



FOR IMMEDIATE RELEASE

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**PVJOBS JOINS THE GRAND L.A. CONTRACTORS, UNIONS AND WORKERS TO CELEBRATE
THE CONSTRUCTION HIRING SUCCESS OF THE \$1B DEVELOPMENT PROJECT**

***The Grand L.A.'s Massive Development Project Exceeded its Goals
of Hiring Local and At-Risk Workers***

LOS ANGELES – July 22, 2022 – PVJOBS joined The Grand L.A.'s subcontractors, partnered unions and construction workers yesterday to celebrate exceeding the targeted hiring goals for the \$1 billion development project that recently opened in downtown Los Angeles. The Grand L.A.'s community benefits agreement required that 30% of the development project's workforce are local workers and 10% are apprentices who are at-risk. PVJOBS served as the jobs coordinator for the development project to source qualified workers who met mandatory at-risk factors.

"We're celebrating together because we've not only met but exceeded the goals of hiring local and at-risk individuals at one of the largest development projects in greater Los Angeles," said PVJOBS Executive Director Mary Taylor. "Through our hiring success, The Grand L.A. is demonstrating to other development projects that hiring local and at-risk individuals is good for business and our communities."

During the celebratory event, PVJOBS recognized at-risk individuals for their hard work as construction apprentices for The Grand L.A. development project. Several subcontractors and unions that hired these at-risk individuals also were acknowledged for their hiring efforts. The event was held at the scenic terraces of The Grand L.A.'s Conrad Los Angeles Hotel that opened earlier this month.

The Grand L.A. is a towering collection of Frank Gehry-designed residential and retail buildings constructed in the epicenter of downtown L.A.'s cultural district. Developed by Related Companies, the \$1 billion urban destination center spans three blocks, making it one of the largest development projects in Southern California. With such an ambitious development venture, Related Companies worked with the City of Los Angeles to ensure that the construction workforce largely represented local workers, including those who are considered at-risk. To that end, a community benefits agreement was authorized prior to the development project breaking ground in 2018.

About PVJOBS

PVJOBS (Playa Vista Job Opportunities & Business Services) is a 501c(3) nonprofit public benefit corporation that works to provide at-risk youth, adults and veterans with job training and employment opportunities. Since forming in 1998, PVJOBS has overseen more than 8,000 job placements for Los Angeles' most heavily impeded community members. PVJOBS partners with community-based organizations, public agencies, private developers, contractors and construction unions to help realize its mission of providing career-track employment opportunities to at-risk individuals.

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Photo Caption #1

(From left): PVJOBS Executive Director Mary Taylor and PVJOBS Jobs Coordinator Manager Samuel Cabrera congratulate Raymond Construction Project Manager Michael Rapstine for his company hiring local and at-risk individuals to work at The Grand L.A. development project.

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Photo Caption #2

A KABC-TV newsman interviews Ronita Harper, an at-risk individual with a history of incarceration who turned her life around and worked as a tile finisher apprentice at The Grand L.A. development project.

The Grand L.A. Project Rendering

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