

Communication from Public

Name: DTLA Chamber of Commerce

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Council File No: 20-1074-S4

Comments for Public Posting: the DTLA Chamber is issuing a letter of support of Council File CF-20-1074-S4 while asking for the comments in the content of the attached document to be considered. We are supporting the original version of the proposed ordinance which includes sensible ambient music. Owner-operated restaurants in Los Angeles are vulnerable to temporary declines in patronage, making the original version with ambient music the optimal choice to protect the diversity and equity within the hospitality industry.

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Dear Chairman Harris-Dawson and Councilmembers Yaroslavsky, Padilla, and Hutt,

The DTLA Chamber of Commerce is writing this letter in support if amended of [CF-20-1074-S4](#).

As representatives of the vibrant heart of Los Angeles, we want to express our gratitude and commend the collaborative efforts that have gone into drafting the LA Al Fresco ordinance. We understand the importance of moving this ordinance in an expedient manner, but we also have reservations about the potential challenges of making revisions to include outdoor ambient music once it has been enacted.

The DTLA Chamber was created to give hands-on support to small businesses, especially owner-operated restaurants, which often face more hardship than larger corporations.

It is in the sense of assuring these unique restaurants have the proper conditions to thrive and have a competitive edge, that we have decided to support the ordinance with the following comments:

The Al Fresco Ordinance incorporates essential elements aligning with our chamber's mission.

- **Equity Values:** It cost-effectively streamlines the processes allowing minority-owner-operated restaurants to be able to participate, just as well as larger restaurants.
- **Conditional Use Permit for Alcohol Service:** This section of the ordinance cuts the red tape and alleviates the financial and the time-consuming burden on businesses that already have other day-to-day operational challenges. Through the temporary Al Fresco model, this expansion of the Alcohol Service resulted in increased staff, job creation and these restaurants longevity.
- **Use of Private Parking Spaces:** Allowing private parking spaces to be used for outdoor dining is congruent with our sustainability goals and it beautifies the immediate surroundings while enhancing the guest experience and community benefits.

All the above is much appreciated, however we are compelled to emphasize the following unintended negative consequences of the recent removal of the ability to provide ambient music. The lack of Ambient music will eliminate the following benefits:

- **Cultural lens:** outdoor ambient music outside of a restaurant offers a cultural benefit by enriching the dining experience, fostering a sense of cultural connection, and creating an immersive atmosphere that aligns with the cuisine being served.
- **Safety Plan:** the use of outdoor ambient music can help discourage loitering, improve surveillance, increase foot traffic, engage the community in maintaining the area's safety, reduce noise disturbances, and send a subtle message that the area is well-maintained and monitored. This approach can contribute to a safer and more secure environment around the restaurant for customers and the workforce.
- **Revenue Increase, Workforce and Economic Development:** the strategic use of outdoor ambient music outside of a restaurant can be a powerful revenue booster by increasing customer attraction seizing upselling opportunities, and increases the need for staff, creating job opportunities. This enhanced revenue directly contributes to the restaurant's economic development, their financial success, and gratuity for the staff.

Therefore, the DTLA Chamber is asking for the comments in the content of this document to be considered. Owner-operated restaurants in Los Angeles are vulnerable to temporary declines in patronage, making the original version with ambient music the optimal choice to protect the diversity and equity within the hospitality industry.

We appreciate your thoughtfulness and commitment to bolstering our local businesses and communities.

Respectfully,



Claudia Oliveira

CEO | President

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