

**From:** [jenna@blueskystrategy.com](mailto:jenna@blueskystrategy.com)  
**To:** [Alma Martinez](#)  
**Subject:** American Rescue Plan  
**Date:** Thursday, August 4, 2022 1:55:39 PM

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Alma,

Is El Monte one of the cities in California that is receiving a one-time allotment of Federal or State funds associated with the American Rescue Plan Act? Did you know that the City of Stockton recently received over \$78 Million dollars from ARPA? Much of the money distributed from ARPA to cities like El Monte is intended to help them combat challenges like Health Disparities, Adverse Childhood Experiences and our ongoing battle with the COVID-19 pandemic.

Bringing awareness to these causes requires a thoughtful media strategy to garner the attention of those that are in the line of fire. Blue Sky Strategy has experience building media campaigns that positively change people lives. In fact, we ran the media strategy for President Biden's 2020 election. I'd love the chance to chat with you for (5) minutes about how Blue Sky Strategy can help El Monte bring awareness to the most important issues affecting their citizens.

I look forward to hearing from you.

Jenna Dietrich  
Government Relations  
Blue Sky Strategy  
[www.blueskystrategy.com](http://www.blueskystrategy.com)

**From:** [County of Los Angeles](#)  
**To:** [Alma Martinez](#)  
**Subject:** Business Pandemic Relief is Here  
**Date:** Thursday, September 22, 2022 5:50:06 PM

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Logo



## Business Pandemic Relief is Here

PRRR1



Having trouble hiring new talent for your business? Pandemic Relief Rapid Re-Employment (PRRR) is here. PRRR helps connect LA County businesses with career-ready candidates who are ready to rejoin the workforce and gain permanent employment with your business. The program provides relief to your business by covering candidate wages up to 100% for the duration of the program. Businesses in the following sectors are invited to join our program: Film & Digital Media, Healthcare, IT, Social & Human Services, Construction, Trade & Logistics and Advanced Manufacturing. Interested businesses can [visit here](#) to start connecting with candidates. Interested job seekers can [visit here](#) to get connected to local businesses hiring.

## Launch Your Creative Career

FDM



Interested in a career in film and digital media? Apply to join our Digital Video Editing Pre-Apprenticeship program designed for creative young people ready to commit to editing as a career pathway. Graduates are certified by Venice Arts, sit for Adobe Certification, and are prepared for full-time paid Apprenticeships, entry-level Assistant Editor positions, advanced learning, and more. [Visit here](#) and learn how you can launch your creative career.

## Boost Your Business

Elevate



Businesses in LA County can boost their workforce and create new career pathways for marginalized youth through Elevate, a new tier of our reknown Youth at Work program!

Potential partners in high-growth industry sectors such as construction, film & digital media, healthcare, & more will be assigned a dedicated business services representative and will be matched with a highly-motivated youth intern.

100% of the internship will be covered for up to 400 hours. Interested businesses can [visit here](#) to partner with us and help elevate a career!

**Have Questions About Commercial Leases? We Can Help.**

LegalHelp1



As a small business commercial tenant, can my landlord increase my rent? Whose responsibility is it to make repairs to a commercial property? Our Office of Small Business can help answer your questions, review commercial leases, and more.

We've teamed up with Bet Tzedek Legal Services and Public Counsel to provide free legal assistance and rent relief to small business owners affected by COVID-19. Eligible small businesses can connect with free legal experts who can provide help ranging from basic legal information to negotiating agreements related to debt, assistance with IPs and more.

[Visit here](#) to learn more or to determine eligibility.

**Become an LA County Contractor**

AD



LA County will be awarding millions in American Rescue Plan grant and contract opportunities to help our communities recover from the pandemic.

Our Procurement Technical Assistance Center (PTAC) provides LA County small business owners FREE specialized counseling sessions to help small businesses contract with local government agencies.

Interested businesses can [visit here](#) to sign up for a tailored assessment by our Small Business Counselors.

**Best Practices to Prevent Covid-19 for Businesses and Employers**

SAW



Did you know that employers in LA County are required to provide all employees at indoor worksites, where masking is optional, medical grade masks? See a complete list of required and recommended business and employer [requirements here](#).

ARP



Resources and programs are made possible by the American Rescue Plan!

LA County Department of Economic Opportunity is committed to helping communities & businesses build back better. Learn about current solicitations & contracting opportunities [here](#).

Back



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**From:** [hdlbulletin@hdlcompanies.com](mailto:hdlbulletin@hdlcompanies.com)  
**Subject:** HdL & Yiftee Webinar is about to start  
**Date:** Thursday, July 21, 2022 10:55:09 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
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Just a reminder, this webinar is about to start. We hope to see you soon!

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**HdL** Companies

[Sales Tax](#) | [Cannabis Compliance](#) | [Economic Development](#) | [Indirect Cost Recovery](#) | [Property Tax](#) | [Tax & Fee Administration](#)



## HdL is partnering with Yiftee to discuss how ARPA funds and eGift Card programs can increase 'Shop Local' movement in your community...

The Federal Government is now releasing the second tranche of American Rescue Plan Act (ARPA) funding, \$33 billion in direct aid, to every county, city, town and borough in America. Agencies have until year-end 2024 to allocate the funds and year-end 2026 to spend it.

In this webinar, we'll share **ROI CASE STUDIES** of simple, free community gift card programs and show you **HOW TO RUN A 'SHOP LOCAL' CAMPAIGN** in your community just in time for the holiday season, benefitting residents and merchants alike.

**Join us Thursday, July 21<sup>st</sup> at 11 AM PDT**

[Register Now](#)



## Increase Shop Local Movement In Your Community

with ARPA Funds and Free eGift Card Programs

**Presented by  
HdL Companies & Yiftee**

**Thursday, July 21st  
11 AM - 12 PM PDT**

**Register Now**



Barry Foster,  
HdL Director



Donna Novitsky,  
Yiftee CEO

HdL Companies and Yiftee partnered in May of this year and have already worked with numerous cities to help small businesses and communities recover from the pandemic by generating additional revenue with 'Shop Local' campaigns. Read the full press release [HERE](#).

**HdL Companies**

Powerful Solutions, Proven Results

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