER &  
BUSINESS AFFAIRS

# Office of Labor Equity

## WORKER PROTECTIONS

December 2, 2025

# Background



Established in 2016 as the Wage Enforcement Program



Expanded and Centralized as Office of Labor Equity in 2020



Contracted with Cities of West Hollywood and Santa Monica



Authority to enforcement State law related to Wages

# Enforcement Authority

Los Angeles County

Contract Cities

State Law



# Office of Labor Equity Overview

## One-on-One Counseling

Answering questions from workers, employers, and the public about their rights and responsibilities.

## Education & Outreach

Engaging the workers and employers through one-on-one visits to businesses and conducting outreach through existing community partners, DCBA social media, and public events.

## Enforcement

Enforcing several worker protection ordinances regulating more than 35,000 businesses that employ more than 350,000 workers in unincorporated Los Angeles County.

# Office of Labor Equity Framework

## Investigative Process

Utilize priority criteria based on initial allegations of       compliance   and the egregiousness of the alleged violation(s); triage cases accordingly during intake.

## Enforcement

Adopt alternative enforcement methods for violations isolated or minimal in impact or easily resolved through referrals or request for voluntary compliance.

## Operations and Staff Development

Establish new operational procedures, update manuals, and provide training for investigative staff to be generalists.

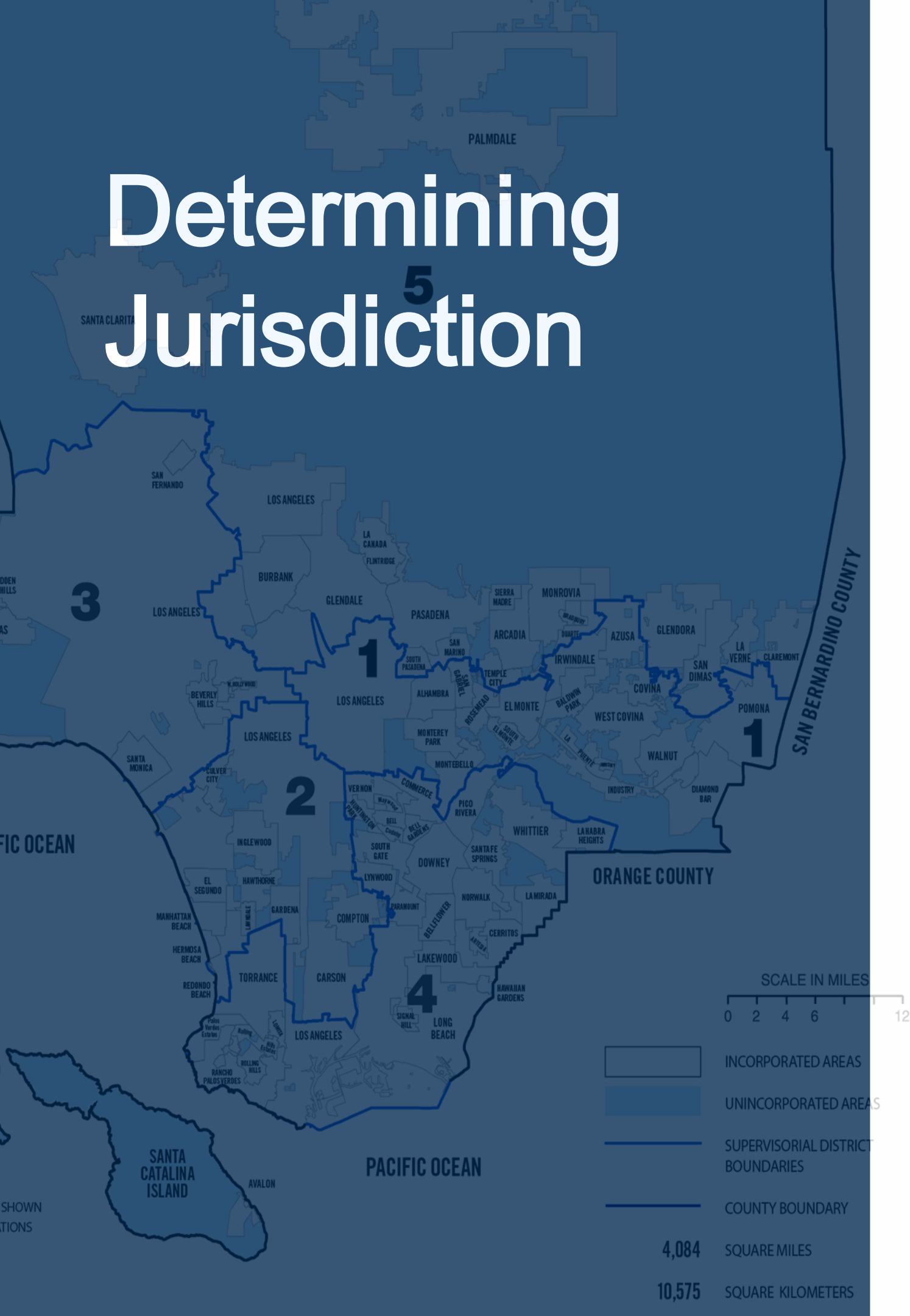
## Strategic Partnerships

Cultivate relationships with industry       -specific community groups for support with awareness, education, and outreach.

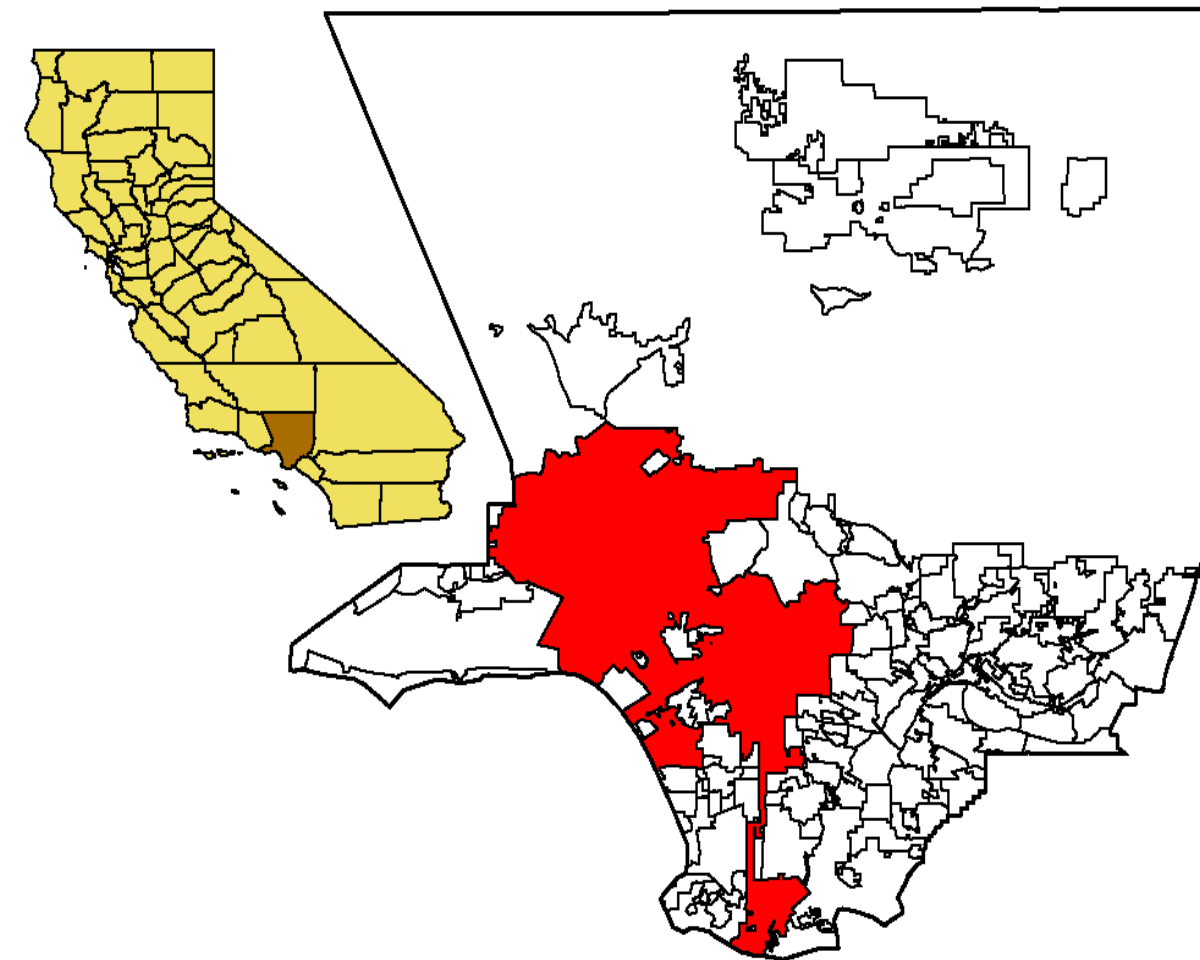
## Cross-Jurisdictional Enforcement

Maintain a balance between enforcement activity within OLE's jurisdiction and contracted municipal enforcement activity.

# Determining Jurisdiction<sup>5</sup>



To determine whether a workplace or jobsite is part of an unincorporated area, you may visit the Los Angeles County Registrar-Recorder website [www.lavote.gov/apps/precinctsmaps](http://www.lavote.gov/apps/precinctsmaps)





# Determining Jurisdiction

Referral Address Verification System  
[appcenter.gis.lacounty.gov/ravs/](http://appcenter.gis.lacounty.gov/ravs/)

Department of Regional Planning (Z-Net)  
[lacounty.maps.arcgis.com/apps/webappviewer](http://lacounty.maps.arcgis.com/apps/webappviewer)

The Department of Consumer and Business  
Affairs also has a step -by-step guide for  
businesses and workers at:  
[workers.lacounty.gov](http://workers.lacounty.gov)



# Portfolio of Ordinances

## Worker Protection Ordinances

- Los Angeles County Minimum Wage Ordinance
- Public Health Anti -Retaliation Ordinance
- Prevention of Human Trafficking Ordinance
- Los Angeles County Fair Chance Ordinance
- Los Angeles County Fair Workweek Ordinance
- Hotel Worker Protection Ordinance
- Santa Monica Minimum Wage And Hotel Minimum Wage Ordinance
- West Hollywood Minimum Wage Ordinance



# Office of Labor Equity Impact

- Collected over \$4.6 million for over 3,000 workers.
- Educated over 6,300 businesses on the various County ordinances.
- Conducted proactive enforcement in various low wage industries.
- Closed 20 illicit massage establishments.

# Office of Labor Equity

## Current and Ongoing Efforts

- Continuing proactive enforcement in low wage industries
- Streamlining enforcement process
- Collaborating with Community Based Organizations
- Elevating messaging on worker exploitation and trafficking
- Collaborating with local agency partners for holistic enforcement and service delivery
- Ongoing education to businesses to support compliance





# Complaints

## To file a complaint:

- [workers.lacounty.gov](http://workers.lacounty.gov)
- 800 -593 -8222
- Email to one of the designated emails

## We take anonymous complaints.

We conduct complaint driven and directed investigations.

# We're here to help

## Contact our Counselors at

-  [workers.lacounty.gov](https://workers.lacounty.gov)
-  (800) 593-8222
-  [WageHelp@dcba.lacounty.gov](mailto:WageHelp@dcba.lacounty.gov)  
[DHumanTrafficking@dcba.lacounty.gov](mailto:DHumanTrafficking@dcba.lacounty.gov)  
[NoRetaliation@dcba.lacounty.gov](mailto:NoRetaliation@dcba.lacounty.gov)  
[FairChance@dcba.lacounty.gov](mailto:FairChance@dcba.lacounty.gov)  
[FWW@dcba.lacounty.gov](mailto:FWW@dcba.lacounty.gov)



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