

# CITY OF LOS ANGELES

CALIFORNIA

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LOS ANGELES, CA 90071

**DATE:** July 7, 2025

**TO:** All Economic Development Division Service Providers

**FROM:** Rosa H. Penaloza, Assistant Chief Grants Administrator   
Economic Development Division

**SUBJECT: EDD DIRECTIVE NO. 25-05  
ECONOMIC DEVELOPMENT DIVISION SUBRECIPIENT SUCCESS STORY  
CALENDAR AND FLYER REVIEW INSTRUCTIONS**

## EFFECTIVE DATE

This directive is effective on the date of issue.

## PURPOSE

The purpose of the directive is to provide the Economic Development Division Subrecipient (Subrecipients) Success Story and Webinar/Trainings Submission Calendars for the period July 1, 2025 – June 30, 2026; outline the marketing materials approval process; and establish a centralized information repository for all appropriate business-related event information collected and made readily via the Economic and Workforce Development Division (EWDD) website.

## BACKGROUND

Flyers and other public-facing marketing materials must provide clear, well-written, and professionally formatted information to promote all programs and services funded by EWDD. The EWDD Style Guide provides guidance to maintain a professional image while promoting EWDD's programs and services to Angelenos. The Style Guide provides examples of success stories highlighting the services provided by EWDD and our partner agencies, to be utilized in EWDD social media accounts, newsletter, website postings, and for inclusion in *EWDD Updates*, the General Manager's Weekly Report to the Mayor's Office.

## REQUIRED ACTION

All EWDD Subrecipients must refer to and follow the EWDD Style Guide when preparing success stories, flyers, webinar announcements, and other public-facing marketing materials promoting all programs and services funded by EWDD.

The style guides include specific requirements including (but not limited to):

- Logos
- CDBG language
- Flyers
- Translation Services
- Release/Consent Forms
- Photos - Requirements and dimensions, including for social media platforms
- URL/RSVP link
- QR codes and short link

Links to the guides and media release forms are available [here](#).

Refer to the Economic Development Division Service Providers Success Story Calendar (Attachment 1) for the Success Story due dates by Provider. Stories should be current from 2025 to the present. Stories shall be submitted with all required attachments to the EDD Success Stories Submission Google Form [here](#).

To further simplify the flyer review process, we implemented a new streamlined three-step workflow to ensure smooth collaboration and timely approvals. All new flyers must be preapproved before distribution to the public. Previously approved flyers can be used if there is only a date, time, or venue change. Any events taking place outside of the City of LA must first be evaluated by the EWDD monitor.

Flyers should be submitted to the [Flyer Approval Submission \(flyers, webinars, events\) google form](#) for review. All flyer submissions must be in 1080x1350px dimensions with all logos (City Seal, EWDD, General BSC, and provider logos) and, if included QR code with a Bitly short link. Flyers must also include the required language on page 6 of the EWDD Style Guide. Providers will be notified if any updates are needed and when the request is approved.

Answer "Would you like this flyer to be promoted on social media?" affirmatively on the Google form to inform the Communications team which flyers should be uploaded to our social media accounts for promotion. Submissions must be for trainings and/or events scheduled for the following month with an approved flyer.

Please note the following reminders:

- Include your email in the Google form for follow-up purposes.
- Each flyer must be submitted separately to avoid confusion. Do not group multiple events in a single submission.
- Flyers in English and Spanish for the same event should be submitted together in the same request.

## **EDD CONTACT**

Questions or concerns should be addressed to [labusinesssourceadmin@lacity.org](mailto:labusinesssourceadmin@lacity.org).

Attachments:

1. Economic Development Division Service Providers Success Story Calendar July 1, 2025 – June 30, 2026
2. EWDD Style Guide
3. Video 101 Style Guide
4. EWDD Release Form – English
5. EWDD Release Form – Spanish