Every year I look forward to celebrating African-American achievements during Black History Month in February. As a mom with young children I am often moved to dig a little deeper in effort to inspire my sons.

In the spirit of highlighting small business entrepreneurship, today, I celebrate Madame CJ Walker, 1867-1919, the first self-made female millionaire who paved the way for our modern female entrepreneurs. Creating and selling her Walker’s Wonderful Hair Grower, she was a pioneer in the hair care industry that today is a multi-billion dollar industry. Through her business, Madam CJ Walker empowered thousands of black women and provided them an opportunity to create financial independence when they would have had very few opportunities to do so. In that day, many black women only had the option to work as domestics in a family home. Instead, her Walker Beauty products could earn in a day what might otherwise take them a month.

She first created her hair products out of necessity to cure her own scalp ailments. She then built her success by hitting the pavement, lecturing and selling her products across the country. She eventually opened CJ Walker Laboratories where she manufactured her products and opened a beauty school to train her beauty salespersons in product usage, sales, and philanthropy as well as encourage them in other educational efforts.

Madame CJ Walker was a wildly successful inventor, business woman, philanthropist, and political and social activist who empowered many women to follow in her footsteps. She came from very meager beginnings and made a way for herself when opportunities weren’t given. She did the unthinkable. You can too. My hope is that the few minutes you spent reading this snippet about Madame CJ Walker reminds you that success for you and your business is possible. And when you achieve it, please share the opportunity with others.

Click through to a couple of my favorite websites for information on experiences that celebrate black history and culture year round.

Black Cultural Events
California African American Museum
release its logo, game plan for the event, and a launch video featuring Snoop Dogg.

“The NFL coming back to L.A. wasn’t just about a team or two playing some home games,” said Casey Wasserman, chairman of the host committee.

“It’s about all the other things that could bring to the city, the community, and the region. Maybe there’s never been a better time to talk about hope, optimism and recovery, having the Los Angeles Super Bowl come on the heels, hopefully, of the coronavirus pandemic.”

Originally, this year’s Super Bowl was awarded to L.A., but construction delays at the Inglewood stadium led to Tampa stepping in to host this game and L.A. being awarded the next one.

The L.A. host committee logo consists of a few lines evocative of the swooping outline of SoFi Stadium, and the campaign’s mantra is “Champions Shine Here.” This will mark the first Super Bowl in the L.A. area since the Rose Bowl played host to one at the end of the 1992 season.

Said Inglewood Mayor James T. Butts Jr.: “In a post-pandemic world, events like the Super Bowl create tremendous opportunity for economic activity to return to communities and industries hardest hit by COVID-19. Major events like the Super Bowl not only spur economic activity but produce a heightened sense of community and civic pride.”

The host committee has launched a business connect program and accepted applications for about 250 local, diverse-owned businesses in event production. Deadline for applications is Feb. 23.

“This is a great opportunity for those companies to get in front of NFL contractors to try to get business surrounding Super Bowl events,” said Kathy Schloessman, president and chief executive of the L.A. Sports and Entertainment Commission.

Diverse L.A. Businesses Have a Chance to Take a Bite of the Super Bowl Pie

Did we mention the Business Connect program? Administered locally by the Los Angeles Sports and Entertainment Commission (LASEC), the program links small companies owned by minorities, women, veterans and members of the LGBTQ community with Super Bowl business opportunities — not directly with the NFL, but through events associated with the game.

Read this article to see how businesses are planning to take advantage of the program: https://ktla.com/news/local-news/with-inglewoods-sofi-stadium-set-to-host-2021-super-bowl-excitement-grows-in-socal/
The Program will provide flexible and affordable capital to small businesses Countywide. The Program will provide eligible businesses with a competitive interest rate for loans ranging from $50,000 to $3 million. Businesses interested in applying for the Program must have been in operation for at least two years and are seeking working capital, equipment purchases, real estate acquisition, refinancing, etc.

To apply for the Small Business Stabilization Loan, applicants are required to attend an online Applying for An Affordable & Flexible LACDA Loan webinar. (Assistance is available in various languages, including English, Spanish, Chinese-Mandarin, and Korean.)

Go to BizStabilization.LACDA.org or contact Edgar Mejia at (626) 586-1550 for more information.

Find out about re-opening protocols, whether you’re a business owner or customer:

Reminder: non-essential businesses closed from 10:00 p.m. to 5:00 a.m.

Public Works is open virtually to you at our new Building & Safety website. For general information about Public Works call (626) 458-5100 or go to pw.lacounty.gov.

We remain deeply committed to the safety and well-being of our customers, teams, and communities. Please take care and stay healthy!

El Camino Small Business Development Center

The mission of the Small Business Development Center hosted by El Camino College is to be the number one service provider of no-cost, expert entrepreneurial consulting, education and access to capital assistance to the small business community in the greater South Bay and Los Angeles area. They are part of the Los Angeles Regional SBDC Network, which assists small business owners throughout the Los Angeles, Santa Barbara and Ventura Counties.

The El Camino College SBDC team is pleased to offer consulting services in English and Spanish, as needed. Please contact them at 310.225.8277 to schedule your appointment. Click to view and sign up for their webinars and newsletter.
Facebook has announced a program whereby small businesses can employ social media interns for free during the summer of 2021. Facebook provides the training and matching of the interns with the small business.

The application deadline is 3/12/2021.

For more information, click the link below.

https://careerconnections.fb.com/

PPE Unite™ is distributing another round of free PPE to small businesses with 100 or fewer employees.

The PPE Unite™ program is a joint effort to give small business owners and their employees access to much-needed personal protective gear. This public and private partnership program creates access to PPE, promotes PPE use, and provides additional resources for businesses. We need to work together to safely reopen our local economy for the health of our businesses and the general public.

The signup is easy and the distribution is fast and easy.

See below.

Sign up at www.ppeunite.org
Meeting Summary

The business leaders virtual meeting with City District 4 Councilmember Dionne Faulk occurred on February 10, 2021 at 9 am. There were nine attendees who participated in the virtual meeting and they shared valuable information regarding the topics that were on the meeting agenda.

The meeting covered the following areas: Attendee Introductions, Perimeter Security Cameras, Beautification, Homelessness, Criminal Activity, and Who to contact for Assistance.

**Attendee Introductions:** All business leaders noted their longevity of service and commitment to the business community and residents in City District 4. Shopping locations are owned and managed by a property management company. Only one stand-alone business does not own the property it’s doing business on; but is leasing the land from another property management company.

**Perimeter Security Cameras:** All business leaders noted that surveillance cameras exist on their properties. Activities are recorded, and on-site surveillance of the property perimeters are performed periodically by qualified individuals. The cameras are positioned to monitor the merchant buildings, parking areas, service alleys, and exit doors. They are not used to monitor public street activities. The camera recordings are kept on-site, and maintained on average between 20 and 30 days. After that the images are erased in order to maintain enough storage space for future recordings. If the police need access to the recording’s they would have to obtain it soon as possible from either the security guard company or property management representative. It was suggested that a process be developed between the police department and businesses to ensure that the recordings used as evidence are turned over in a timely manner when requested.

**Beautification:** Future projects such as the Inglewood Transit Connector (People Mover) along Prairie Ave, and the Inglewood Basketball and Entertainment Center (IBEC) along Century Blvd will help transform the landscape of District 4 and hopefully encourage businesses to enhance their landscape over time that would entice people who have come into the area to shop at their location.

Gerald McCallum – Senior Project Manager for the IBEC indicated that construction on the venue will begin in July/August of this year and be completed by 2024 basketball season. The area will have 18,000 seats and there will be a minimum of 44 basketball games and concerts. In addition, the Clippers organization (team, office workers, facility crew and management) will be onsite at all times. This will be an additional 200 to 300 people constantly in the area who will be using shopping center services such as restaurants and shopping at retail stores. Small businesses in the area may also have additional business opportunities.
Property management companies have posted signage on their properties relating to unauthorized parked vehicles and loitering. Unauthorized parked vehicles will be towed offsite at vehicle owner expense. Individuals not patronizing business merchants on private property could be considered as loitering.

Councilmember Faulk noted that she will be performing weekly drive-by evaluation views of City District 4 neighborhoods and shopping areas to ensure trash and other unwanted items are identified and removed. She encouraged all business leaders to observe their areas for cleanliness. Phone numbers were provided to the business leaders so they can call for assistance that would help them maintain their private property beautification.

**Homelessness:** The City of Inglewood has encountered an increase in the homeless population. City District 4 has their share of homeless individuals that are sheltering wherever they can. The Inglewood Police Department, Community Affairs Section and the Medical Evaluation Team is responsible for assisting businesses with the removal/relocation of homeless individuals from their premises and into a homeless facility that can provide them services. It’s a challenge finding resources that can help provide various types of services for the homeless. Businesses are encouraged to help the Inglewood Police Department in reducing homelessness by finding additional resources that they can use.

If a homeless person refuses to leave a shopping center upon request and is a constant nuisance, that person can be removed from the area through a private person arrest procedure. This means a trained perimeter security guard can detain the homeless individual, and complete a special “Private Person Arrest” form that would allow the Police Officers to take the person into custody on behalf of the perimeter security guard or property management company.

**Criminal Activity:** If a life-threatening criminal activity is currently taking place at a specific location the emergency phone number 911 should be utilized immediately. If it’s a non-life-threatening criminal activity Inglewood Police Department non-emergency dispatch should be called at (310) 412-8771, Please be specific in describing the situation because police response calls are prioritized. If there are issues that can’t be resolved businesses can contact either the Police Department Watch Commander office at (310) 412-5206, or Sargent of Patrol Services at (310) 412-5220.

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**We look forward to seeing you and your team at the next meeting on March 24 @ 9a**

where Gerard McCallum will take a deeper dive into the community resources that will be of use to you and your business.

[https://inglewood.zoom.us/j/6462294234](https://inglewood.zoom.us/j/6462294234)

Meeting ID: 646 229 4234

Dial In: +16699006833)
La junta virtual de los líderes de negocios con la concejal del Distrito 4 de la ciudad de Inglewood Dionne Faulk se llevó a cabo el 10 de febrero 2021 a las 9 a.m. Nueve empresarios asistieron a la junta virtual y compartieron información importante designado en la agenda de la junta.

Los siguientes temas se discutieron en la junta: Presentaciones de los que asistieron a la junta, las Cámaras de Seguridad del Perímetro, el Embellecimiento, los Destechados, la Actividad Criminal, y a quien pueden acudir para la ayuda.

**Presentaciones de los que Asistieron:** Los líderes de negocios discutieron el largo plazo de servicio y su apoyo a la comunidad de empresarios y residentes del Distrito 4 de la Ciudad. El dueño y director de los sitios de compras usualmente es una compañía de administración de negocios. Solo había una empresa autónoma que no era el dueño de la propiedad del negocio; pero el negocio está arrendando el terreno de otra compañía de administración.

**Cámaras de Seguridad del Perímetro:** Cada uno de los líderes de negocios comprobaron que tienen cámaras de seguridad alrededor de sus propiedades. Las actividades son grabadas, y la vigilancia electrónica del sitio se realiza regularmente por individuos calificados. Las cámaras están colocadas para monitorizar los edificios de la empresa, las áreas de estacionamiento, los callejones de servicio, y las puertas de salida. No sirven para monitorizar las actividades en las calles públicas. Las grabaciones de las cámaras se quedan en el lugar de negocio y se realiza el mantenimiento en un promedio de 20 a 30 días. Después, las imágenes se borran para mantener la capacidad para grabaciones futuras. Si la policía requiere el acceso a las grabaciones tendrán que obtenerlo de la compañía de seguridad o la compañía de administración lo más pronto posible. Se sugirió desarrollar un proceso entre el departamento de la policía y los empresarios para asegurar que las grabaciones que se necesiten como evidencia sean proveídas lo más pronto posible cuando sean solicitadas.

**El Embellecimiento:** Los próximos proyectos tal como el Conector de Transito de Inglewood (transportador de personas) a lo largo de la Avenida Prairie, y el Centro de Basquetbol y Entretenimiento de Inglewood (IBEC) a lo largo de Century Blvd., ayudaran a transformar el panorama del Distrito 4 y ojalá a motivar a los dueños de sus negocios a mejorar sus localidades para tentar a la gente que ha llegado al área a hacer compras en su negocio.
Gerard McCallum - Director Principal del Proyecto IBEC indicó que la construcción de la arena de básquetbol empezará en Julio/Agosto de este año, y se completará para la temporada de básquetbol del 2024. La arena tendrá 18,000 asientos y habrá un mínimo de 44 partidos de básquetbol y conciertos. Además, la organización de los Clippers (el equipo, los trabajadores de oficina, grupo de la instalación, y la gerencia) estarán ubicados permanentemente en el sitio. Esto será 200 a 300 personas adicionales que estarán constantemente en el área y necesitaran los servicios de centros comerciales, tal como restaurantes, y tiendas. Los negocios pequeños del área también tendrán más oportunidades adicionales de negocio.

Las compañías de administración inmobiliaria han puesto letreros en sus propiedades referentes al estacionamiento ilícito y el vagar. Los vehículos estacionados ilícitamente serán remolcados con el costo cobrado a los dueños de los autos. Todo individuo que no sea cliente de la tienda o instalación privada serán considerados como vagos.

La concejal Faulk anunció que ella hará revisiones semanales por auto para asegurar que los vecindarios y las áreas comerciales estén libres de la basura y de artículos que no sean deseados. Ella motivó a todos los líderes de comercio a asegurar la limpieza de sus áreas. Se les dió números de teléfono para que todos los empresarios puedan acudir a los servicios de asistencia para el mantenimiento del embellecimiento de sus propiedades.

Los Desechados: La ciudad de Inglewood ha tenido un aumento en los habitantes sin hogar. El Distrito 4 de la ciudad también tiene a los desechados que encuentran su albergue en todas las áreas donde estén. El Departamento de la Policía de Inglewood, Sección de Asuntos de la Comunidad y El Equipo de la Evaluación Médica son responsables para prestar asistencia a los dueños de negocios para remover y reubicar a los habitantes sin hogar de sus instalaciones a los lugares de ayuda para los desechados. Encontrar los recursos necesarios para ayudar a los desechados es todo un reto. Se les aconseja a los dueños de negocios que le ayuden a los oficiales del Departamento de Policía a identificar otros recursos para estas personas sin hogar.

Si una persona sin hogar rehúsa una orden del propietario de irse del centro comercial y son un fastidio para el negocio, a esa persona se le puede sacar del lugar bajo un procedimiento de arresto privado. Esto significa que un oficial de seguridad de la instalación puede detener al desechado, completar un formulario especial de “Arresto de Persona Privada” que permitirá a los oficiales de la policía de arrestar a la persona de parte del agente de seguridad o la compañía de administración.

La Actividad Criminal: Si una acto criminal de amenaza de vida se está llevando a cabo en una localidad específica, se deberá usar el número telefónico de 911 de inmediato. Si un acto criminal no es una situación de la amenaza de vida, se debe llamar al número sin emergencia de la policía que es (310) 412-8771. Por favor sea específico en los detalles de la situación porque las llamadas de emergencia tienen la prioridad. Si hay situaciones que se pueden resolver, los dueños de los negocios pueden acudir al Comandante de Turno de la estación de policía en el (310) 412-5206, o a el Sargento de Servicios de la Patrulla en el (310) 412-5220.

Esperamos verte a ti y a tu equipo en la próxima reunión del March 24 @ 9a

donde Gerard McCallum profundizará en los recursos de la comunidad que serán de utilidad para usted y su empresa.

https://inglewood.zoom.us/j/6462294234

Meeting ID: 646 229 4234

Dial In: +16699006833
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